

3 Trends that are Time Bombs to Your Business

The SBA says 50% fail during first year*, but why?

**Source: U.S. Small Business Administration*



Corelytics is in a unique position to capture an aggregate view of small business' accounting data.

2,000 + small business sampled and over \$2.5 billion accounting dollars tracked. What do the numbers tell us?



The good news:



It appears that from our 2010-2011 data, less than half of business in our sample are in trouble.

The bad news:



1/4 to 1/3 are in trouble and may not even know it unless they can spot trends.

The 3 trends that can kill a business are related to **shrinking margins, dropping revenue per employees and short-term in-efficiencies** that go untended and turn into long-term problems.

23%

See **Shrinking Margins:**

Solution:

High Cost per Customer? Watch profit margin trends

17%

See **Dwindling Revenue per Employee**

Solution:

Share results with Employees to get staff alignment

31%

Fail to Spot **creeping short-term inefficiencies**

Solution:

High Cost per Customer? Watch profit margin trends