

Presented by:

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Episode 5 - Business Growth, Profit and Value

As you listen, you'll find that these subsequent episodes are all intertwined to guide you through growing the profit value of your business.

In this episode, Sarah and Chris will discuss the fundamental drivers of growing value for your business along with a SWOT analysis to get a clear picture of where you're currently at. You need to identify opportunities, strengths and weaknesses as it gives you a starting point for planning in the areas that you need to fix immediately and then look forward to the other priorities that you might want to fix over time.

In this process, you can easily identify and formalise issues and then allocate resources. The idea is to help you improve the efficiencies of your business and measure growth capacity.

At some point, you will also need to quantify the profit value of your business for retirement planning. One of the strategic approaches in putting an exit plan in place and establishing a profitable value for your business is to cater it to those who would be willing to buy it and look at a justifiable sale price.

As a business owner you would want consistency in measuring the growth profit value of your business, so that you can fine tune it and exceed in making it better.

Key recommendations include having an advisory board and finding the balance between improving efficiency, ensuring capacity and then focussing on growth. All of these elements will maximise the sale price of your business.