

## Tough Times Are Ahead?

All the economic indicators tell us that we are looking at some tough trading times ahead. In that regard, we have prepared a “Tough Times Business Checklist” which we hope you will find useful as you look at ways to keep your business successful in this environment.

Please review the ideas we have presented and talk to us about how we can help you with implementation. We have helped a number of clients recently to control their costs and maintain their revenue base.

What is really important is that you take steps now to make sure your business is “ship shape and Bristol fashion”.

Please let us know if you need help.

No.	Action Item	Completed
1.	Review your Budgets and set realistic and achievable targets for 2009.	
2.	Get rid of can't pay/won't pay customers.	
3.	Review debtors list and chase up overdue invoices.	
4.	Offer existing debtors extended payment terms and/or discounts.	
5.	Make sure your terms of business contain explicit payment terms.	
6.	Assign responsibility to one individual for invoicing and collections.	
7.	Agree extended payment terms with all suppliers in advance.	
8.	If appropriate, review banking facilities and discuss future needs.	
9.	Put extra effort into making sure your relationships with your better customers are solid.	
10.	Review and flow chart the main processes in your business (e.g. Sales processing, order fulfilment, shipping etc) and challenge the need for each step.	
11.	Encourage team members to suggest ways to streamline and simplify processes (e.g. sit down and brainstorm about efficiencies and cost reduction).	
12.	Review your list of products and services and eliminate those that are unprofitable or not core products/services.	
13.	Establish your key performance indicators (KPI's) and measure them on a daily basis e.g: <ul style="list-style-type: none"> <li>▪ Sales Leads generated</li> <li>▪ Orders supplied/fulfilled</li> <li>▪ Cash balance</li> <li>▪ Stock Turnover</li> <li>▪ Debtor Days</li> <li>▪ Gross Profit</li> <li>▪ Net Profit</li> </ul>	
14.	Pull everyone together and explain the business strategy and get their buy-in.	