



Give your business wings

Why Swim With The Tide When You Can Fly ?



You may have heard **this one** before

We specialise in helping small and medium size businesses grow their revenues, profits and company value.

Now, it's very probable that you've come across propositions like this before, consultants being not exactly thin on the ground. After all, the process at its most basic isn't particularly arcane or complex.

Your business attracts more clients, keeps them for longer, persuades them to spend a little more money and, at the same time, keeps a tight reign on finances thus increasing company value. Simple.

The devil, as ever, is in the detail.



Vive la difference!

You've got a business to run or, presumably, you wouldn't have read this far. That means that you have a great many day-to-day concerns that sometimes prevent you seeing or acting on the big picture. When you are able to take an overview, it's often equally difficult to be objective.

So, let's assume that you are prepared to let a third party take a look at the ways in which your organisation could be improved. The two questions that are likely to occur to you are how do I know they will help and how much will it cost?



There are simple answers to both, which underline the Business For Profit ethos.

If we can't or don't help you (and there's a first time for everything) it costs you little or nothing to find out. When we do help, we level fees based largely on the measurable success we are able to achieve.

In other words, we get paid mainly on results
– **and that's the difference.**



Together we'll make your profits soar

Running a business is a serious matter, if you will forgive a statement of the obvious.

No matter what the nature of your enterprise, there are almost certainly a lot of people out there doing similar things; in other words, the competition. That in itself is a word worth considering, for competing is what we all do in our business lives.

The trick is to be better at it than the opposition.

We offer a hands-on approach to improving the top line and bottom line performance of your business. We achieve these goals by focusing on three key areas which can either be combined or treated individually.

1 Increasing Business Revenues, Profits and Company Value (97 strategies)

- Growing Market share – Customer and client base growth
- Growing Wallet share - Increasing the value of existing customers and clients
- Profit Margin improvement and expense reduction
- Exit strategy planning and company value maximisation

2 Business Franchising and Licensing (12 strategies)

3 Business Finance and Restructuring (32 strategies)

- Raising finance and reducing the costs of finance
- Finance Restructuring
- Business and Cash Flow Planning

We call these the Business For Profit Growth Factors, and they are self-evident contributors to the success of any business.



These three areas form the basis of the Business For Profit Growth System and consist of 141 different strategies.

In practice we would take the top 15 to 20 most relevant strategies for your particular business, prioritise them, and then apply them. We also have 12 'fast cash' strategies which are used to make an immediate impact on sales revenue and cash.

Such is the confidence we have in the Business For Profit System that we offer an initial consultation without charge or obligation. If, subsequently we are invited to help your business, our charges are based mainly on the results we achieve for you.

It's not 'no win – no fee', but it is not that dissimilar.

The bottom line - and it is bottom lines that really count in business - is that you've nothing to lose and potentially everything to gain.

We have the tools to do the job, the objectivity to provide the right advice and the business development system that works for businesses nationwide. It will work for you.

It's time we made a difference to your business.

To arrange your FREE, no obligation consultation ring Mark Harris or David Martin:

0161 406 1878



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The Business For Profit Growth System

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