



The Easy Apple Method™

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The traditional accounting ledger system though widely accepted is still in the eyes of many a confusing and frigid way to look at a business. For those groups and individuals looking for an alternative, in other words a simple yet fundamental way to breakdown organize and easily manage their entire business, I present *The Easy Apple Method™*

A business is very much like an apple. Though they come in different shapes and sizes you will find that once you slice it up like an apple, they become simpler to chew, swallow and enjoy.

The CORE



The Center of it all. The CORE represents the vital parts of your business. The people, products and services your whole business depends on to grow and function. Furthermore, before you decide what product or service you may want to offer and to who, you first must get **The CORE** setup running.

CLEANING COMPANY

Core Example:

Vendors	Verizon Phone Services, Office Rental, Ford Van Lease, Business Insurance, Bank, Yellow Pages
Employees	The Owner, Office Manager
Legal Entities	Business License, IRS, Attorney, Accountant, EPA
Assets	The Cleaning Van, Office Computer, Money Safe, Phones, Printer

The SLICES



The Money Makers. The slices represent your businesses' main sources of revenue. You will find most businesses will depend on multiple sources, and every source usually comes with its own list of people, products, services, and of course customers. The goal is to provide each revenue source (or as we say "SLICE") with its own organized and dynamic space.

CLEANING COMPANY

Slice Example 1: Office Cleaning

Customers	Offices, Buildings
Vendors	Electrolux, ULINE,
Employees	Cleaning Crew, Manager, Driver
Legal Entities	SEIU Union, Workmen's Insurance
Assets	Vacuums, Trash Bins, Floor Polisher
Inventory	Trash Bags, Mops, Brushes, Dusters
Services	Vacuum, Bathrooms, Windows, Desks & Chairs, Trash Disposal,

Slice Example 2: Carpet Cleaning

Customers	Restaurants, Schools, Stores
Vendors	Butler Systems, HydraMaster
Employees	Carpet Cleaners, Driver, Assistants
Legal Entities	SEIU Union, Workmen's Insurance
Assets	Carpet Machine, Tanks, Sprays
Inventory	Carpet Shampoos, Stain Removers
Services	Carpets, Rugs, Upholstery, Auto Interiors, Basement Floods

The WHOLE APPLE



Where it all comes together. Once the Core and Slices have been defined, you must bring them all together to get an overall view of your business. This will allow you to compare the performance of each slice and to find areas of improvement, points of loss - along with targeting revenue builders. Furthermore, after reviewing you businesses' performance you find that a certain slice costs more then it's worth, you can literally close it down without the fear of affecting the rest of your business.