

# Increase Your Profits

Is your business making enough profit to meet your personal and business goals?

Are your business profits decreasing?

Do you want to increase profits generated in your business but don't know how?

Do you want to know what part of your business is most successful?



## A PJT CASE STUDY

Our client is the in Information Technology and Communications industry, focusing on providing IT solutions to businesses. The company had been growing slowly, but their gross profit and net profit was reducing.

**PJT worked with the client, targeting three major areas of concern:**

- Increasing their turnover
- Improving profitability
- Improving cash flow

**To increase their turnover, we needed to increase sales. To sell more services to new and existing clients, we took these steps:**

- We recommended changes to the roles of some team members. This allowed the Director more time to spend time diagnosing problems which would generate more sales and leads and use the sales expertise of key staff
- We set Key Performance Indicators to ensure clients were nurtured. This would increase the sales of new and existing services to their customers
- The sales manager was also provided with the tools to sell existing products to new clients

To increase profitability, we monitored their financial performance on a quarterly basis and used the information to highlight areas that could be improved. We tracked the profitability of individual product and services lines, allowing the client to target growing high profit areas of the business.

To improve cash flow, we recommended that they change their pricing structure, and overhaul their debtor's policy. They run a cash flow budget and also daily cash flow system which was created specific to their needs.

## RESULTS

The client started by slowly executing some of our advice. However, after seeing the financial impact of some of the changes on the bottom line, they were then quick to implement further proposals.

Their loan situation was reviewed and refinanced to ensure private debt was minimised and tax benefits were maximised.

Our recommendations have currently increased the turnover by 188%.