Evaluating the Practices of a Small Business: A Case Study

Companies are in constant search to increase profits. The company success is dependent on its standard operational procedures, otherwise known as SOP. Golden State Irrigation and Noack Pump is a non-union merit shop contractor that performs irrigation work in the California’s central valley. This paper researches the utilized methods of the company to see if it is operating at an optimal level. The methodology used in this project is a case study, where multiple jobs, income statements, and cash flows were analyzed, along with conducted interviews. Both qualitative and quantitative data were collected in the investigation of this case study. The business practices of Golden State Irrigation and Noack Pump have similarities and discrepancies to industry standards. After examining the data, it was seen that accounting for all facets of labor is always a difficult operation. There are many new and innovative business practices that are catered towards small businesses and could help fill the gaps in labor tracking and job costing for both direct work and idle time. This project proves that a company can be performing at a profitable rate and have a healthy standing but can still have room for improvement in its standard operational procedures.

Key Words: Irrigation, Optimization, Efficiency, Standard Operational Procedures