

FitzGerald & FitzGerald, P.C.
Sample ABCD Client Analysis

	A	B	C	D
Monthly Sales	10000	5000	4000	1000
Profitability	30%	35%	28%	28%
Pays Bills	20 Days	25 Days	25 Days	35 Days
Growth Potential	Yes	Yes	No	No
Product Return	0.05%	0.05%	1.00%	2.00%
When Did Customer start	2001	2005	2015	2010
Problem Resolution	Easy	Easy	Difficult	Difficult
High Risk	No	No	Yes	Yes