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### **BUSINESS – Business Dashboard Summary**

Recent additions of our newsletter have generated significant interest in our 'Business Dashboard' and because of this we have dedicated this newsletter specifically to the Dashboard. This Dashboard is a single page summary of the Key Performance Indicators of the business. For an example of what this 'Dashboard' looks like please click here. Below is a summary of some of the issues covered in the Dashboard and the reasons why:-

- Sales
  - This is what drives every business, without sales there is no income.
- Cost of Goods
  - Keeping track on what your goods are costing allows businesses to consistently price the sales competitively and allow the business to grow.
- Gross Profit
  - This gives the business a score when it comes to tracking how much income they are making from each sale.
- Gross Profit %
  - The percentage converts the Gross Profit into a percentage compared to sales. If your gross profit is 35% then for every \$100 of sales you are making \$35 to pay for all your overheads and other outgoings.
  - In golf you drive for show and putt for dough, in business, sales are for vanity, margin is for sanity, without good margins there is no business.
- Expenses
  - All businesses need to monitor expenses. Only when you understand what all your costs are can you then make decisions on whether you can cut expenses or rearrange resources to extract more value for your dollar.
- Net Profit
  - From profit you can reduce debt and build wealth.
- Debtors and days to collect
  - If you can collect your money more quicker, you immediately increase your cash flow.
  - Having a successful collection strategy flows through to all other business routines.
  - Collecting debtors quickly frees time and decreases the normal business worries.
- Stock and stock turnover
  - The more times you can turn over stock the more sales you can make.
  - Turning stock into cash increases cash flow and ultimately that cash can be used to invest in new resources.
  - Knowing what your margins are allows business to make pricing decisions that allow you to turn over stock.

**PRESENTATION-** To explain how the Dashboard could be set up for your business and how to best use the content, we are holding a presentation to allow our clients to benefit from this modern management technique. The presentation will be held in early March and if you're interested in attending please click here.

### **FINANCIAL MARKET SUMMARY – Shares, Property and Interest Rates.**

2011 was full of upheaval in all areas of the financial markets. To give you some feedback we have asked 3 of our associates to supply a simple summary of the financial markets from their perspective. The people in these industries and their topic are:-

Joel Caine – Locate Negotiate – Summary of the Australian Property Market – please click here.

David O'Hara – Warren Saunders Financial Planners – Summary of the Share Market – please click here.

Andrew Barley – Macquarie Commercial Finance – Summary of Interest Rates – please click here.

If you are interested in more details in any of these areas or wish to contact any of these associates please let us know.



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**SPECIAL OFFER-** Tribe would like to offer all the recipients of the P.P. Atkins newsletter a free one month trial. If you are interested in trying it out for yourself just pop down, or email Scott on [scottc@tribesocialfitness.com](mailto:scottc@tribesocialfitness.com), or call Tribe on 9524 4444.

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