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Nota di contenuto	Effective Operations and Controls for the Small Privately Held Business; Contents; Preface; Checklist for Starting, Developing, Maintaining, and Improving Your Small Business; Acknowledgments; Chapter 1: Understanding the Small Business Environment; Understanding the Small Business; Small Business Management; Small Business Computerization; Operational Management Function; The Family Business; Basic Operating Formula; Why the Small Business Is in Existence; Businesses the Small Business Is Not In; Helpful Systems; Management Responsibility; Operating Areas to Be Addressed Economy, Efficiency, and EffectivenessThe Initial Survey; Chapter 2: Strategic Concepts; Strategy Development; Strategies for Competitive Advantage; Other Strategies to Exploit; Business Models; Front-End Strategy Analysis; Overview of the Strategy Development Process; Some Basic Business Principles; Mental Models and Belief Systems; Situational Analysis: Planning Questions; Chapter 3: Planning and Budgeting: Identifying the Right Direction and Staying on the Path; Relationship between the Planning and Budgeting Process; Planning Process; Budgeting Defined Developing and Monitoring the BudgetNonmanufacturing Budgets;

Conclusion; Chapter 4: Improving Customer Service; New-Customer Quest; Servicing Present Customers; Striving for Outstanding Customer Service; Golden Rule of Customer Service; Looking at Customer Service from a Fresh Perspective; Tips for Terrific Touchpoints; Tips for Avoiding Traps that Trip You Up; Tips for Watching Out for Traps; Making that Great Customer Service Last: Keep the Romance in the Relationship; Conclusion; Chapter 5: Cash Conversion; Cash Conversion Basics; Cash Conversion Objectives; Profitability versus Liquidity Chapter 6: Sales Function Purpose of the Sales Function; Sales Function in Business for Itself; Product Analysis; Sales and Product Controls; Sales Forecasts; Pricing Strategies; Methods of Sales; Methods of Compensation; Sales Information and Reporting Systems; Performing the Sales Function Analysis; Sales Function Desirable Practices; Conclusion; Chapter 7: Cost Considerations; Cost Classifications; Manufacturing versus Nonmanufacturing Costs; Activity-Based Costing Overview; Cost Elements; Cost Reduction Analysis: Traditional versus ABC; Customer Cost Concepts; Analysis of Cost Behavior Conclusion Chapter 8: Accounting Operations: Functional Considerations; Accounting Function; Function Analysis; Choosing What to Analyze; Financial Reporting; Operational Analysis Survey Form; Analysis of Functional Costs; Developing Recommendations; Conclusion; Chapter 9: Operational Reporting Considerations; Small Business's Numbers; Financial and Operating Ratio Analysis; Key Operating Statistics; Conclusion; Chapter 10: Internal Controls for the Small Business; What Is Business Risk?; Internal Controls as Best Practices; Small Business Stakeholders; Internal Control Concepts Internal Control Objectives

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#### Sommario/riassunto

Effective Operations and Controls for the Small Privately Held Business"" Rob Reider is the ultimate 'on-target' consultant to the small business. Whether you are just starting out or have been in a small business for years, this book is a must-read. It is concise, clear, organized and addresses the management, financial, and personnel issues that confront and often destroy small business--eighty percent of all the businesses in America."--Tom Torgerson, CPA, President, Torgerson Associates Management and Financial Consultants""Dr. Reider's emphasis on first understanding th

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