

QUOTE

“Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations.”

- Steve Jobs



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The Challenging Business World

As a business owner you are constantly facing new challenges and having to adapt to meet those challenges. These challenges can range from Government regulation to technology and consumer confidence. How quickly you adapt to these challenges is very dependent upon your preparedness. If you want to be prepared and have a business that has capacity to grow consider the following:

Break-even Sales

This is the level of sales that you need to be making to cover your costs. If you don't know your breakeven point how can you ensure that you keep moving forward and not backwards? The break even point can be viewed as your minimum sales you must be making.

Product / Service Pricing

How do you price your products / services? If you simply base a price on what your competition is doing you may actually be losing money. Before putting any product / service on the market you must look at all the costs involved and include that in your pricing formula. Remember that pricing has a bigger effect on your profit for the year than what extra sales will.

Key Performance Indicators

Every business has certain key performance indicators (KPIs) which are measures of whether the business is on track or not. Do you monitor your KPIs? Have you even set your KPIs? If you have not set any KPIs you need to be doing so or the business could simply be drifting and not achieving the growth that it should.

Budget / Cash Flow

If you are running your business without a budget or cash flow it is like going on a trip with no idea of where you are growing and how you are even going to get there and the obstacles ahead. To keep the business we believe it is vital that you compare your actual performance against budgets and if you are falling behind take immediate action to correct it. Don't wait until the end of the year when we advise you of the declining results as it can be too late.

In business cash is king and if you run out of cash you could be heading into a death spiral from which it could be hard to recover. The cash flow forecast will tell you what cash you need when and also plan for what is coming up. This is important especially if the business is growing and demands for cash can be high particularly if you need to purchase product.

Drop Unprofitable Product / Service

There comes a point in the lifecycle of a product or service where it become marginal or unprofitable to keep selling it. We often find that for sentimental reasons business owners don't want to let go of that product or service. However if you are to maximise profits you need to be cutting them sooner rather than later. The same also goes for slow selling product. If product is sitting around doing nothing that is dead money and it is better to use that cash somewhere else where it can be converted into cash sooner.

If you wish to remain in business and achieve strong growth you need to be thinking about and implementing the above steps. You need to know where and how you are going and without these steps you are effectively sailing your business boat without a rudder. To implement these steps we can assist and guide you through implementation of them and also provide ongoing monitoring support to ensure that you are heading in the right direction. When you are ready to implement contact us for our expert assistance.

Novel Business Promotion

Rapid Realty, a New York based real estate firm have found a novel way to build loyalty from their agents whilst at the same time spreading their brand for no cost and coined the new term of "Brand Ambassadorship". Their approach is an outside the box thinking and shows that sometimes to stand out from your competition you have to do something different. So what did they do?

Their idea was to encourage agents to get a tattoo of the company logo and in return giving them a 15% raise on their commission. This has meant that agents are now earning 40% commission instead of the usual beginning rate of 25% commission. The only requirement to qualify is that the tattoo can be any size and anywhere on the agents body. So far they have had 40 agents get the tattoo with more lining up to do it.

Rapid Realty agent Adam Altman commented "The company's been good to me. I don't see myself going anywhere. If I have it on, it's gonna force me to keep going and working harder, cuz you know I have that logo on, you know you're not going to give up. It's there for life, "Rapid for life. Yo."

You may view this as a step too far but it does raise a question when was the last time you reviewed what you did to stand out from the competition? In this ever increasing competitive world you need to be differentiating yourself from other businesses who may offer the same as you. Yes this is difficult to do and we all face that challenge every day but unless you keep working at it you will always be regarded by your potential and existing customers as just another business.

How to Maximise Rental Return

All businesses should be aiming for the best return on investment possible and the rental market is no exception. In order to ensure you are getting the best "bang for your buck" follow these four simple tips:

- Get an expert opinion to ensure you are charging enough rent - and increase it on a regular basis. The increases don't have to be huge and when done regularly even a long term tenant won't mind paying a little bit extra each year.
- Ensure the cessation of the lease period occurs during a busy time of year. If you are getting a greater range of quality tenants competing for the property you can get higher rents with less vacancy time.
- Ensure the right screening checks are being carried out – including credit checks. This is vitally important with a new tenant but should also be considered every couple of years for long term tenants too in case their circumstances change.
- Keep up with repairs & maintenance. The longer you wait to fix something the bigger and more expensive the problem becomes. Regular maintenance can also avoid having to replace things completely if they are left too long.

Lemons

Did you know that if you ingest lemons they have an anti-inflammatory effect and clean the body? Lemons also stimulate the appetite and digestion, promote sweating and strengthen the immune system, relax cramps and calm and refresh the body and mind.

Applied to the skin, lemons stimulate the blood circulation to the skin and balance excess oil production.

To relieve sunburn, gently dab undiluted lemon juice on reddened, sunburned skin. The astringent effect of the lemon relieves pain and reduces inflammation.



Emergency disinfectant – Lemon juice can be used to disinfect minor injuries of the mouth and throat or fungal infections such as candidiasis. Apply the juice directly to the affect areas and also rinse your mouth with lemon juice several times daily. This treatment also reduces bleeding of the gums.

