

Top Ten Reasons

to Choose Wolfsons, Inc.

- 1. Philosophy-** We believe that developing and employing a business plan has multiple purposes, most of which are far more important than simply impressing lenders or venture capitalists.
- 2. We encourage you to execute-** In the final analysis, it's not only the logic behind the plan and but the quality of its execution that matters.
- 3. Experience-** We have the "battle scars" to know when to ask the tough questions that will temper your plan for exposure and execution.
- 4. Insight and Perspective-** Our many years of consulting provides you with fresh ideas and creative ways to accomplish tasks.
- 5. Goal Orientation-** We insist that your planning effort begin with the setting of realistic goals, followed by logical strategies and action plans.
- 6. No Sugar Coating-** We examine your work with an attitude of healthy skepticism. That's the only safe way to evaluate the true feasibility of your plan.
- 7. We Challenge You** on your marketing plan- as the heart of the business plan, the marketing plan must be strong and solid.
- 8. We Challenge You Again** on your action plan- to make sure it forms a logical base for your projections.
- 9. We're in Your Face** -We want to meet you and your staff face to face. It's the only good way to get a feel for what your true needs are.
- 10. We Take It Personally.** We care about you, we want your future business, so we're going to do a great job from the start.

Wolfsons, Inc.
610 Philadelphia Avenue
Chambersburg, PA 17201



Guidance through the challenges of change

Wolfsons, Inc.

Consultants to Business
and Nonprofit Organizations

Offering executive services and independent consulting in:

Planning and Budgeting
Productivity Improvement
Grant Research and Writing

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Wolfsons, Inc.

For Business Analysis, Planning, Consulting, and Grant Writing

Chances are that you have a project you need to complete quickly, but you or your people are too busy "putting out fires" to get to it. Or, perhaps you need a problem solved, a situation studied, or an operation analyzed. We'll be there to help you execute. I'm Jim Wolfson, coordinator of project development. Talk to me. Give me a call at **717-263-0531**. I'll work with you on defining the problems to be addressed in your engagement. Then, we'll develop a plan to go forward according to your needs.

*Separate your business from the competition.
Let us assist you on a plan or project.*

Employ Wolfson's Keys to Profitability

The **business plan** is at the heart of your business. Do it. Live it. Review it often.

Focus on your core business. Find good support for the rest.

Customer-center that business. You want your customer to say, "I would have to be an absolute fool to do business with anyone else but you, regardless of price."*

Try to **create value added** for every sale. Great service makes a great relationship.

Change is the only constant in today's business environment. Plan for it.

Review all of your plans and monitor your actions at regular intervals.

It's your business. The buck stops with you. We help anywhere you need it. You execute.

To achieve results like these:

- Increased sales and market share
- Increased productivity
- Improved liquidity
- Improved personal decision-making
- Clear advantage over competitors
- Lowered personal stress level
- Mastery of the challenges of change
- *Just plain make more money*

For more information on Wolfsons, Inc., visit www.cvcon.com

Or telephone 717-263-0531

James W. Wolfson, Ph.D., MBA, CPA

Dr. Wolfson has experience over 30 years as CPA and consultant to small business. He has been involved in preparation of financial statements and budgets, tax planning and tax returns, business plans, grant writing, graphic design, financial planning and analysis, Web design and marketing, and a variety of management advisory services. He has planned, installed, and maintained microcomputer accounting and management information systems since 1985. Dr. Wolfson is also a proficient adult educator, as professor of accounting, finance, and MIS courses under various faculty appointments.

Profile of Services

Business Planning - research, analysis, and planning in business operations, marketing, environmental issues, financial analysis, staffing, and human resources. It should never be forgotten that at the heart of any business plan is a marketing plan.

Strategic Management/Planning - helping clients match resources to opportunities in a fast-changing marketplace. **Financial Management/Analysis** - we help clients improve cash flow in various ways. We determine optimum inventory levels and analyze the utilization of plant and equipment assets. We advise on financing methods and prepare operations and capital budgets.

E-commerce and E-business - As evidenced by recent developments, we must be very careful in developing strategy in these areas. We insist that e-commerce be a carefully considered component of the marketing plan and that e-business technology should not be acquired until that technology is proven to advance operations.

Business Support Services - Advertising planning and materials, copywriting, art, design and layout. Objective-based Web design, development, and promotion. Planning services, financial statement preparation and analysis.

Management Education - Seminars, workshops, and classes in financial management for nonfinancial managers, fundamentals of accounting, business planning, and destination retailing.

* Richard Harshaw & Edward Earle, *Monopolize Your Marketplace*, Y2 Marketing, 2000