



# business health check

## TOP 10 WAYS TO KEEP YOUR BUSINESS HEALTHY

1. Keep an eye on the numbers and your cash position.
2. Know your customers.
3. Sell to the right customers.
4. Make sure you have a marketing plan.
5. Develop a sales plan.
6. Involve your employees.
7. Be prepared to spend and invest.
8. Look at ways to optimise your business.
9. Make yourself accountable.
10. Recognise you don't have to go it alone.

## Is your business in good shape?

A business is a lot like the human body.

At the heart of a healthy business, is good credit management practice - keeping the cash flowing. Your people and productivity are the pulse that keeps everything up and running. Sales are the muscles that propel it. And just like a body's nervous system, operations need to run smoothly to keep all parts of the business fighting fit.

Like a healthy body, a healthy business is the result of all systems working together. It only takes one part or system to underperform, and the entire body can be affected. And just like the human body, your business has to be regularly nurtured to function at optimum level.

A regular check-up is still the best preventive measure to keep you fit, healthy and ready for action.

## KEEPING YOUR FINGER ON THE PULSE

No matter what stage your business is in, to keep it in its prime you must check its systems, pay attention to any ailments and remedy the problem accordingly.

Even if your business is in relatively good shape, it's worth giving it a routine health check.

By spotting any excesses or weak spots early, you can work on them before they become a significant and potentially costly problem.

## HOW ARE THOSE VITAL SIGNS?

You can only know your business' true state of health, if you know the vital signs - those essential hard numbers that help you gauge your progress. And the tougher the economy, the more you have to watch them.

Keeping track of key business indicators is the difference between a thriving concern and a business on life support.

But you need to know the right symptoms to look for, and that's where a Charter Partners Business Health Check can make all the difference.

## Did you know that more than 90% of failed businesses never sought expert advice?

“What we actually learn, from any given set of circumstances, determines whether we become increasingly powerless or more powerful.”

Blaine Lee



# a proven prescription for peak performance

A healthy business is in a constant state of well-planned and well-managed evolution. If you are not convinced that things are 100% fit, best to call the doctor pronto – contact Charter Partners today to arrange your Business Health Check.

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Our Business Health Check puts your business under the microscope and provides an objective and extensive analysis that diagnoses areas that are under-performing.

It will give you valuable insights into how your business is currently positioned, its potential, and areas for development.

The Business Health Check is a powerful tool for identifying areas negatively affecting profitability and growth.

We run scenarios that let you see the effects on profit and cash flow by changing key performance indicators. Then we identify those indicators critical to improving your operational results in the future and advise you on how to change the negatives to positives.

Think of it not just as a health check, but a reality check too.

#### **CHARTER PARTNERS BUSINESS HEALTH CHECK GIVES YOU A HEALTHY ADVANTAGE**

- Guide to increase business value, net profit and cash flow
- Strategies for business improvement
- Detailed analysis of your business to better understand how it works
- Debt reduction guide
- Step-by-step process to follow
- Greater confidence in decision-making, based on a sound knowledge of your business' current state of health and what you have to do next to improve this.

#### **WHAT YOU WILL GET**

- A detailed financial scorecard on your business
- An industry benchmark report for your business (when available)
- A written report with instructions to increase your profitability
- Easy-to-read diagnostic reports, flow charts and graphs
- Interpretation of key financial drivers of your business
- Annualised and projected financial data on the potential of your business
- What-if scenarios on key business drivers in your business

#### **Business Health Check > Practical + Measurable + Indispensable**

- Accounting & Taxation
- Business Performance Services
  - Business Optimiser
  - Business Partner Program
  - Business Mentoring
  - Fixed Price Agreements
- Company Secretarial
- Succession Planning
- Superannuation, Retirement & Estate Planning
- Taxation Planning

accounting + business advisors