



Fairmarket Widgets Discover Report

Name: **William Fairmarket**
 Industry: **Information**
 Objective: **Sustainable Growth**
 Completed: **Aug 24, 2020 04:17 PM**

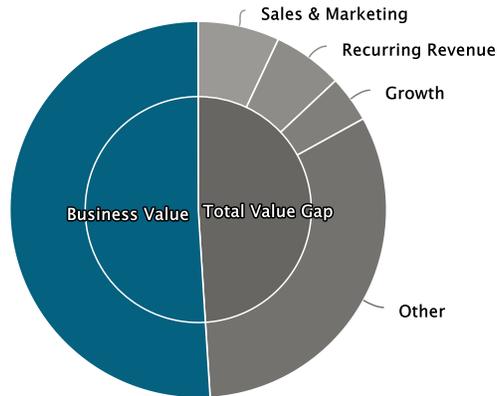
Enterprise Value: **\$49.1M**

Potential Business Value: **\$74.9M**

Value Gap: **\$18.1M - \$33.6M**

Growth and Value Opportunity

Fairmarket Widgets



Value Gap

Your value gap represents the difference between what your business is worth today (Business Value) and how much it could be worth (Potential Value). In other words, how many dollars you are leaving on the table due to operation and market weaknesses. The full circle shown in this chart represents your potential business value. The data slices show how much is locked up in value gap.

The larger this gap, the less sustainable, profitable and transferable the business, and the harder it will be to successfully accomplish your objectives.

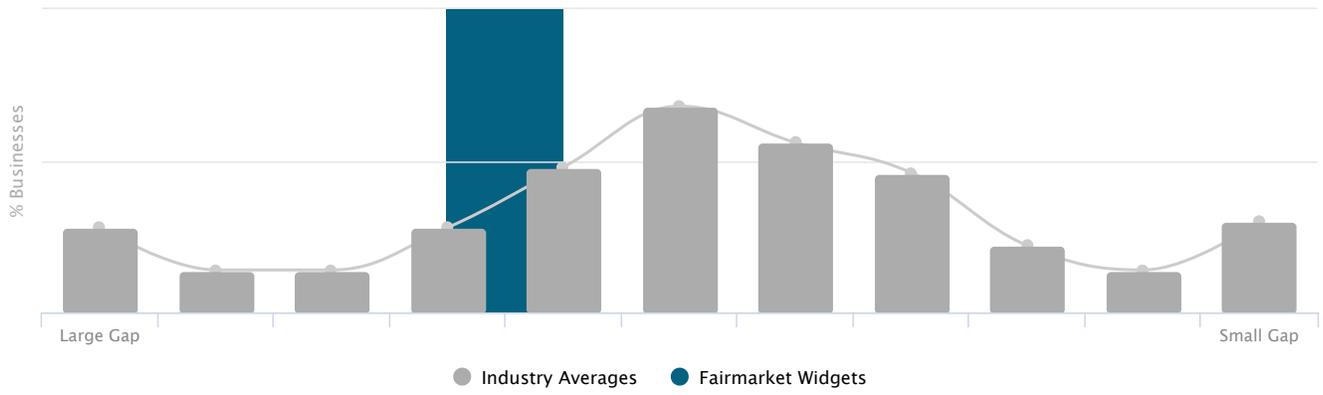
How Does Your Business Compare?

Value Gap of Critical Drivers

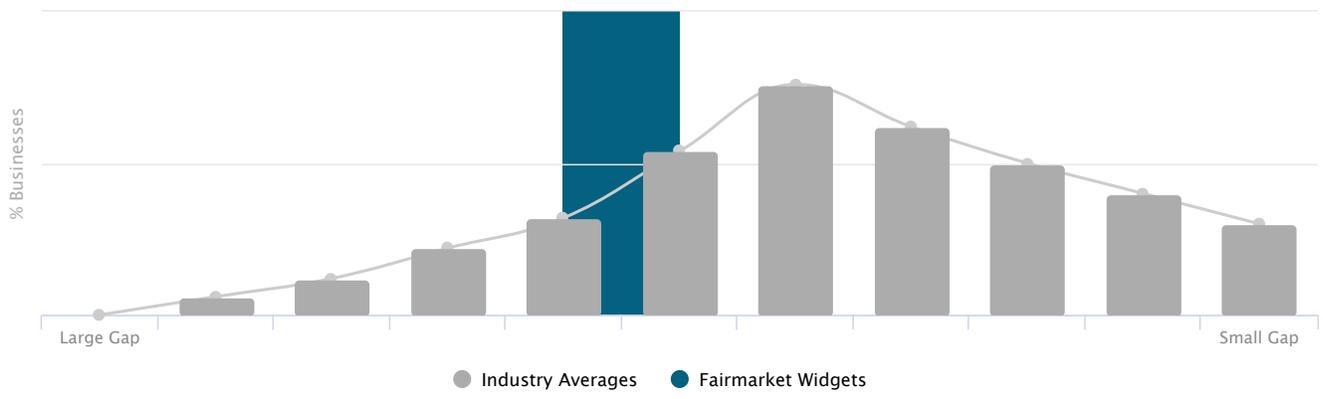
These charts compare your growth opportunities with similar drivers in other businesses within your industry.

These three drivers are causing you the most pain. For the biggest "bang for your buck", focus on improving these drivers first.

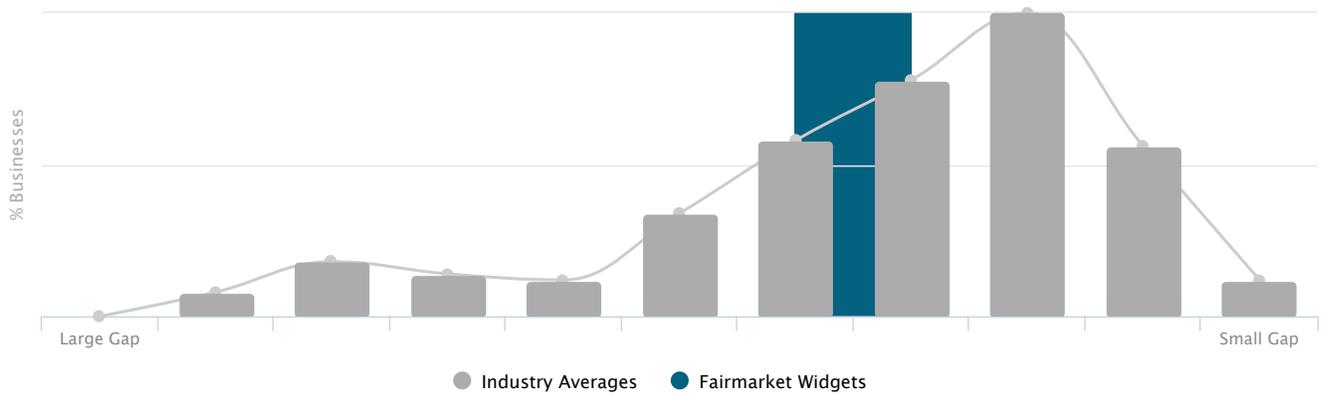
Sales & Marketing Driver



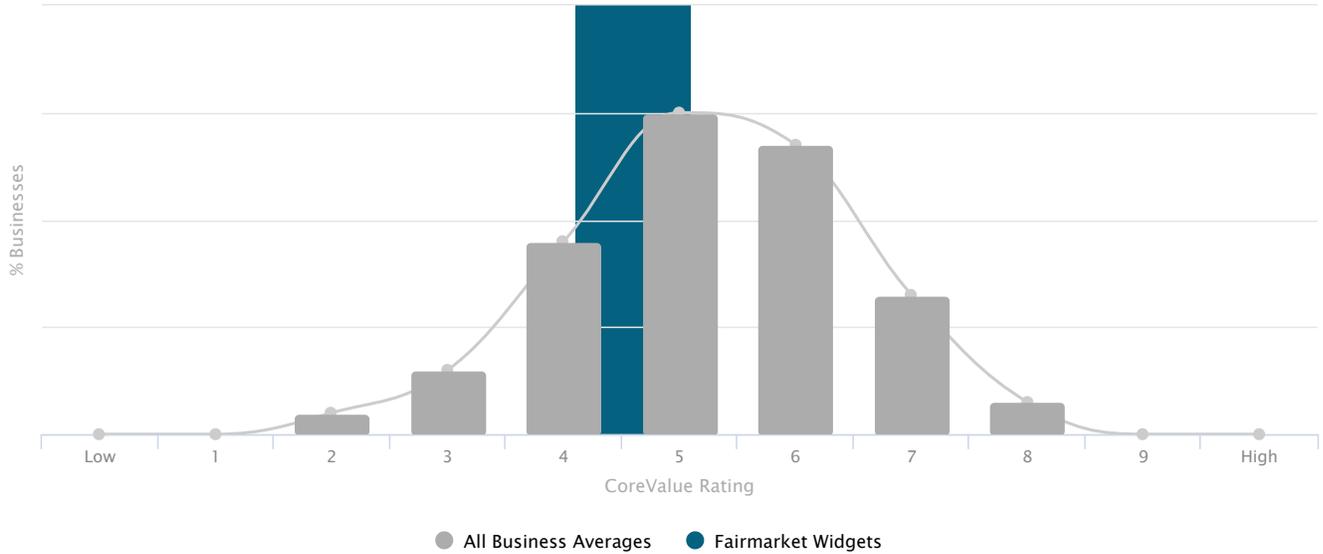
Recurring Revenue Driver



Growth Driver



CoreValue Rating



CoreValue Rating

Your CoreValue Rating is an indication of how well your business currently aligns with best practices and standards. This chart compares your score to the score of other businesses.

The better the rating, the better the alignment – and the greater potential to achieve business objectives.

Potential Red Flags

- Legal**

1 Potential Red Flag

It's essential the company gets its legal house in order and follow all best practices.
- Human Resources**

1 Potential Red Flag

The company must be able to efficiently and effectively attract, find, train, and retain quality employees.

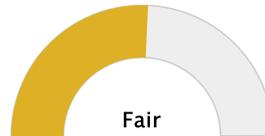
Potential Red Flags

Red Flags are important issues or 'watch outs' that can negate all the value of your business and compromise performance. Here we list any drivers that we found are being compromised by red flag issues.

If an owner is trying to raise capital, hit growth targets, attract stellar employees or a buyer, these are the types of issues that will bubble up during due diligence and can compromise achieving one's business objectives.

Summary

Your Overall Score

**Opportunities ahead...**

The overall value status of your company is in fair condition. This is an indication of the strength of your business as an engine, its ability to perform, generate future revenue and profit, and meet your objectives. This status means you may encounter challenges meeting some of your personal and business objectives.

By focusing on and fixing those few Drivers creating most of the Value Gap, you will create the most value, drive the strongest growth, and most likely, *make running the business more exciting and fun.*

Growing Your Business

Choosing to grow your business requires clear identification of roadblocks on the path to sustainable value. Our analysis, clear reporting, and actionable tasks make strategic planning and growth transparent, simple, and actionable.

Prepare to face the challenges of business growth by maintaining your positive attributes while focusing on closing your operational gaps.

How to Proceed

Since this is a high-level assessment, you'll need to dig deeper into your business to identify specific areas for improvements.

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