



HOW TO INCREASE PROFITS BY 50% WITHIN A FEW MONTHS? A ONE-WEEK SURVEY FOR £500

- A full analysis, report & presentation of results
- Usual cost is £1,000, but MBA have been awarded an EU business development grant to help fund projects in the UK
- We use the grant to help companies improve their effectiveness and performance, at very low cost

The survey includes...

- Analysis of true product and customer profitability
- Breakeven analysis of sales and marketing
- Find the bottlenecks in sales
- Time analysis & effectiveness of salespeople
- Apply the 80/20 rule to sales effectiveness
- Identify low added value activities
- Which parts of the business are critical to growth and profitability... Key business drivers
- Where is the un-used capacity
- Is the mix optimised
- Dogs, stars, cash cows & problems analysis
- What is the sales conversion rate/ success rate
- What is the market share
- Where should growth come from.....

SINCE 1985, MBA HAVE UNDERTAKEN 500 PROJECTS FOR OVER 300 COMPANIES

"MBA provided us with excellent help in improving our sales & marketing" Steve Hemming, operations director, Hainsworths, Pudsey

"We have worked with MBA for over 5 years, and are very pleased with our new approach to customer & product profitability" Antonio Esteves, Director, Sonae Europe

"We were impressed with their common sense and down to earth approach. They have given us a profitable way forward for the business" Stephen Burns, Director, Wilsanco Plastics

- ANALYSE THE COMPANY FINANCIALS.....
- BREAKEVEN CHART
- PROFIT AND LOSS ANALYSIS
- BREAKEVEN ANALYSIS
- DOGS, STARS, CASH COWS AND FOOLS ANALYSIS
- CUSTOMER PROFITABILITY
- 5- STEP APPROACH TO PROFITABILITY
- COMPANY BOTTLENECKS
- QUOTATION SUCCESS RATE
- THROUGHPUT PROFITABILITY

- DETAILED ANALYSIS OF SALES EFFECTIVENESS
- TIME ANALYSIS
- COMPARISON OF SALES PEOPLE
- SHARE ALLOCATION AND TERRITORIES
- PRICING EFFECTIVENESS
- MARKET SHARE
- MARKET STRATEGY AND TACTICS

- HOW TO INCREASE PROFITS USING EXISTING RESOURCES WITH LITTLE OR NO NEW INVESTMENT

Our Clients Include.....

H J HEINZ • PRESTIGE MEDICAL • BALFOUR BEATTY • LAWSON MARDON • AVERY DENNISON BPC (MAGAZINES) • SENIOR FLEXONICS • CARRPRINT • TENNECO PACKAGING C&C MARSHALL • TUFFLEX • YULE CATTO • JAMES DEWHURST • ITT CANNON • REED ELSEVIER • GKN • ADITYA BIRLA • CN RADIO • GLAXOSMITHKLINE • REXAM RIGID CONTAINERS • HOLLIDAY DISPERSIONS SPANBOARD (COLERAINE) • BOXMORE PREMDOR • HANSE DRUKE (GERMANY) • SCOTTISH CABLES (SOUTH AFRICA) DUBAI CABLES • HAINSWORTH • RUGBY CEMENT • SKANSKA • DATEL • LEGAL & TRADE STOREY EVANS • SONAE • LAFARGE • IMI • SIGNAM • WILSANCO • KP • NORPRINT CANYON • IBM UK • LIVERPOOL COUNCIL • STAR CEMENT DUBAI • KAIZEN RECYCLING • WEIR & CARMICHAEL •

To discuss a low cost- high benefit short project, please contact me....

Please complete and send for a free consultation

Name.....Position.....

Company.....

Address.....

PhoneNo:.....FaxNo:.....

Email Address:.....



George Handley BSc MA - Partner



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