



BUSINESS HEALTH CHECK

Accounting Firm in South Dakota Offers Performance Measurement Services

Business owners work hard to develop a life and retirement for themselves, but often lose sight of their goals as the business gains a life of its own. This is where a business may benefit from Performance Measurement and the ongoing study of the organization's health - both financial and non-financial.

Trudy Kennedy, Certified Public Accountant of Rapid City accounting firm, Casey Peterson and Associates, explains: "The objective is to establish real-time measurements for the purpose of monitoring internal production, employee morale, customer satisfaction, money management and much more. Our goal is to improve the quality of information available to help with business planning."

Part of Performance Measurement is the analyzing of several aspects of a business including activity-based management/costing, budgeting and forecasting, customer segmentation analysis, cash flow projections and analysis, employee compensation plans, and succession planning. This South Dakota certified public accounting firm goes beyond financial planning and accounting principles and deeper into the operating mechanics of a business to enable more accurate decisions while helping to determine where the strengths and weaknesses lie. "Just as you analyze your personal finances and decide on what to cut or spend more on; we analyze your entire business and report on areas where you may wish to increase or reduce resources; we provide the tools to measure your own performance as well as your business finances," adds Rapid City CPA, Kayce Roseth. "Our goal is to empower business owners with the peace of mind to make sound business decisions