



Business Analysis

Its value and application for
consultants

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"Consulting Nuts & Bolts"

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What is Business Analysis?

Business analysis can be defined as the set of tools and practices used to gather the information needed for better-informed decision-making.

This statement is correct, however ...

What is Business Analysis?

A more informative description is:

Business analysis is the practice of answering a central question that can be applied globally or partially within an organization: How feasible is ...?

What is Business Analysis?

How feasible is this:

Upgrade?

Design?

Project?

Process?

Strategy?

Line of Business?

What is Business Analysis?

Feasibility may be determined in:

Economic

Technological

Operational

Market

Product/Application Requirements

Resources

What is Business Analysis?

What does a feasibility study do?

It compares the status quo with options for a proposed change.

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What does a feasibility study do?

It presents the findings in terms of costs and benefits of each option in monetary units.

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What does a feasibility study do?

Provides answers to the question: What's in it for the business?

What is Business Analysis?

What does a feasibility study do?

It compares the status quo with options for implementing a proposed change.

It presents the findings in terms of costs and benefits of each option in monetary units.

Provides answers to the question: What's in it for the business?

What's in it for You?

Planning: You can chart the course of your business by determining the cost and benefit of:

- A line of business
- Expanding your service area
- Having employees
- Budgetary provisions

What's in it for You?

Evaluation: You use the same forecasting criteria as planning to gauge how well your business is doing.

More Planning: Identify opportunities for change and plan your next steps.

What's in it for You?

	2010	2011
Income:		
BL 1	\$ -	\$ -
BL 2	\$ -	\$ -
Total Income	\$ -	\$ -
Loans:		
Loans	\$ -	\$ -
Tax Deductible (TD) Expenses:		
Total TD Expenses	\$ -	\$ -
Non TD Expenses:		
Total Non TD Expenses	\$ -	\$ -
Personal Expenses:		
Total Personal Expenses	\$ -	\$ -
Cash Flow:		
Cash in Hand Before Tax	\$ -	\$ -
Taxes	\$ -	\$ -
Cash in Hand	\$ -	\$ -
Cumulative Cash in Hand	\$ -	\$ -

By charting income projections, you can plan your service offerings according to demand, demographics, complexity, etc...

What's in it for You?

	Annually
Income:	
Total Income	\$ 120,000.00
Tax Deductible (TD) Expenses:	
Total TD Expenses	\$ 18,000.00
Non TD Expenses:	
Total Non TD Expenses	\$ 7,000.00
Personal Expenses:	
Total Personal Expenses	\$ 36,000.00
Cash Flow:	
Cash in Hand Before Tax	\$ 59,000.00
Taxes	\$ 40,800.00
Cash in Hand	\$ 18,200.00

The income you project determines how much gets put back into the business and how much goes to personal use/savings.

What's in it for You?

Loans						
	2010	2011	2012	2013	2014	Grand Total
Loans	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00
Interest	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 5,600.00	\$ 28,000.00
Principal	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 20,000.00	\$ 100,000.00
Total Paid	\$ 25,600.00	\$ 25,600.00	\$ 25,600.00	\$ 25,600.00	\$ 25,600.00	\$ 128,000.00

Loan planning is essential to ensure that borrowed money results in income over the life of the loan.

What's in it for your Client?

You can bring the benefits of business analysis to your relationship with the client in areas such as:

- Product design
- Operations
- Marketing

What's in it for You, Again?

Achieve one of your aims in business

A	Add to core competencies

What's in it for You, Again?

Achieve one of your aims in business

	Increase your marketability

What's in it for You, Again?

Achieve one of your aims in business

M	Make more money

What's in it for You, Again?

Achieve one of your aims in business

A Add to core competencies

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