



Why do beans count?

DECEMBER 2009

Welcome to the last issue of the BRG Newsletter for 2009. We hope you enjoy some of the interesting and informative topics in this month's newsletter. If you would like to receive this newsletter by email, contact us by email on support@busres.co.nz

Steps To Ensure Business Survival!

Worried about the recession? We are able to assist with a special Survival In Difficult Times For SMEs Workbook, containing checklists, a complete review of your business operations and development of a summary report containing agreed strategies to ensure the business' survival during these difficult times. If this sounds like it could be helpful to you – let us know – we'd be happy to guide you through this workbook.



Financial Review

To help your business survive you should examine, in detail, all aspects of the business' operations to ensure that the business will continue to perform throughout economic downturn.

Here are some steps you could consider when reviewing your business:

- Keep the business' books up-to-date so that management is able to foresee any cashflow difficulties before they happen
- Prepare monthly financial accounts including calculation of key performance indicators and discuss the accounts and KPIs with managers and team members
- Brainstorm creative ways to increase revenue and reduce costs, make brainstorming part of your daily routine
- Review the accounting and computer systems to ensure that you are able to receive prompt accurate financial and business operational reports.

Market and Customer Review

- Review marketing expenditure - Is the expenditure directly targeted to achieving sales in the prevailing market?
- Review your unique selling proposition - Are you delivering outstanding service to your customers each time you deal with them?
- Review what is happening in your industry - What market opportunities are emerging from the downturn?
- Demonstrate a 'can do' attitude to the market. The downturn will not last forever – in some quarters, we're already being told we're in recovery. Can you get increased market share in a downturn?
- Analyse your market and customers - Can you offer inducements to them to increase the frequency of visits and the value of average sales? Can you attract new customers?

Contact us if you would like more ideas or would like to discuss any of these steps.

IRD payments over the Christmas break

Some important dates to remember over the Christmas break. PAYE for November 2009 is due on the 20th December 2009, GST for period ending 30 November is due on **15th January 2010** and PAYE for period ending 31 December is due on 20th January 2010. We will notify you early December of any Provisional Tax payments due on 15th January 2010. We will be asking for your payments to reach us before we break for Christmas on the 23rd of December. This will mean we can all have a stress free holiday knowing the IRD is all taken care of.

BRG Office Hours over the Christmas period

The Business Results Group office will close at 12.00pm on Wednesday the 23rd of December and reopen at 8.30am on Monday the 11th of January 2010.

The smart way to pay your professional fees

Astute cashflow management is essential for operating a successful business. In today's competitive environment many businesses prefer to spread their professional fees over the year rather than paying as a single lump sum, just like rent or insurance premiums.

feeSmart is a monthly payment option available to our clients who prefer to fund their professional fees over a six or twelve month period. A **feeSmart** loan is

- *Sensible* – existing cash or credit lines (e.g. Bank overdraft) are retained for other business needs
- *Simple* – a **feeSmart** agreement and Direct Debit authority are all that is needed
- *Stress free* – avoid becoming an overdue debtor with your professional advisors
- *Smart* – a small credit charge is also a deductible business expense

We know that clients using **feeSmart** are generally capable of paying their professional fees as a lump sum BUT they prefer to manage their cashflow more effectively.

If you wish to find out more about this option to pay your fees, contact Leonie here at BRG for details.

Around the office

The staff here at BRG has been feverishly completing everyone's GST and Annual Return work before the Christmas break is upon us. Even with the high workload, the team has found time to compete in a Social Mixed Netball competition every Wednesday night. Apart from a couple of bruises, and Karyn's dislocated finger which required a few days in hospital we have been holding our own against some tough competition, winning as many as we lose. Go the mighty BRG team!!!!

A reminder that our Client Christmas Party is booked in for Wednesday the 16th of December, starting at 5.00pm. All the team members and directors will be on hand to have a chat away from the business side of things. We hope to see many of you here, and would like you to RSVP us on 573 5569 or support@busres.co.nz if you intend on dropping in.

Finally, Trudi, Viv, Ash and all the team members here at The Business Results Group would like to wish everyone a safe and enjoyable festive season. Onward and upward into 2010!!

Important Dates

20 December 2009	PAYE	Employer monthly schedule (IR348) due
15 January 2010	Provisional Tax	1 st installment (July balance date)
		2 nd installment (March balance date)
	Provisional Tax – GST ratio	2 nd installment (July balance date)
		3 rd installment (May balance date)
		4 th installment (March balance date)
	Provisional Tax – 6 monthly GST filing	1 st installment (May balance date)
	GST	Return and payment due for period ended
		30 November
20 January 2010	PAYE	Employer monthly schedule (IR348) due

Quote of the month

Procrastination is the thief of time. ~Edward Young