

# Financial Performance Assessment FAQ



The **Financial Performance Assessment (FPA)** from the industry experts at the PIA Center for Print Economics and Management can help you discover where your financial strengths and weaknesses lie and develop a customized pathway to success. The assessment also includes three months of ongoing consultation with PIA Chief Economist Ron Davis and Economist Tai McNaughton.



## What is the structure of the report?

We start with an analysis of **Key Performance Metrics (KPMs)** followed by a variance analysis and action plan, *all completely customized for each report.*



## What is the turn time?

The Financial Performance Assessment is typically delivered within three weeks.



## What is the price?

Pricing structure for members (*based on annual sales volume*):

**Small Printer** (*up to \$1 million*) | **\$999**

**Medium Printer** (*\$1–\$4 million*) | **\$1,499**

**Large Printer** (*\$4+ million*) | **\$1,999**



## What are the potential returns on an FPA?

Typically, the report identifies a minimum of 1% improvement in sales to your bottom line:

**\$1 Million = \$10,000**

**\$3 Million = \$30,000**

**\$6 million = \$60,000**



## What if there are more questions that I would like answered?

We provide on-going assistance for up to 3 months on implementation of the action plan.



## What is done with my information once I provide it?

All information is kept completely confidential and only viewed by Dr. Ron Davis and Tai McNaughton. From there, we will hold onto the information provided for 3 months (*length of time for possible follow-up assistance*) at which time information will be permanently deleted.



## Do you have a question that wasn't answered?

Contact [economics@printing.org](mailto:economics@printing.org) for more information.

