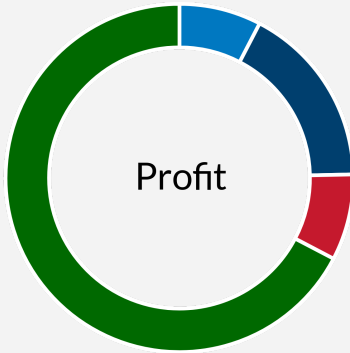
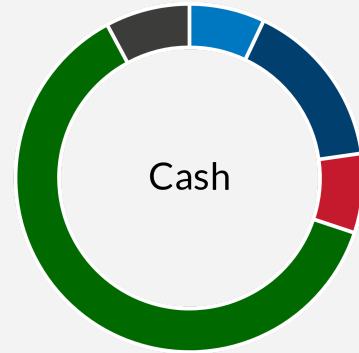


Overview - your potential improvement



£45,023



£48,860

Broken down in the following 5 areas:

- Revenue growth
- Gross profit
- Operating profit
- Revenue per employee
- Cash days

We've been crunching your numbers and we believe we can help you to obtain the above additional profit and cash.

This is based on your current numbers and by making a small improvement of 5% across the 5 levers of success.

These numbers could of course be higher or lower depending on your particular circumstances.

Below is a breakdown of how we've calculated the above potential profit and cash improvement based on 5 key areas.

You'll also see a few actions that you can work on immediately. However, we recommend booking a short meeting to go through the numbers, see what's possible and create a plan to help you get there.

Details

Revenue Growth

This is the amount your revenue (often called turnover or sales) has grown compared to the previous period.

Potential profit and cash improvement on revenue growth of £3,431.

Possible actions to improve revenue growth are:

1. Becoming more compellingly attractive to prospective customers
2. Improving your pricing systems
3. Improving your sales systems

Gross Profit

This is the profit after deducting from your revenue only the direct costs your business incurs in actually making the sale and fulfilling your customers' needs.

Potential profit and cash improvement on gross profit of £7,677.

Possible actions to improve gross profit percentage are:

1. Become more compellingly attractive to prospective customers
2. Improve your technology
3. Get rid of customers who set you back

Operating Profit

This is the profit after deducting from your gross profit all other costs required to run your business.

Potential profit and cash improvement on operating profit of £3,603.

Possible actions to improve operating profit percentage are:

1. Review all costs to see what isn't adding value and either reduce or remove
2. Switch suppliers to get cheaper prices
3. Negotiate lower prices with existing suppliers

Revenue Per Employee

This is your revenue divided by your full-time employee numbers. It indicates how well your team are contributing towards the goals of the business.

Potential profit and cash improvement on revenue per employee of £30,312.

Possible actions to improve revenue per employee are:

1. Improve the knowledge, skills and attitude of your team
2. Improve your operational systems, procedures and work practices
3. Become more valuable to your customers

Cash Days

This is the how long it takes for cash to come into your business after making a sale and taking into account your supplier payments.

Potential cash improvement on cash days of £3,837.

Possible actions to improve cash days are:

1. Identify your slowest paying customers and ask them to pay your business quicker
2. Pay suppliers only on the due date and not before
3. Improve your profit to drive additional cash

Next Steps

Click the link in the email today to book in your meeting.