



INTRODUCING OUR

BUSINESS ANALYSIS REPORT

INCLUDES:

- NORMALISED PROFIT & LOSS
- CASHFLOW & BALANCE SHEET
- PRICING MODEL
- BUSINESS ROADMAP
- CLIENT CASE STUDIES



At Trinity Advisory, we believe that good Accountants know numbers, but great Accountants know people.

As great Accountants, we are passionate about taking your business to the next level. We do this by analysing your previous years financial data, understanding your 'WHY' and transforming them into a comprehensive 'story' via our Business Analysis Report.

This allows us to prepare a five year forecast, identifying the right opportunities that will add PROFITABLE growth to your business, then we work with you to set up strategies and actions to achieve your lifestyle goals.

Our expert team help you make proactive data-driven decisions in your business, taking you from the trap of self-employment to the freedom of true business ownership.



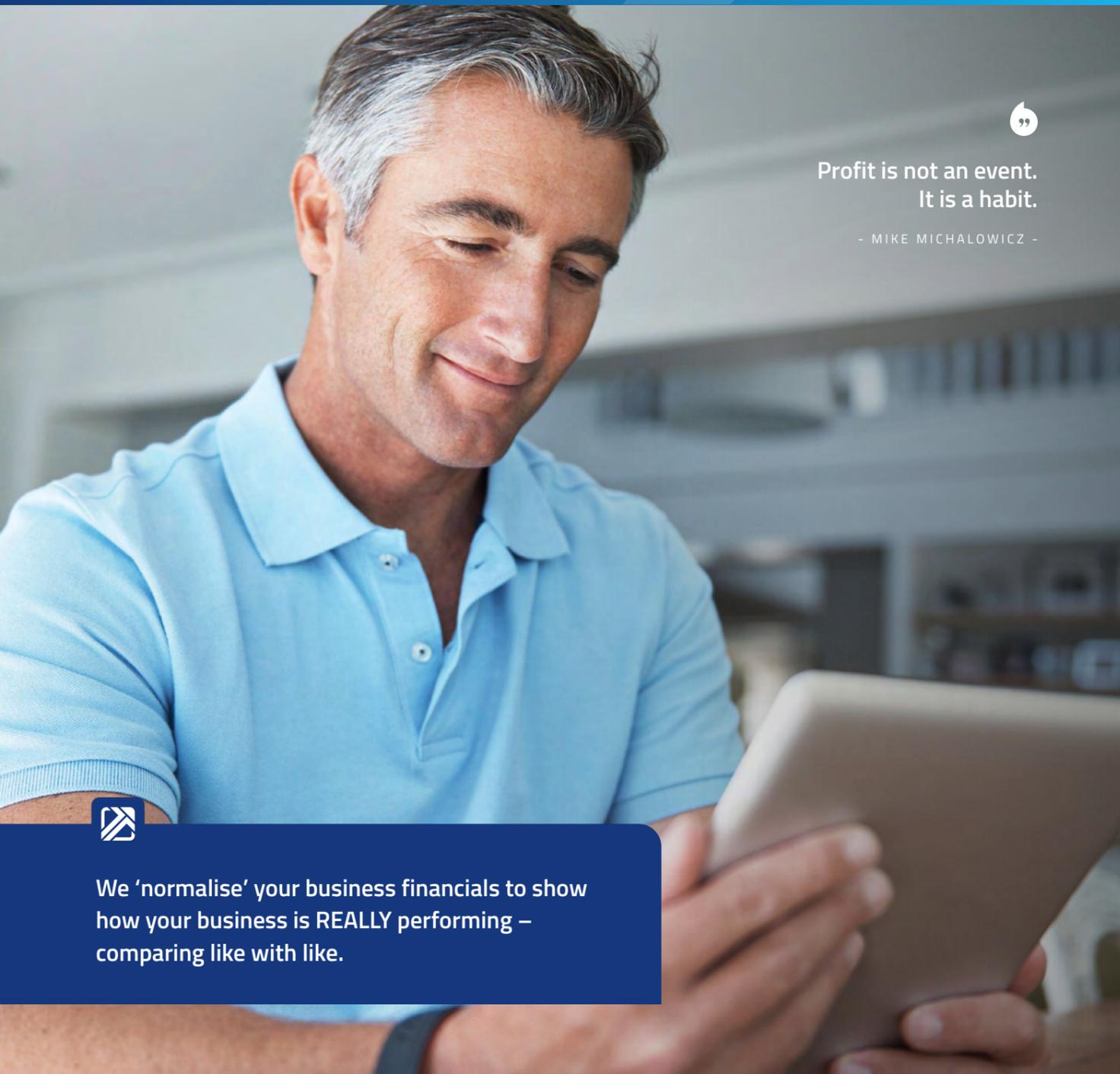
You can't manage what you don't measure.

- PETER DRUCKER -



Taking your business to the next level...

Normalised Profit & Loss Report



Profit is not an event.
It is a habit.

- MIKE MICHALOWICZ -



We 'normalise' your business financials to show how your business is REALLY performing – comparing like with like.

Does your 'Profit & Loss' tell you the complete story?

The Normalised Profit & Loss is the foundation of our business advisory techniques. Using actual and budgeted numbers, we analyse the most important aspects of your business to identify potential opportunities, areas for improvement or concerns. We compare your business with how it was yesterday, to how it is today and, most importantly, where it should be in the future. Your business is benchmarked against others in your industry and this highlights opportunities for growth and increasing efficiencies.

- Normalised Profit & Loss Report -															
Account	2022 Budget	2021	2020	2019	% of Revenue 2022 Budget	% of Revenue 2021	% of Revenue 2020	% of Revenue 2019	\$ Change 21/22 Budget	\$ Change 20/21	\$ Change 19/20	% Change 21/22	% Change 20/21	% Change 19/20	Benchmark
Sales - Product 1															
Opening WIP	102,733	312,813	235,113	164,798	4%	15%	14%	12%	(210,080)	77,700	70,315	-67%	33%	43%	
Sales - Product 1	1,980,000	1,475,236	1,345,011	1,170,852	81%	70%	82%	87%	504,784	130,225	174,159	34%	10%	15%	
Closing WIP	(120,000)	(102,733)	(312,813)	(235,113)	-5%	-5%	-19%	-17%	(17,267)	210,080	(77,700)	17%	-9%	33%	
Total Sales - Product 1	1,962,733	1,685,316	1,267,311	1,100,537	86%	79%	78%	82%	277,417	418,085	166,774	16%	33%	15%	
Sales - Product 2															
Sales - Product 2	485,000	436,363	363,328	246,393	20%	21%	22%	18%	48,697	73,035	116,935	11%	20%	47%	
Total Sales - Product 2	485,000	436,363	363,328	246,393	20%	21%	22%	18%	48,697	73,035	116,935	11%	20%	47%	
Total Normalised Operating Revenue	2,447,733	2,121,679	1,630,639	1,346,930	100%	100%	100%	100%	326,114	491,040	283,709	15%	30%	21%	100%
Normalised Cost of Sales															
Inventory COGS - Product 1															
Opening Inventory - Product 1	67,413	81,994	66,032	64,159	3%	5%	5%	6%	(14,581)	15,961	1,874	-18%	24%	3%	
Purchases	588,620	505,595	382,866	374,163	30%	30%	31%	34%	83,225	112,728	18,664	16%	29%	5%	
Closing Inventory - Product 1	(90,351)	(67,413)	(81,994)	(66,032)	-5%	-4%	-6%	-6%	(22,938)	14,581	(15,961)	34%	-18%	24%	
Total Inventory COGS - Product 1	565,882	520,176	376,905	372,309	29%	31%	30%	34%	45,706	143,271	4,966	9%	38%	1%	31%
Inventory COGS - Product 2															
Purchases - Product 2	150,369	135,273	116,265	76,382	31%	31%	32%	31%	15,096	19,008	39,883	11%	16%	62%	
Total Inventory COGS - Product 2	150,369	135,273	116,265	76,382	31%	31%	32%	31%	15,096	19,008	39,883	11%	16%	62%	31%
Total Inventory COGS	716,250	655,448	493,170	448,691	29%	31%	30%	33%	60,802	162,279	44,479	9%	33%	16%	31%
Direct Employment Costs															
Wages & Superannuation	783,294	678,937	505,498	404,079	32%	32%	31%	30%	104,356	173,439	101,419	15%	34%	25%	31%
Other Employment Costs	24,478	13,305	12,205	9,930	1%	1%	2%	2%	11,173	1,100	2,269	84%	9%	23%	1%
Contracting Costs	33,642	31,229	48,919	40,408	1%	1%	3%	3%	2,414	(17,690)	8,511	8%	-36%	21%	3%
Total Direct Employment Costs	841,414	723,471	566,622	454,423	34%	34%	33%	34%	117,843	156,849	112,199	16%	28%	25%	35%
Total Cost of Sales	1,557,664	1,378,919	1,059,792	903,114	64%	65%	65%	67%	178,745	316,127	156,678	13%	30%	17%	66%
Total Normalised Trading Gross Profit	890,129	742,760	570,847	443,816	36%	35%	35%	33%	147,369	174,913	127,031	20%	30%	29%	34%
Normalised Fixed Operating Expenses															
Administrative Expenses	8,541	9,685	4,866	3,967	0%	0%	0%	0%	(1,144)	4,819	869	-12%	99%	22%	
Advertising & Marketing Expense	20,000	19,609	16,353	8,500	1%	1%	1%	1%	391	3,256	7,793	2%	20%	91%	1%
Employment Expenses - Administration Staff	64,536	61,999	57,102	52,565	3%	3%	4%	4%	2,537	4,897	4,536	4%	9%	9%	4%
Insurance Expenses	5,568	5,005	4,877	3,489	0%	0%	0%	0%	561	128	1,388	11%	3%	40%	
Motor Vehicle	16,734	17,522	13,161	13,696	1%	1%	1%	1%	(788)	4,361	(535)	-4%	33%	-4%	1%
Professional Fees	22,500	20,250	18,000	14,400	1%	1%	1%	1%	2,250	2,250	3,600	11%	13%	25%	
Rental Premises	66,876	58,637	52,687	47,579	3%	3%	3%	4%	8,239	5,950	4,708	14%	11%	10%	4%
Repairs & Maintenance	8,522	6,641	4,348	2,387	0%	0%	0%	0%	1,881	2,293	1,961	28%	63%	82%	
Telephone & Internet Expense	3,764	2,968	2,555	2,943	0%	0%	0%	0%	796	413	(388)	17%	16%	-13%	
Total Normalised Fixed Operating Expenses	217,039	202,316	173,948	150,016	9%	10%	11%	11%	14,723	28,368	23,932	7%	16%	16%	10%
Total Normalised EBITDA	673,090	540,443	396,898	293,800	27%	25%	24%	22%	132,647	143,545	103,099	25%	36%	35%	24%
Normalised Depreciation & Amortisation															
Amortisation	3,699	3,699	3,024	818	0%	0%	0%	0%	0	676	2,206	0%	22%	270%	
Normalised Depreciation	70,000	60,000	45,000	45,000	3%	3%	3%	3%	10,000	15,000	0	17%	33%	0%	
Total Normalised Depreciation & Amortisation	73,699	63,699	48,024	45,818	3%	3%	3%	3%	10,000	15,676	2,206	16%	33%	8%	4%
Total Normalised Operating Profit	599,391	476,744	348,875	247,982	24%	22%	21%	18%	122,647	127,870	100,893	26%	37%	41%	20%
Non-Operational Adjustments															
Add: Non-Operational Revenue Adjustments															
Government Grants															
Cash Flow Boost	0	50,000	50,000	0	0%	2%	3%	0%	(50,000)	0	50,000	-100%	0%	0%	
JobKeeper	0	113,500	66,500	0	0%	5%	4%	0%	(113,500)	47,000	66,500	-100%	71%	0%	
Apprentice Rebate - Subsidy	11,966	10,882	8,669	7,414	0%	1%	1%	1%	1,084	2,213	1,255	10%	26%	17%	
Total Government Grants	11,966	163,500	116,500	0	0%	8%	7%	0%	(151,534)	47,000	116,500	-83%	40%	0%	
FBI Employee contribution	2,369	2,323	3,892	4,208	0%	0%	0%	0%	46	(1,569)	(316)	2%	-40%	-8%	
Total Non-Operational Revenue Adjustments	14,335	166,823	120,392	4,208	1%	8%	7%	0%	(151,488)	45,431	116,184	-91%	38%	276%	
Less: Non-Operational Expense Adjustments															
Normalised Depreciation Adjustment															
Assets under SBC	21,058	18,735	13,854	4,302	1%	1%	1%	0%	2,323	4,881	9,552	12%	35%	222%	
Depreciation	50,125	43,977	39,741	38,743	2%	2%	2%	3%	6,148	4,236	968	14%	11%	3%	
Normalised Depreciation Adjustment	(70,000)	(60,000)	(45,000)	(45,000)	-3%	-3%	-3%	-3%	(10,000)	(15,000)	0	17%	33%	0%	
Total Normalised Depreciation Adjustment	1,183	2,712	8,985	(1,695)	0%	0%	1%	-6%	(1,629)	(5,883)	10,550	-86%	-88%	-64%	
Employment Expenses - Related Party															
Owner 1	198,000	153,300	131,400	98,550	8%	7%	8%	7%	44,700	21,900	32,850	29%	17%	33%	
Owner 2	198,000	153,300	131,400	98,550	8%	7%	8%	7%	44,700	21,900	32,850	29%	17%	33%	
Total Employment Expenses - Related Party	396,000	306,600	262,800	197,100	16%	14%	16%	15%	89,400	43,800	65,700	29%	17%	33%	
Interest & Finance Charges	20,565	19,005	17,885	16,894	1%	1%	1%	1%	1,560	1,120	1,001	8%	6%	6%	
Non-Recurring Items															
Consulting Fees	1,848	1,830	1,760	980	0%	0%	0%	0%	18	70	780	1%	4%	80%	
Donations	2,250	1,200	780	388	0%	0%	0%	0%	1,050	420	302	88%	54%	101%	
Legal Fees	0	5,000	0	3,027	0%	0%	0%	0%	(5,000)	5,000	(3,027)	-100%	0%	-100%	
Total Non-Recurring Items	4,098	8,030	2,540	4,395	0%	0%	0%	0%	(3,932)	5,490	(1,850)	-49%	216%	-42%	
Total Non-Operational Expense Adjustments	421,846	336,347	291,820	216,424	17%	16%	18%	16%	55,499	44,527	75,396	25%	15%	35%	
Total Non-Operational Adjustments	407,511	170,524	171,428	212,216	17%	8%	11%	16%	236,987	(994)	(46,788)	139%	-1%	-19%	
Accounting Profit (Loss) before Tax	191,880	306,220	177,447	35,766	8%	14%	11%								

Cash Flow & Balance Sheet



Revenue is vanity, profit is sanity, but cash is king.

- UNKNOWN -

In layman terms, our analysis shows you how you are funding your operations and where your money is going.

So, if I made that much profit... where has the money gone?

Most business owners are puzzled as to where their cash has gone in the business.

Critical to sound financial management is knowing where the cash is in the business and how your operations are being funded.

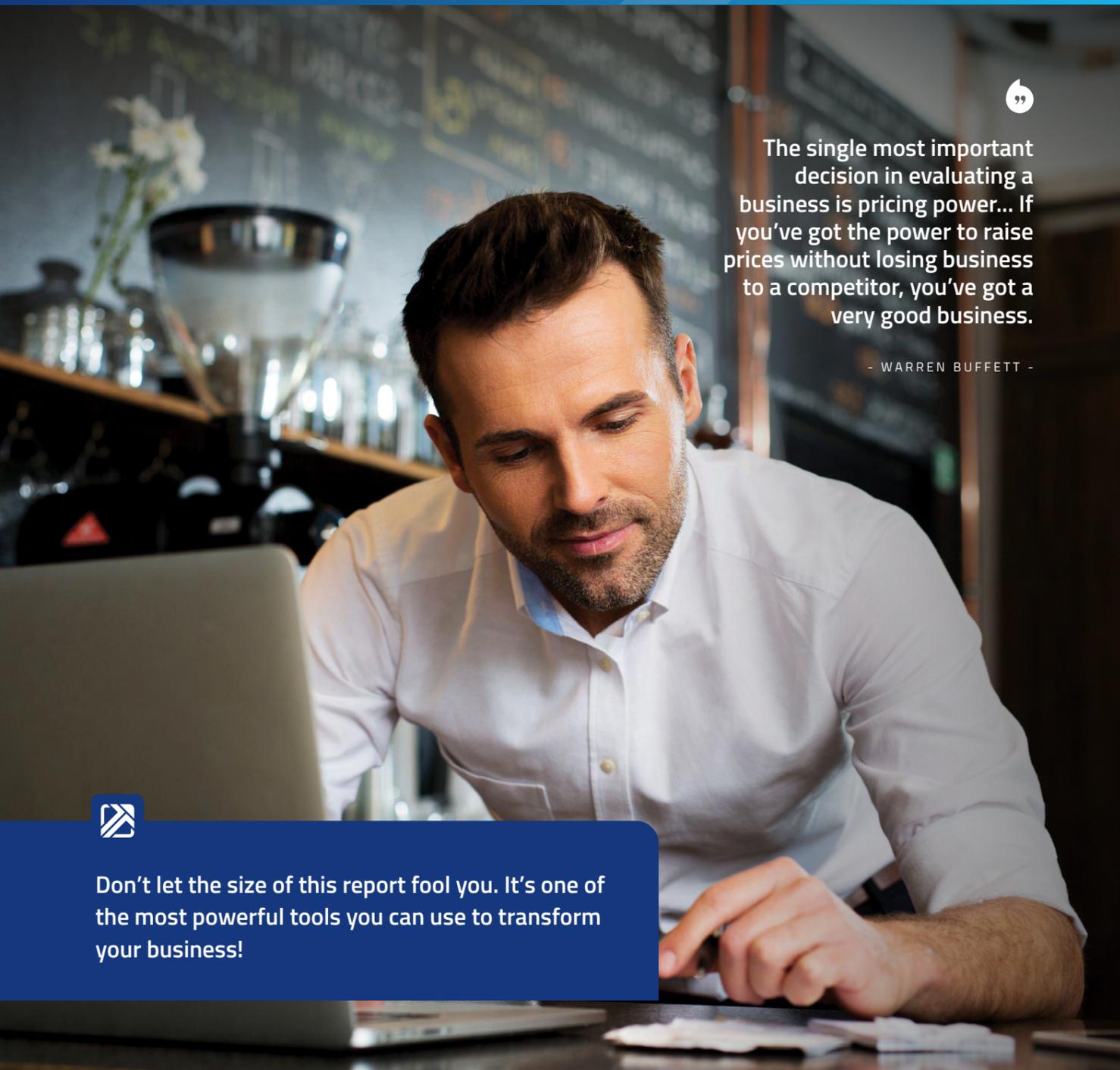
Importantly you can determine what steps you need to take to control your cash flow going forward.

- Cash Flow & Balance Sheet -

Account	Trial Balance 2021	Trial Balance 2020	Trial Balance 2019	Trial Balance 2018	Cash Flow 2021	Cash Flow 2020	Cash Flow 2019	Cash Flow 2018
Cash Flow								
Accounting Profit	(533,324)	(503,504)	(351,334)	(329,192)	329,819	152,171	22,142	36,855
Net Cash Profit Adjustments								
Depreciation	(89,651)	(80,633)	(57,183)	(26,331)	9,018	23,450	30,852	2,259
Trade Debtors	84,181	25,462	18,354	27,588	(58,699)	(7,128)	9,234	(2,803)
Trade Creditors	(10,881)	(18,050)	(16,773)	(19,915)	(7,166)	1,277	(3,141)	(21,319)
Stock On Hand	91,027	81,894	66,032	64,159	(9,033)	(15,961)	(1,874)	34,829
Superannuation Payable	(22,035)	(12,339)	11,973	(6,909)	9,696	24,312	(18,882)	(2,845)
Total Net Cash Profit	(780,683)	(607,051)	(328,931)	(290,600)	273,632	178,120	38,331	46,977
Balance Sheet Movements / Balances								
Fixed Asset Movement								
Leasehold Improvements at Cost	68,858	45,389	23,056	21,056	(21,469)	(22,334)	(2,000)	(7,200)
Plant & Equipment	72,473	72,473	7,895	7,895	0	(84,578)	(0)	0
Vehicles	479,463	403,105	420,369	271,680	(76,358)	17,264	(148,689)	(62,907)
Intangible Assets Movements	7,803	10,723	13,850	5,538	2,920	3,127	(8,314)	(2,206)
GST / PAYG Movements	(44,357)	(67,693)	(27,520)	(54,969)	(23,336)	40,173	(27,449)	42,400
Income Tax Movements	(76,950)	(34,389)	0	(7,033)	42,561	34,389	(7,033)	3,381
Chattel Mortgages / Hire Purchase Movement								
2020 Isuzu D-Max	(34,894)	(43,455)	0	0	(8,560)	43,455	0	0
2019 Toyota Hilux	(23,008)	(29,013)	(42,052)	0	(6,005)	(13,039)	42,052	0
2019 Toyota Hiace	(23,424)	(28,408)	(46,102)	0	(5,984)	(16,784)	46,102	0
2018 Toyota Landcruiser	0	(48,760)	(60,445)	(71,441)	(48,760)	(11,885)	(10,996)	71,441
Total Chattel Mortgages / Hire Purchase Movement	(81,327)	(150,636)	(148,689)	(71,441)	(69,309)	1,847	77,248	71,441
Owners Personal Drawings Account Movement								
Owner 1	36,811	(18,025)	(78,453)	(11,385)	(54,836)	(60,428)	67,068	6,501
Owner 2	36,811	(18,025)	(78,453)	(11,385)	(54,836)	(60,428)	67,068	6,501
Total Owners Personal Drawings Account Movement	73,622	(36,050)	(156,906)	(22,770)	(109,672)	(120,856)	134,136	13,002
Non Related Loans								
Business Loan	0	(18,880)	(26,278)	(31,311)	(18,880)	(7,398)	(5,033)	(4,436)
Business Credit Card	(2,321)	(1,177)	(4,952)	(6,370)	1,144	(3,815)	(1,377)	1,276
Premium Funding Loan	(11,820)	(18,502)	(25,578)	0	(6,682)	(7,076)	25,578	0
Total Non Related Loans	(14,141)	(38,559)	(56,848)	(37,681)	(24,418)	(18,289)	19,167	(3,160)
Total Balance Sheet Movements / Balances	483,323	204,243	75,086	112,152	(278,080)	(129,157)	37,066	54,751
Net Cash Flow	(297,360)	(302,808)	(253,845)	(178,448)	(6,448)	48,963	75,397	101,728
Bank Account Movements								
Bank Account 1	18,855	13,353	2,104	12,050	(5,502)	(11,249)	9,946	(6,845)
Bank Account 2	273,321	294,561	172,977	166,278	(8,760)	(91,584)	(6,899)	(94,863)
Bank Account 3	5,064	24,773	78,644	0	19,709	53,871	(78,644)	0
Cash on Hand	120	120	120	120	0	0	0	0
Total Bank Account Movements / Balances	297,360	302,807	253,845	178,448	5,448	(48,963)	(75,397)	(101,728)
Variance	0	0	0	0	0	0	0	0

The above special purpose report was prepared solely for the benefit of the client. Tenny Accountants does not accept responsibility to any other person or entity for the content of this special purpose report.

Your Business Pricing Model



“The single most important decision in evaluating a business is pricing power... If you've got the power to raise prices without losing business to a competitor, you've got a very good business.”

- WARREN BUFFETT -



Don't let the size of this report fool you. It's one of the most powerful tools you can use to transform your business!

Are you frightened to increase your prices for fear of losing customers?

This model uses your actual numbers and analyses what would happen if you raised your prices, how much more profit you can make before potentially losing customers, and how many customers you could afford to lose to maintain the same profit.

Conversely, if you always gave customers a discount or reduced your prices, how many additional customers would you have to obtain to maintain the same amount of profit. This model is critical to working out the best pricing strategy.

- Pricing Model -

Price Increase

Price Increase	Extra Gross Profit from Price Increase	New Gross Profit	New Normalised Operating Profit	% Gross Profit Increase	% Normalised Operating Profit Increase	% of customers you would have to LOSE to have the SAME Gross Profit	New Gross Profit Margin %	New Normalised Operating Profit Margin %	New average sale price / hourly rate
5%	\$ 106,100	\$ 848,860	\$ 582,844	14%	22%	-12%	38%	26%	\$ 141.75
10%	\$ 212,200	\$ 954,960	\$ 688,944	29%	45%	-22%	41%	30%	\$ 148.50
15%	\$ 318,300	\$ 1,061,060	\$ 795,044	43%	67%	-30%	43%	33%	\$ 155.25
20%	\$ 424,400	\$ 1,167,160	\$ 901,144	57%	89%	-36%	46%	35%	\$ 162.00
25%	\$ 530,500	\$ 1,273,260	\$ 1,007,244	71%	111%	-42%	48%	38%	\$ 168.75
30%	\$ 636,600	\$ 1,379,360	\$ 1,113,344	86%	134%	-46%	50%	40%	\$ 175.50
40%	\$ 848,800	\$ 1,591,560	\$ 1,325,544	114%	178%	-53%	54%	45%	\$ 189.00
50%	\$ 1,061,000	\$ 1,803,760	\$ 1,537,744	143%	223%	-59%	57%	48%	\$ 202.50
100%	\$ 2,122,000	\$ 2,864,860	\$ 2,598,844	286%	445%	-74%	68%	61%	\$ 270.00

Discounts Provided

Discount Provided	Loss of Gross Profit from Discounting	New Gross Profit	New Normalised Operating Profit	% Gross Profit Loss	% Normalised Operating Profit Loss	% of customers you would have to GAIN to have the SAME Gross Profit	New Gross Profit Margin %	New Normalised Operating Profit Margin %	New average sale price / hourly rate
-5%	\$ (106,100)	\$ 636,660	\$ 370,644	-14%	-22%	17%	32%	18%	\$ 128.25
-10%	\$ (212,200)	\$ 530,560	\$ 264,544	-29%	-45%	40%	28%	14%	\$ 121.50
-15%	\$ (318,300)	\$ 424,460	\$ 158,444	-43%	-67%	75%	24%	9%	\$ 114.75
-20%	\$ (424,400)	\$ 318,360	\$ 52,344	-57%	-89%	133%	19%	3%	\$ 108.00
-25%	\$ (530,500)	\$ 212,260	\$ (53,656)	-71%	-111%	250%	13%	-3%	\$ 101.25
-30%	\$ (636,600)	\$ 106,160	\$ (159,756)	-86%	-134%	599%	7%	-11%	\$ 94.50
-40%	\$ (848,800)	\$ (105,940)	\$ (371,956)	-114%	-178%	N/A	-8%	-29%	\$ 81.00
-50%	\$ (1,061,000)	\$ (318,040)	\$ (584,056)	-143%	-223%	N/A	-30%	-55%	\$ 67.50

Business Roadmap



The road to success is always under construction

- LILY TOMLIN -



We take the optimum margin derived from the Pricing Model, and show you the impact this will have.

Is your business capable of delivering the lifestyle you've been planning for?

Our business growth analysis is our tool for the future and helps create the roadmap. Combining a number of variables, this modelling shows you what the business will look like in the future. It takes the guess work out of planning and lays the foundation for setting goals and objectives. It can answer questions such as;

- What will happen to my profit if I opened up a premises in the next few years?
- If I were to grow at the same rate, what would life look like in 5 years?
- What happens if I am able to control my costs over the next 5 years?
- What will happen to the value of my business over the next 5 years in preparation for retirement?

This report is revolutionary in helping you make the necessary changes to your business and help to achieve your business and lifestyle goals.

- Business Roadmap -

Business Roadmap		Past Periods		FY 2021		Future Periods				Break-Even
		FY 19A	FY 20A	FY 21A	FY 22F	FY 23F	FY 24F	FY 25F	FY 26F	FY 21
Revenue	\$	1,346,930	\$ 1,630,639	\$ 2,121,679	\$ 2,447,800	\$ 2,815,000	\$ 3,152,800	\$ 3,531,100	\$ 3,813,600	\$ 577,900
Monthly \$ Revenue	\$	112,244	\$ 135,887	\$ 176,807	\$ 203,983	\$ 234,583	\$ 262,733	\$ 294,258	\$ 317,800	
Revenue % Growth from Prior Year		14%	21%	30%	15%	15%	12%	12%	8%	
Revenue \$ Growth from Prior Year	\$	164,911	\$ 283,709	\$ 491,040	\$ 326,121	\$ 367,200	\$ 337,800	\$ 378,300	\$ 282,500	
Monthly \$ Revenue Increase	\$	13,743	\$ 23,642	\$ 40,920	\$ 27,177	\$ 30,600	\$ 28,150	\$ 31,525	\$ 23,542	
Gross Profit	\$	443,816	\$ 570,847	\$ 742,760	\$ 890,100	\$ 1,041,600	\$ 1,198,100	\$ 1,359,500	\$ 1,468,200	
Gross Profit Margin % / Trading Gross Profit %		33%	35%	35%	36%	37%	38%	39%	39%	
Fixed Costs	\$	150,016	\$ 173,948	\$ 202,316	\$ 217,000	\$ 236,500	\$ 253,500	\$ 271,800	\$ 284,800	
Fixed Costs % Growth from Prior Year		49%	16%	16%	7%	9%	7%	7%	5%	
Fixed Costs % of Revenue		11%	11%	10%	9%	8%	8%	8%	7%	
EBITDA	\$	293,800	\$ 396,900	\$ 540,443	\$ 673,100	\$ 805,100	\$ 944,600	\$ 1,087,700	\$ 1,183,400	
EBITDA % of Revenue		22%	24%	25%	27%	29%	30%	31%	31%	
EBITDA % Growth From Prior Year		0%	35%	36%	25%	20%	17%	15%	9%	
Less: Normalised Depreciation										
Normalised Depreciation	\$	45,818	\$ 48,024	\$ 63,699	\$ 73,699	\$ 84,800	\$ 95,000	\$ 106,400	\$ 114,900	
Normalised Depreciation % of Revenue		3.4%	2.9%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	
Normalised Operating Profit	\$	247,982	\$ 348,876	\$ 476,744	\$ 599,401	\$ 720,300	\$ 849,600	\$ 981,300	\$ 1,068,500	
Normalised Operating Profit % of Revenue		18%	21%	22%	24%	26%	28%	28%	28%	
Normalised Operating Profit % Growth from Prior Year		49%	41%	37%	26%	20%	18%	16%	9%	
Normalised Operating Profit \$ Change from Prior Year	\$	131,005	\$ 100,894	\$ 127,868	\$ 122,657	\$ 120,899	\$ 129,300	\$ 131,700	\$ 87,200	
Less: Owners "Replacement" Wages										
Owner 1	\$	120,000	\$ 130,000	\$ 135,000	\$ 140,000	\$ 152,600	\$ 163,587	\$ 175,365	\$ 183,783	
Owner 2	\$	120,000	\$ 130,000	\$ 135,000	\$ 140,000	\$ 152,600	\$ 163,587	\$ 175,365	\$ 183,783	
Total Replacement Cost	\$	240,000	\$ 260,000	\$ 270,000	\$ 280,000	\$ 305,200	\$ 327,174	\$ 350,731	\$ 367,566	
Plus: Private Expenditure	\$	25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	
Adjusted Business Profit	\$	32,982	\$ 113,876	\$ 231,744	\$ 344,400	\$ 440,100	\$ 547,430	\$ 655,570	\$ 725,930	
Business Multiplier		4	4	4	4	4	4	4	4	
Estimated Business Valuation	\$	132,000	\$ 456,000	\$ 927,000	\$ 1,378,000	\$ 1,760,000	\$ 2,190,000	\$ 2,622,000	\$ 2,904,000	
Annual Wealth Creation	\$	132,000	\$ 324,000	\$ 471,000	\$ 451,000	\$ 382,000	\$ 430,000	\$ 432,000	\$ 282,000	

Client Case Studies

01

BUILDING/CONSTRUCTION INDUSTRY

Problem: The Client had a stable building business but wanted advice on how to grow the business rapidly. The Client was experiencing margin pressure on tenders, and the current premises location and look wasn't reflective of his brand or aspirations.

Solution: We reviewed current and previous jobs and identified where he had gone well and not so well, which enabled the Client to make business improvements.

We helped him set KPI's in the business and what margin to aim for on materials and labour. Worked with his bookkeeper to improve the speed of his financial reporting, to assist in making better decisions.

Helped him with bank finance to purchase a better location. We visited various marketing companies with the Client to work on a branding and advertising niche.

Outcome: In the first 12 months the Client doubled his revenue and profits increased from \$175k to over \$400k. He no longer site supervises himself and is attracting higher spending Clients with strong margins. Jobs run without his day-to-day input. Instead, he focuses on winning new work. His profit will be over \$800k in FY22 and revenue over \$4m.

02

CARPENTRY/CONSTRUCTION INDUSTRY

Problem: The Client started business as a sole trader and in recent years his wife joined him. Growth and profitability had been adversely impacted due to staff leaving and the need to upgrade equipment for efficiency to compete.

Solution: We met with the owners and staff to understand the bottlenecks / frustrations of using older equipment.

We benchmarked pricing and found the Client was "leaking" revenue by not charging for alterations to plans or mistakes made by builders.

We prepared financial documents so that the Client was able to obtain finance to purchase more modern equipment. We helped them change pricing schedules and attitude to charging for reworks.

We also moved the Client to a corporate structure for asset protection and operational benefits.

Outcome: In 6 months, the monthly turnover increased by 40% on the previous year, but more importantly, their gross profit margin increased from 24% to 37%. Their staff of 12 are much happier and they are now looking for bigger premises, due to capacity constraints, they are turning away work, even at the higher prices.

03

AUTOMOTIVE INDUSTRY

Problem: The Client was deriving reasonable revenue (>\$2mil) however, due to high running costs, they were only running at a small profit. The accountant they had engaged for the last 10 years would repeatedly tell them that they should be happy as they had no tax to pay.

Solution: We went to their workshop and reviewed job cards, during which we identified a staff productivity issue, with hours worked not being charged out versus industry standards.

We reviewed internal systems and controls, then designed reports so that their staff were aware of their productivity.

We identified that their parts manager was making poor purchasing decisions by not sourcing alternative suppliers.

On our recommendation, they hired a new staff member for this role, who had valuable experience in the industry.

Outcome: In just over 2 years, the Client's profit increased from \$50K to \$350k. The cost of parts fell from 48% to 36% of revenue. The Client is now very happy to pay tax and is finding the process of applying for finance, to buy more equipment to grow the business, much easier.

04

DIESEL INDUSTRY

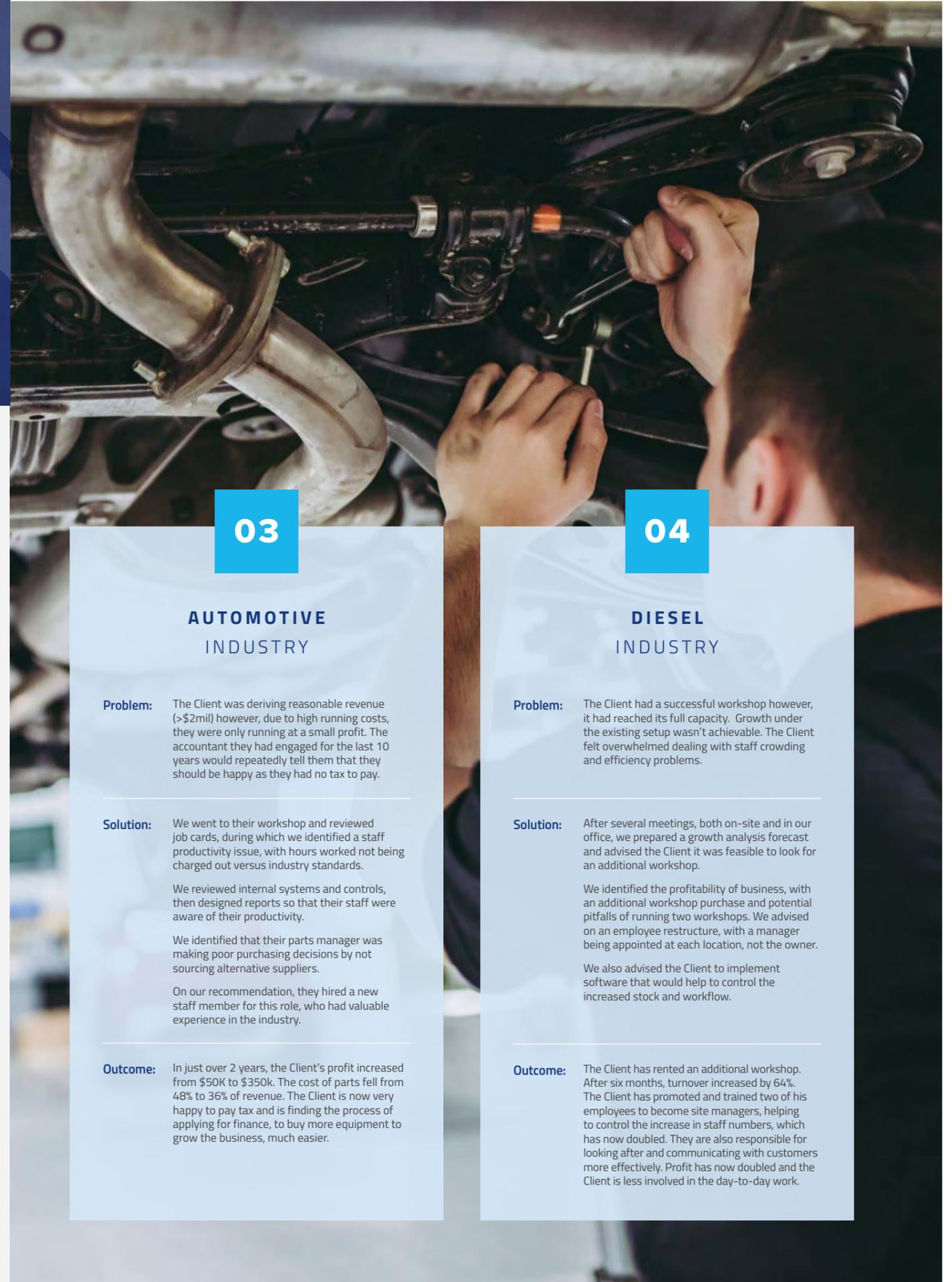
Problem: The Client had a successful workshop however, it had reached its full capacity. Growth under the existing setup wasn't achievable. The Client felt overwhelmed dealing with staff crowding and efficiency problems.

Solution: After several meetings, both on-site and in our office, we prepared a growth analysis forecast and advised the Client it was feasible to look for an additional workshop.

We identified the profitability of business, with an additional workshop purchase and potential pitfalls of running two workshops. We advised on an employee restructure, with a manager being appointed at each location, not the owner.

We also advised the Client to implement software that would help to control the increased stock and workflow.

Outcome: The Client has rented an additional workshop. After six months, turnover increased by 64%. The Client has promoted and trained two of his employees to become site managers, helping to control the increase in staff numbers, which has now doubled. They are also responsible for looking after and communicating with customers more effectively. Profit has now doubled and the Client is less involved in the day-to-day work.



05

ELECTRICAL INDUSTRY

Problem: The Client was making less money than each of his employees and working twice as many hours. The Client was focused on increasing turnover and was taking on any work, believing this would make the business more profitable.

Solution: After a few meetings using reports from his job system, we helped the Client identify what his best and worst customers looked like, which then made his niche clear.

We helped him understand pricing and margins and the impact on cash flow. We advised him to downsize his number of staff to align with his workload.

We helped him to change his marketing strategy to target his ideal customers and spoke to his web designer. We also helped him to improve his sales scripts.

Outcome: In three years, the business has increased turnover from \$900k to \$2.5million, while keeping the gross profit margin above the industry average.

The Client comes in for quarterly meetings to review numbers, bounce around strategic ideas and set action plans. The Client has just turned 30 yrs old and has purchased his first commercial property.

06

ENGINEERING/FABRICATION INDUSTRY

Problem: The Client was in business with family (not spouse or children) and they were considering dissolving the business due to tensions on how to run it. The business was doing okay, but with the right focus and investment, there was huge potential to take advantage of large upcoming contracts.

Solution: Firstly, we mediated between the family, arranged a fair sale from one party to another and a subsequent restructuring of the trading entity, in preparation for future contracts.

Within the new entity, we advised the Client to change job management software.

We advised the Client to increase staff pay to retain and attract the skilled labour needed to perform the work.

We also helped the Client understand their hourly costs including all overheads.

Outcome: The Client has won a number of very large contracts, transforming the business from 8 to over 25 staff in one year, allowing for even larger contracts to be tendered for. Profit margins are up and this year they forecast net profit to be well over \$1m. The Client is in the process of buying a shed next to the one the business currently rents to handle expansion.

07

SUPPORT SERVICES INDUSTRY

Problem: The Client had worked in the industry but was new to the business, and was looking for guidance and strategic advice. The Client's revenue had grown from zero to \$900k in only 6 months, but they were struggling to control costs. They were concerned about growing too big, too fast and then going insolvent.

Solution: We prepared weekly reports to help the Client understand the day-to-day running of the business and ensure that expenses, particularly wages and overtime, would not get out of control.

We broke down the revenue to an hourly rate so that the Client could compare the hourly wage cost.

We helped the Client through the process of getting a new lease signed to support expansion and provide unique experiences to their customers.

Outcome: The Client has continued to rapidly grow the business's revenue and profitability, forecasted to achieve \$2.5m revenue this year. The new building and its fit-out have allowed the Client to provide better and more unique services. They are planning on purchasing their custom-designed housing and day centres.

08

SERVICE INDUSTRY

Problem: The Client's business had been stagnant for a few years, as they had lost focus and interest and were not sure what to do. They wanted someone to bounce ideas around with, but the current accountant was not providing advice beyond taxation and compliance.

Solution: Using Xero software, we showed the Client who their best customers are, then helped them plan to visit these customers and ask questions on how they could improve their service.

As a result of the feedback they received, they made changes and began actively calling and visiting potential Clients in their niche to start forming new relationships.

We helped the Client set quarterly targets and action plans, systemise processes and suggested changes to their marketing strategies.

Outcome: Having experienced positive results, the Client decided not to sell the business and instead has expanded to a new location and hired new staff to help run the business. Their profit has increased by \$200k pa, and they are now excited by and passionate about their business again. The Client has set up a Self Managed Super Fund to purchase their office premises, with plans to add more buildings in the future.

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