

## General Business Consulting

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Cottrill Arbutina's Small Business Services Group specializes in addressing the challenges of small business owners in Western Pennsylvania by providing Quick-Books® financial software consulting, payroll services, general business consulting and outsourced bookkeeping.

### **General Business Consulting**

Many business owners and managers today are simply too busy "putting out fires" to take time to evaluate key elements of their business. Cottrill Arbutina can provide assistance in the following areas:

#### *Marketing*

- Advertising Advice
- Literature Development
- Tactical Pricing

#### *Sales*

- Customer Service Policies
- Sales Forecasting
- Follow-Up Systems

#### *Business Management*

- Cash Flow Analysis
- Credit & Collections
- P&L Analysis
- Key Ratio Analysis
- Budgeting

#### *Operations*

- Break-Even Analysis
- Job Costing
- Productivity Measurement & Enhancement

#### *Planning*

- Annual Business Plans
- Sale of Business Strategies
- Succession Planning