Paul Pritchard

Abacus Accountancy (GB) Limited



How To Stay Ahead Of The Competition:

By Knowing Your Numbers





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If you always do what you've always done...

... you will always get what you always got.

Henry Ford (1863 – 1947)



THE GOOD THE BAD JGLY beautiful





Snappy Widgets Accounts

Sales	£10,000.00
Expenses	(£5,000.00)
Profit	£5,000.00

goal is to double profits for owner

10% Rule



Sales **Breakdown**

Leads	400
Conversion	25%
Customers	100
Price	£10
Sub Total	£1,000
Frequency	10
Total	£10,000

Total	£14,641	46.4%
Frequency	11	
Sub Total	£1,331	33.1%
Price	£11	
Customers	121	21%
Conversion	27.5%	
Leads	440	



Expenses Breakdown

Quantity	100
Cost	£5.00
Sub Total	£500
Frequency	10
Total	£5,000

Quantity	121
Cost	£4.50
Sub Total	£544.50
Frequency	11
Total	£5,989.50



Snappy Widgets Accounts

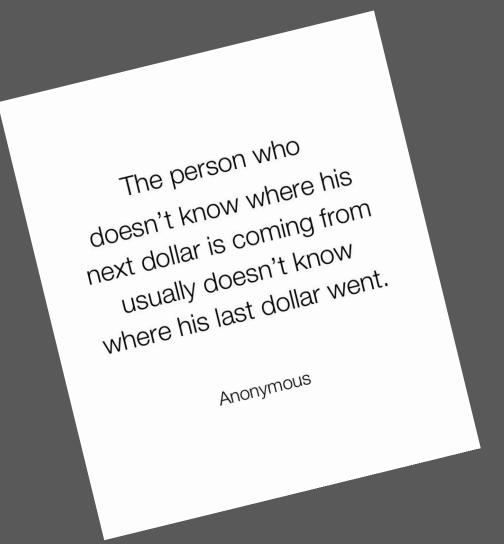
Sales	£10,000.00
Expenses	(£5,000.00)
Profit	£5,000.00

Sales	£14,641.00
Expenses	(£5,989.50)
Profit	£8,651.50

Result = extra £3,651.50

Over 73% growth in bottom line!







THE BAD



Danger of Discounts

20% Off

Sale Price	£10.00
Cost	£5.00
Gross Profit	£5.00
Fixed Costs	£500.00
Breakeven	100 units

Sale Price	£8.00
Cost	£5.00
Gross Profit	£3.00
Fixed Costs	£500.00
Breakeven	166 units

Involves Doing 66% More Work!



Alternative – Increase Prices

20% Increase

Sale Price	£10.00
Cost	£5.00
Gross Profit	£5.00
Fixed Costs	£500.00
Breakeven	100 units

New Price	£12.00
Cost	£5.00
Gross Profit	£7.00
Fixed Costs	£500.00
Breakeven	72 units

Involves Selling 28 Units Less!



What If Clients Leave?

20% Leave

Customers	100
Price	£10.00
Gross Sales	£1,000.00
Purchases	£500.00
Profit	£500.00

Customers	80
Price	£12.00
Gross Sales	£960.00
Purchases	£400.00
Profit	£560.00

£60 Increase In Profit For Less Work!



JGLY beautiful



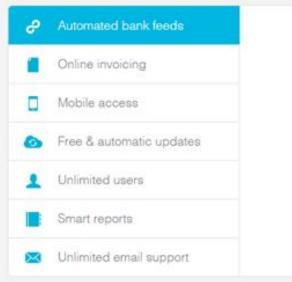


Beautiful accounting software



Popular features that will change your life

Run your entire small business better and faster with Xero accounting software. Here are some of the features





It's easy to reconcile more often

Xero receives your bank statement lines automagically. You can reconcile from anywhere – even from bed with our mobile app.

Find out more about bank feeds









Our aim is to save 500m small businesses 1 hour per week



Receipt Bank aim to save 6.5 days per year...

... we think it's closer to 26 days per year.





That's over 5 weeks per year!



Receipt Bank is solving the cost of invoices, bills and receipts



Making it very, very easy to submit invoices and receipts:



Extracting the data accurately without the need for data entry:



Publishing the data into the systems that require it:



Email





Post

and other submission methods

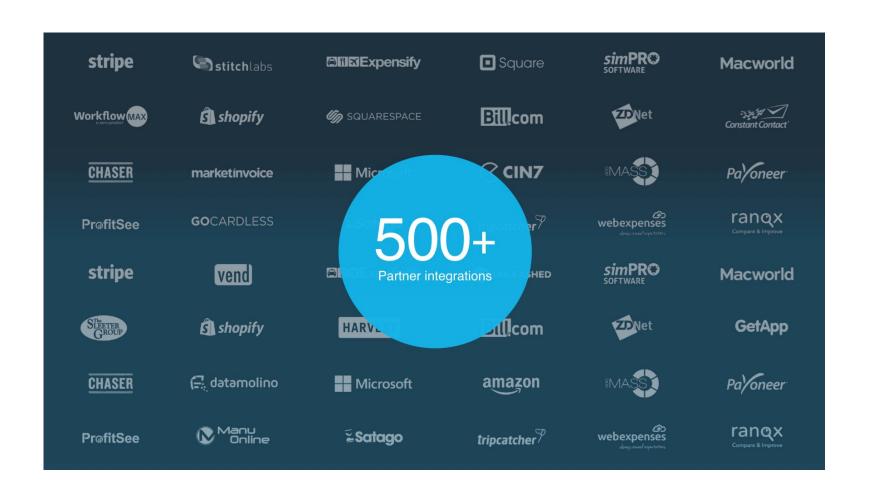


THE GOOD THE BAD JGLY beautiful



We cannot become what we want to be by remaining what we are.







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