



THE SIX MINUTE STRATEGIST

BUSINESS STRATEGY, HELPING BUSINESSES WORK SMARTER

SIX SIMPLE STRATEGIC STEPS TO UNDERSTANDING THE PROFIT FORMULA CHECKLIST

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Thank You Very Much Indeed!

Thank you for downloading this Bonus Profit Formula Checklist.

I appreciate the most valuable thing you can give me is your time and if you have a few extra moments I would really love to hear what you think about it.

Please email me at jbdcolley@aol.com or leave me a comment on my Blog at <http://jbdcolley.com>. I read every email and comment and it would be great to get your feedback.

Finally, if you haven't already you can follow me on twitter (@jbdcolley), find my podcast at <http://jbdcolley.com/podcast>, my YouTube channel at <http://jbdcolley.com/YouTube>. You can find me on Facebook at <http://jbdcolley.com/facebook>. Thanks again and I wish you every success

John Colley - The Six Minute Strategist



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MAKING PROFIT - OBJECTIVES

1. POST TAX PROFIT 10%

2. TAXES - 3%

3. VARIABLE COSTS 12%

4. FIXED COSTS - 5%

5. LABOUR COSTS - 20%

6. COST OF SALES 50%

ALL AS % OF REVENUES



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SIX KEY PROFIT VARIABLES

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MAKING PROFIT - ON ITS HEAD

WHAT CAN YOU DO?

PRODUCT MIX

PRICING STRATEGIES

1. LABOUR COSTS AND PRODUCTIVITY
2. SUPPLIER COSTS - COS,
3. SUPPLIER COSTS - FIXED
4. SUPPLIER COSTS - VARIABLE
5. FINANCING COSTS
6. TAX OPTIMISATION

WHAT DOES **YOUR** BUSINESS LOOK LIKE?



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CHECK LISTS

THESE ARE INDICATIVE ONLY
USE THE TABLES TO CREATE YOUR
OWN CHECK LIST TO HELP YOU TO
MANAGE YOUR COST BASE



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SIX KEY VARIABLES CHECK LIST

% of Revs	Target	Your Company
Profit Target	10%	
Taxes	3%	
Financing Costs	0%	
Variable Costs	12%	
Fixed Costs	5%	
Labour Costs	20%	
Gross Margin	50%	
Sales	100%	



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TAX OPTIMISATION CHECK LIST

% of Revs	Target	Your Company
Corporation Tax		
Capital Allowances		
R&D Credits		
Loss Offsets		
Total Taxes	100%	



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FINANCING COSTS CHECK LIST

% of Revs	Target	Your Company
Bank Interest		
Bank Charges		
Lease Costs		
Total	100%	



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VARIABLE COSTS CHECK LIST

% of Revs	Target	Your Company
Total	100%	



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FIXED COSTS CHECK LIST

% of Revs	Target	Your Company
Total	100%	



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LABOUR COSTS CHECK LIST

% of Revs	Target	Your Company
Total	100%	



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COST OF SALES CHECK LIST

% of Revs	Target	Your Company
Total	100%	



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PRODUCT SALES CHECK LIST

% of Revs	Target	Your Company
Total	100%	



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THE PROFIT FORMULA

PROFIT =

- TAX
- FINANCING COSTS
- VARIABLE COSTS
- FIXED COSTS
- LABOUR COSTS
- = GROSS MARGIN
- COST OF SALES
- = SALES/PRICES

TURN THE PROFIT AND LOSS ACCOUNT ON ITS HEAD AND
START STRATEGICALLY PLANNING YOUR PROFIT



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HOW CAN I HELP YOU?

IF YOU WOULD LIKE MY HELP WITH YOUR BUSINESS, I AM AVAILABLE FOR CONSULTING ASSIGNMENTS COVERING ALL OF THE SIX SIMPLE STRATEGIC STEPS TO SME SUCCESS

1. BUSINESS APPRECIATION
2. OPTIMISATION
3. ENGAGEMENT
4. CAPITAL RAISING
5. ACQUISITIONS
6. EXITS



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