

## EXECUTIVE SUMMARY

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During the review process with our consultant, you estimated that you could improve some basic areas of your business. If you actually focused on these areas over the next 12-month period you could increase your sales by \$237,195.25 representing an approximate 44% increase.

We discussed during our assessment, that in order to achieve a revenue growth, you would need to focus on three main objectives - you could look at increasing the number of clients that you have, increasing your average sale value or increasing the number of transactions per annum that you make each year to your clients. We have summarised your key objectives as follows:

Key Objectives	This Year	Next Year
To increase the number of leads generated	1000	1150
To increase the conversion rate	50%	58%
To increase the average value of each sale	375	408.75
To increase the frequency of each sale	2	2.4
<b>Sales Objective</b>	<b>\$ 540,418.00</b>	<b>\$ 777,613.25</b>
To decrease marginal costs	By 5%	
To decrease fixed costs	By 8%	
<b>Overall Profit Objective</b>	<b>\$ 49,410.00</b>	<b>\$ 321,307.65</b>

It is important to point out that you effectively lose money if you delay implementing the correct systems and action plans that will help you meet this forecast. In fact every week that you delay will cost you \$4,561.45 in lost revenue. We therefore recommend highly that you read the rest of this report, which will outline some suggestions on how you can reach these targets.