



# Success Story

## Small Business Retail Supplement Organization

There are not many small businesses in the retail sector that can tout the fact that sales have doubled and in some regions tripled in a 12 month period. This is a fact this organization could state. As the organization grew, old business processes used to support the organization prior to growth, simply did not work with high volume transactions. This organization hired The Comb Group to take their existing business model, optimize the model for growth, prepare a model that would carry the organization into the future at different levels of growth. The Comb Group reviewed all facets of the business including Accounting, IT, Order Entry, Customer Service, Warehouse, Office Management, and Marketing. Through this effort, recommendations were made for immediate improvements. Once “quick hit” improvements were recognized, The Comb Group completed Balanced Scorecards for each operating unit and each staff person. This was the first time the organization or staff had utilized scorecards. First impressions were, “Gee, this is the first time I can see what I really should focus on, day in and day out, even when things get crazy with the market.” Through balanced scorecards, the organization was able to focus on 6 critical strategic goals and ensure through alignment with scorecards. Once department managers and employees realized that all efforts could be focused, the organization began to see major improvements in service related issues, lost shipments, and order entry errors. At the time of this writing, the organization is in their first 90 days of scorecard use and the immediate results are there.

Timeline: 5 weeks from project initiation to announcement of changes and transformation begins.

## About The Comb Group

The Comb Group is an independent consulting firm. Our organization was formed on one driving notion: there is untapped potential lying within all organizations that when identified, drive significant performance improvement.

The Comb Group services help clients achieve their business goals through planning and execution of projects such as workflow diagnostics, voice over IP migration planning, call center outsourcing strategy, information technology planning, and Balanced Score Card delivery.

*Why The Comb Group? Because you improve your business the same way bees make honey...one comb at a time.*

## Industry Experience

No consultant with The Comb Group has less than 15 years of experience in their specific area of expertise. Our practices traverse a broad array of industries including Health Care, Banking, Insurance, the Public Sector, News and Media, and Small Business.

## The Comb Group

*Actionable Information, not just reports*

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