



***Increase your profit by
understanding your data
- Driving action from understanding***

Analysis Catalysis

Contact: 07949 900892



Question!

- How many businesses can genuinely answer **'Yes'** to the following statement:
 - **"I regularly review key data, understand what it tells me and drive action plans accordingly"**
 - If **NO**, then please read on.....
 - If **YES**, it might still be worth a look.....



Customers

- How many Customers do you have?
 - Is this number growing?
 - If not, who are you losing?
 - Could you predict this before loss?
- Who are your 'good' Customers?
 - What do they buy and like?
 - Which markets do they serve?
 - Who else 'looks like them'?
 - Do they perform as well?
- Who are your 'poor' Customers?
 - Are they simply underperforming against potential?
 - If so, why?



Transactions

- Who are your profitable Customers?
 - How does this compare to the perception of 'good'/'poor'?
 - What do they buy and like?
 - Which markets do they serve?
 - Who else 'looks like them'?
 - Do they perform as well?
- Who are your unprofitable Customers?
 - Can their 'behaviour' be changed to address this?
 - If not, what action to take?



Products & Suppliers

- How many products do you have or buy?
 - What is their age profile?
 - What is their sales/profit performance?
 - How many are growing/declining?
 - How many are duplicated (addressing same end-user application)?
 - Who buys what products?
- How many Suppliers do you have?
 - How do they split by Cost of Sales and strategic importance?
 - What other costs do specific Suppliers introduce (eg MOQ, packaging, ...)?
 - How many are supplying duplicated products?
 - How many are supplying products available from other Suppliers?
 - Is there a valid reason for this?



Operating Optimally

- The answer(s) to any of the above questions yields a view of your level of transacting **efficiency** and **effectiveness**
- Hopefully, the answer to the question; “would you like to operate at optimum efficiency and effectiveness”, would always be.....

YES!



Help at Hand

- inspire has **significant** experience in identifying and understanding the sources of sub-optimal performance
- **MORE!**
 - We then help derive and implement action from this knowledge
 - Programs to drive your business forward
- **Please call us to discuss this more fully**
 - Martin Lissenburg 07949 900892

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Special Offer

- A DAY in your Business at **NO** charge
 - » In fact, it's more than a day as we specify your requirements and report back separately, but still **FREE!**
 - Let us have access to your data and see what we can find
- ***Nothing to lose, but what might you gain!?***

Non Disclosure Agreement signed as matter of course

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