



Business Improvement

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In today's world cash flow is the single most important issue in any business. Do you agree?

We do and most of our clients do, which is why we believe 'cash is king' and that managing and improving your cash flow is now more important than ever. However, we all know cash just doesn't appear from nowhere. Whilst you can manage your cash flow, the best way to improve your cash flow is to improve your profits.

How can you do this? There are 4 main ways to improve your profits...

- Get more customers
- Sell more to your existing customers
- Change your prices
- Review your expenses.

Before you proceed on one or more of these strategies, wouldn't it be great to know the likely impact of any one of these or even, the impact of all of them put together on your business. Do you know what impact a 2% favourable variance in all of the above would have on your bottom line and your cash flow?

“ I really did need a kickstart to expand and develop the business. My meeting with Kelvin was thought provoking and offered various ideas to develop my business, many of which have now been successfully implemented.”

Sara Adams
Owner of
Kensington Square Kitchen

This is where Ellacotts can help.



Andy Jones
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“As part of our new Business Improvement service, we are able to work closely to assist you in identifying ways in which you can improve your profits, cash flows and the implementation of various strategies to achieve your targets.”



Kelvin Barnes
(Manager, SME Business Services)
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“As part of this service we can also assist you in renegotiating any overdraft or loan facilities, or negotiating invoice-discounting arrangements through our existing and long established relationships with many of the local main street banks.”

Initially we explore the opportunities in your business for improving your profits and cash flow, including pricing and premium pricing, sales volume and overheads interaction, brand extension and awareness, geographic expansion, capital investment and even refinancing. We then run through various 'what if' scenarios using our powerful software package to arrive at decisions or ways forward that will have a positive impact on your business. The outcome should be improved profits and cash flow together with a renewed focus on the business and your ultimate goals, both business and personal.

We can take this one step further and look at what this would mean in terms of the value of your business in the future and appropriate exit strategies.

Our emphasis on this service is that it's quick and simple. We offer a free introductory meeting to explain our service to you and discuss how different profit and cash flow improvement strategies could improve your business. If you like what you see and would like to explore these strategies in more detail, we can offer you an in depth follow up meeting at a very reasonable and competitive fee.

Our fees for this in depth meeting depend on the size and complexity of the business and range from £425 plus VAT for small and medium sized businesses (including start-ups), to £575 plus VAT for larger more complicated businesses. These fees cover the loading of your financial information into our software, our analysis of this, a detailed face-to-face meeting with you and the provision of a post meeting summary report.

If you are interested in exploring this service further and the opportunities within your business with us, please contact Andy or Kelvin to arrange a **free introductory meeting**.

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