

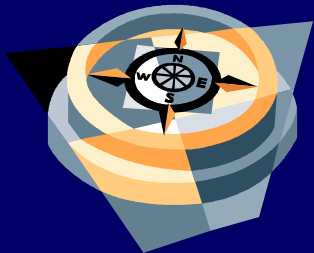
## Enhancing Business Performance

J. Bernard Associates maximizes your companies performance through:

- Streamlined strategic planning
- Implementation monitoring
- Operational excellence
- Performance measurement
- Business valuation and analysis
- Extensive business expertise
- Strategy reviews and updates

### Other Services

- Supply contract negotiations
- Volume modeling
- Retail site rationalization
- Expert Litigation Testimony



J. Bernard Associates helps you ensure **future success** by creating strategies that capitalize on your company's strengths and correct critical performance gaps.

Our tested process is comprehensive yet **streamlined**, taking days rather than months to begin implementation.

The measures and timelines created provide you the tools you need to **stay on course**.

We establish long-term relations with our clients through **trusted expertise**.

Call Jeff Bernard to discover how we can help you and your company.



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# Linking Strategy to Performance

Our unique streamlined process uses the talents of your people and our marketing planning and facilitation expertise to create a comprehensive strategic plan.

The key process components include:

- Analyzing the competitive climate and identifying what it takes to be a champion
- Prioritizing business segments
- Evaluating strategic capabilities and linking them to realistic strategies
- Identifying specific competencies that are needed to flawlessly execute your strategy
- Developing objectives and action plans to accomplish specific goals
- Assigning action plan accountability and timelines to make certain that implementation is on track
- Creating a scorecard with measurements that link directly to strategic objectives
- Providing expert advice on critical business issues

## Expert Services

Extensive experience in retail and wholesale fuels supply, distribution and marketing, convenience store operations, business management, and strategic planning combined with expert facilitation and a proven strategic process delivers a plan that makes a difference.

To help you develop an effective strategy our services include:

- Identification of key participants in the strategic process
- Planning workshop agendas that are designed to extract the best thinking from contributors
- Workshop facilitation that keeps the process on track and on time
- A follow-up process that provides a common guide to maintain strategic discipline
- A strategy communication package that is easily understood

## Performance Measurement

We link strategy to actions through a scorecard that ensures high level performance.

The scorecard process:

- Organizes strategic objectives into unique perspectives that build on and complement each other
- Identifies specific measures and milestones for each objective
- Establishes weights for each measure according to their contribution to overall success
- Includes periodic milestone reviews to keep your strategy fresh

## Business Analysis

A key component of the streamlined process is business investment analysis. The process utilizes innovative techniques to:

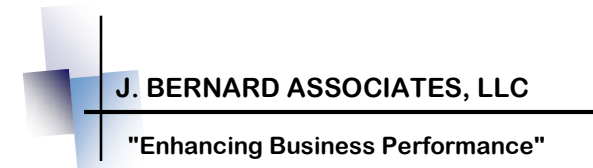
- Prioritize retail outlets based on their competitive position and relative profitability
- Analyze business value and capital investment options
- Identify cost associated with each alternative

**Our objective is to improve your results through unbiased business advice.**

**Jeff Bernard's 40 Years Petroleum Marketing Experience includes:**

- Retail & Wholesale Sales Management
- Strategic Planning Management
- Market Research & Development
- Petroleum Marketer Consulting
- Car Wash Strategies
- Certified Meeting Facilitation

**Contact Jeff Bernard to set up a preliminary strategy discussion.**



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