

## Your next move

I hope you found our series of articles on the current economic climate useful and beneficial. We were over whelmed by the positive feedback we received on these articles so thank you to all that took the time to send us your thoughts.

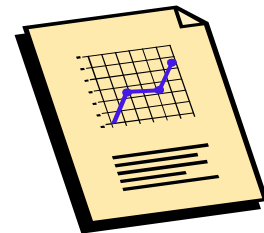


As we said previously these articles were not intended to be “rocket science” but more as a refresher – to get you thinking about what action and direction you need to take.

No matter what article you read on the current economy (and there have been plenty of them) the main message that comes through (once you have removed the sensation) is that you need to have a good handle on your business and where it is going over the next 12 – 18 months if you want it to survive and thrive in 2009 and beyond. This will mean you will have to be able to “measure, monitor and manage” all the important areas and functions of your business.

To do this effectively you will need to have, **as a minimum**, the following reports for the year ending the 31<sup>st</sup> March 2010:

1. Business Plan
2. Profit and Loss forecast / budget
3. Cash flow forecast / budget
4. Customer Management Plan



If you would like our article titled “ **King & King Maker** “ which explains the difference between Cash flow (Is King) and Profit & Loss (King Maker) forecasts / budgets, please contact us.

For all of you who have taken the proactive step of contacting us to assist you with the preparation of all, or some of the above, thank you and well done!

For those of you who have not yet contacted us, we hope this is because you have already done these reports, and not because you are procrastinating or you do not see the value in doing them [the good old “She’ll be right” attitude]

***“Procrastination is the assassination of motivation”***

If you have done these yourself – excellent. If you would like us to review these please feel free to contact me to see what value we can add to your existing reports.

To those who have not done anything yet we strongly urge you to get these done – either yourself or contact us and we can help you prepare these.

We really want to help you ensure that your business not only survives but thrives in the next 12 – 18 months.