
Here is how Sobel & Co. can help assist you as you start your new business venture.....

At Sobel & Co., we have developed a distinctive, process-driven model that helps guide women entrepreneurs through each stage of their business life cycle. Through this approach we incorporate and leverage the diverse technical expertise and business acumen of our professionals in order to address all facets and issues facing our clients.

While we are very proud of our ability to deliver sound business advice along with nontraditional services, such as strategic planning, fraud and forensic accounting, business valuations and wealth management, it is the auditing, accounting and tax services we offer that are the heart of our practice.

We believe it is our responsibility to provide our clients with a clear, realistic financial picture which they can use to guide their decisions and reach their goals.



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Women in Business



Women in business face unique challenges that go beyond the traditional finance, operations and technology of their perspective industry. They need to understand the importance and appreciate the impact that their philosophy and values will generate from the success of their company.

There are several phases in a business lifecycle. Here is a starting point for women entrepreneurs.

Phase One: The entrepreneurial/start up phase



In this first stage, the founder of the business has an idea, and she builds a business around it, taking it from concept to action. Throughout this early phase the thrust is predominantly on achieving immediate, short term goals. The owner may require access to initial capital, along with suggestions for selecting an appropriate corporate structure and insights regarding vendor relationships. Cash flow projections and other financial reports help the founder monitor and manage her company's growth.

Phase Two: Growth

The growth phase is one of the most exciting times. Sales are robust during this phase and separate duties are evolving, such as sales, operations management, finance and research and development. At this point there is usually a shift from looking at short term goals to considering the long term objectives and discussing future plans. Changes are taking place as the organization deals with more complex situations such as staffing issues, working with customers who may be around the corner or across the globe, and constantly changing technology.



At this stage, the organization often enters into serious discussions on how to manage exploding growth, maintain profitability, minimize taxes, and monitor operations for greater efficiency.

As the business really begins to grow into a sustainable enterprise, other challenges will evolve, including how to integrate all the critical issues that impact all businesses across all industries with the issues that specifically impact women in businesses.

Phase Three: Maturity

In this third life cycle stage, the business is reaping the rewards of the progress made during the earlier phases. Like the Growth stage, this phase may last for decades. The casual approach and the



informal atmosphere of the early stages disappear or be reduced so that the business' owner can focus on developing consistent processes that enable attaining their objectives.

As a result, the founder as well as employees may undergo a formal review process, have written job descriptions, and an employee handbook. A computerized database can facilitate communicating with customers and a professional marketing director will enhance the company's brand and reputation. The owner of the company may remain in leadership and key decision making roles, but she may be more hands-off at the manager level, encouraging others to handle day-to-day tasks.