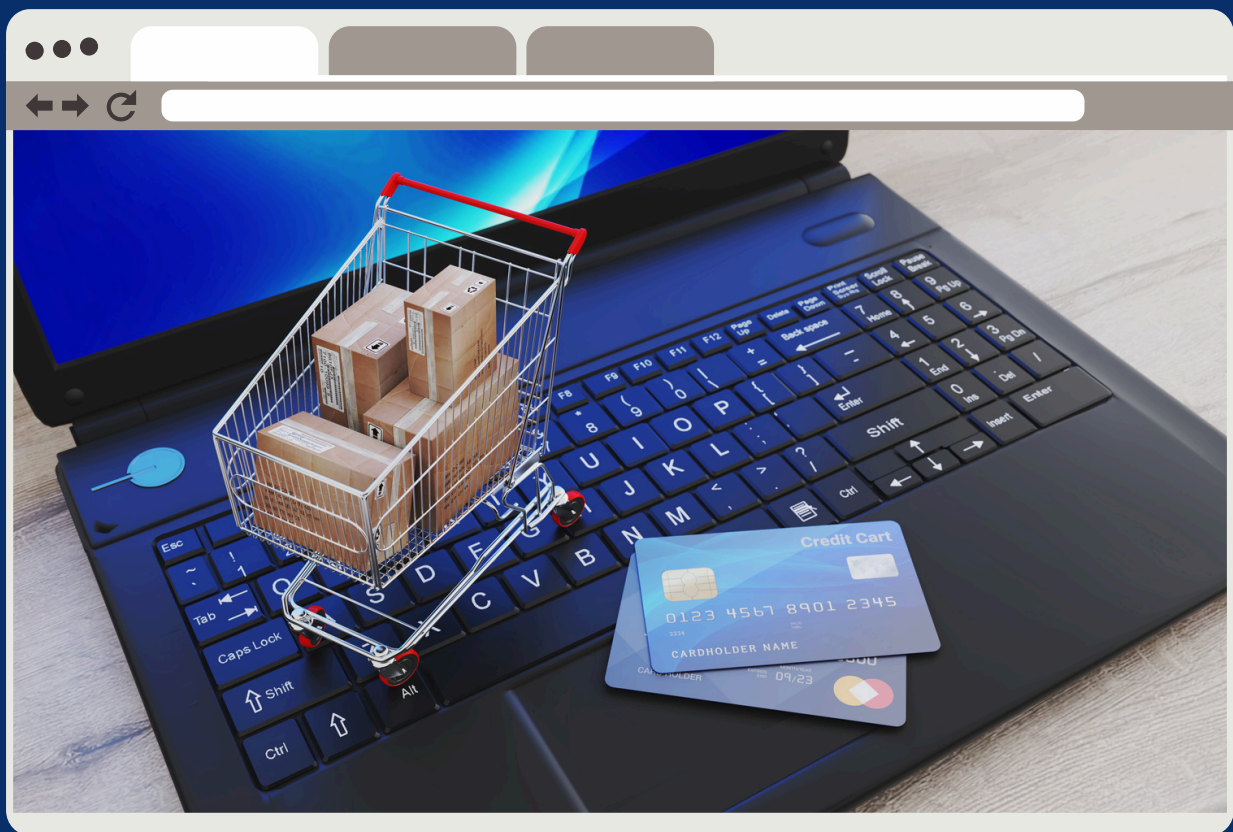


# E-Commerce Case Study



## MASTERY

FRACTIONAL CFO SERVICES



# FRACTIONAL CFO CASE STUDY

## SUCCESS STORY: TURNING AROUND AN E-COMMERCE BUSINESS IN UNDER 12 MONTHS

### CLIENT SNAPSHOT

**Company:** Canadian-based e-commerce business

**Stage:** Start-up/ Scaling

### OVERVIEW

**AT the beginning of 2024, this company was facing financial struggles.**

- A negative cash balance
- High liabilities
- A net loss of \$14,651 the previous year
- Inventory issues and no clear financial direction


The future looked uncertain. The founder knew something had to change—but wasn't sure what.

**Fast forward to the end of 2024, and the transformation was remarkable.**

- \$175,000+ in Net Profit
- \$198,000+ in Cash Reserves
- Inventory tripled, and proper inventory tracking and management systems and processes had been implemented
- Targets Exceeded for the First Month of 2025

### So, what changed?

The company engaged with **Mastery Fractional CFO Services** at the beginning of 2024. Mastery implemented financial discipline and strategic decision-making, and helped optimize operations—leading to an impressive turnaround.

 ***“We weren't getting the right financial picture until we made these structural changes. Suddenly, everything made sense—and we had the clarity to move forward.”*** – Co-owner & CEO, E-commerce Business

# THE SOLUTION

Mastery Fractional CFO Services assessed the business's financial situation and created a clear plan to achieve success. We led the company every step of the way and partnered with them to execute the plan with precision.

The plan consisted of the following:

## 1. BUILD ROBUST FINANCIAL MANAGEMENT AND COMPLIANCE PROCESSES

- Mastery restructured the company's **chart of accounts** to better track key financial data and implemented **new software** to streamline operations.
- Mastery brought in an **independent third-party bookkeeper** to manage daily bookkeeping and an **independent third-party tax accountant** for corporate tax filings. The Mastery team continues to **collaborate with these professionals regularly** to ensure financial accuracy and compliance.

## 2. CLARIFY THE COMPANY'S TRUE GROSS PROFIT MARGINS

- Mastery helped them understand how their **gross profit margins** were influenced by key financial factors, including **merchant fees, fulfillment fees, returns, purchases made on credit, foreign exchange fluctuations (Forex), and month-end purchases (timing effects)**.
- With this insight, the company could **adjust pricing, manage purchasing more effectively, and improve profitability**.

## 3. CREATE A ROADMAP TO FINANCIAL SUCCESS

- Mastery identified the most critical financial **key performance indicators (KPIs)** relevant to the company's stage of growth.
- By helping leadership **interpret and act on these KPIs**, we enabled them to make **data-driven decisions** that aligned with their long-term vision.

## 4. IMPLEMENT BUDGETING AND FORECASTING

- Mastery developed **budgets and rolling financial forecasts**, allowing the company to proactively plan for different business scenarios.

- This approach provided **visibility into how operational decisions would impact cash flow, profitability, and overall financial health.**
- The forecasts also became a **critical tool for workforce planning**, helping the company **determine the right timing and structure for labour investments** to support growth while maintaining profitability.

## 5. COURSE-CORRECT WITH PLAN VS. ACTUAL ANALYSIS

Mastery enabled real-time decision-making through:


- **Monthly reviews** of budget vs. actual performance
- **Variance analysis** and course corrections
- Clear **accountability** for targets

## 6. ALIGN FINANCIAL & OPERATIONAL STRATEGY

Mastery became an integrated part of the leadership team, helping assess:

- Operational decisions
- Workforce planning
- Inventory strategy
- Risk exposure


All through a **financial lens.**

 *"...We looked at everything that was going on in the business—not just on the financial side... we began to understand his operations... and worked as a key component of his team."* – Logan Giesbrecht, Assistant Fractional CFO, Mastery Fractional CFO Services

## 7. ESTABLISH CASH FLOW GUARDRAILS

Mastery implemented safeguards to:

- Avoid liquidity crises
- Ensure availability of working capital
- Sustain long-term growth

 *Now, everything is working, and I feel confident about where the business is heading.* – Co-owner & CEO, E-commerce Business

## THE RESULTS (2024)

📈 **Profitability:** From \$15,000 in losses to over \$175,000 in net profit.

💰 **Cash Position:** From a deficit to over \$198,000 in the bank.

📦 **Inventory Growth:** Inventory tripled, and proper inventory tracking and management systems and processes have been implemented.

🚀 **Momentum into 2025**

- Targeting over \$2.6MM in annual revenue and 13.3% profit margin.
- Already ahead of plan one month in.

🗣️ *“Thank you so much once again for your support and for all that you do for our company.*

*Without these numbers, we were absolutely blind.*

*We were scared to scale. We started projects and invested, but we weren’t growing—and all our expectations were wrong.*

*Now, everything is working, and I feel confident about where the business is heading.”*

– Co-owner & CEO, E-commerce Business

## ONGOING PARTNERSHIP

The e-commerce business now relies on Mastery Fractional CFO Services for high-level strategic guidance on an on-going basis.

## FINAL THOUGHTS

🗣️ *“This transformation wasn’t luck—it involved strategy, execution, and financial discipline. Our team at Mastery Fractional CFO provided the financial clarity, structure, and decision-making support needed to turn this company around. And we enjoyed the process!”* – Ryan Chenier, CEO, Mastery Fractional CFO Services

**Are you ready to transform your business’s financial future? Let’s talk.  
Book a free consultation today!**

## WHY MASTERY FRACTIONAL CFO SERVICES?

We deliver executive-level financial leadership to help your business grow profitably and achieve your vision of success. Our team specializes in supporting e-commerce businesses guiding them through growth, improving cash flow, and enabling confident, data-driven decision-making.



### ***UPDATE – One Year Later: Financial Results with Mastery CFO***

After another full year with Mastery Fractional CFO Services, the financial results provide a clear view of how the business has performed in 2025, with disciplined execution and strong financial leadership firmly in place.

Key highlights (Full year, year over year):

- Revenue: Increased from approximately \$1.26M to \$2.57M (+105%)
- Net Profit: Increased from \$93K to \$307K (+229%)
- Gross Profit: Increased from \$192K to \$652K, reflecting meaningful margin expansion
- Equity: Increased from approximately \$79K to \$386K
- Business Scale: Assets increased from \$171K to \$272K, reflecting a larger and more complex operating footprint

What stands out most is not just the pace of growth, but the quality of that growth. Revenue more than doubled while profitability expanded materially, equity strengthened, and the balance sheet became significantly more robust. This combination is not common in fast-scaling e-commerce businesses.

From a financial perspective, the business is now in a much stronger position to support continued growth, manage operational complexity, and pursue future opportunities from a position of clarity and strength.



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