



## Case Study: Zink Foodservice Group

Zink Foodservice Group is a manufacturers representation agency that services commercial food service distribution companies and is also a distributor of food service equipment. Zink has about 65 employees.

### Why FocusCFO?

We were introduced to FocusCFO® through our bank 10 years ago. We were in a transitional phase and our financial controller was leaving, so our bank suggested we talk to FocusCFO. We met with them and engaged them, and they filled that role for us, along with the other services they provide.

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### The Benefits of Working With FocusCFO

In the 10 plus years with FocusCFO, we've never had a question about where we stand day to day. It takes a big load off our minds at the management level not to have to worry about that, and the value is tremendous. The revenue of our organization has quadrupled.



## What would you say to other companies of your size about the impact of your investment in FocusCFO?

One of the biggest benefits has been how he has changed our relationship with our bank. He makes sure they always have current information. Another big benefit is that prior to engaging FocusCFO, we really didn't have a budget forecast system. When you get to a certain size, you have to be organized and have a long-term budget. We are expanding, and for our new locations, Mike gives us a cash flow analysis, what it will cost, and a break even analysis about how long it will take us to turn a profit in that area.

***“Choosing FocusCFO is one of the better moves we’ve made in the last 10 years. Quite frankly, the bang you get for your buck when you have a seasoned professional CFO is amazing.”***



**Let's have a conversation.**

**855-236-0600  
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