

In the presented work I devote to creating a computer model of a professional service firm using the theory of business modeling. The whole model was programmed using the application Vensim. Another part of this work was to use this model to answer some key questions about the professional service firms. I dealt with the issue of optimal volume and optimal size of potential orders. I have also studied the influence of marketing and employee productivity on business performance. Another part of the work was to find patterns in employees career growth and to monitor sales and quality of projects delivery. I also determined the size and characteristics of critical mass. Such a model could then be used to better understand patterns of companies in the professional services industry and we can use it to manage the company more effectively in this environment.