

Is your business at the top of the game?

Skeggs Goldstien
Associates Pty Limited

35/6 Meridian Place Bella Vista NSW 2153

PO Box 8296 Baulkham Hills BC NSW 2153

† 1300 753 447
f +61 2 8882 9264
e admin@sgapl.com.au
w www.sgapl.com.au

Over a decade ago a young cricketer at the Australian Cricket Academy was approached to bat whilst the Australian team were practicing in the nets nearby. The team's fast bowlers were asked to try and bowl out the 16 year old star of the future.

With little success after a long and tiring session the bowlers realised this teen cricketer had talent. The cricketer was the current Australian Captain, Ricky Ponting, who surpassed Allan Border as the highest ever test run scorer for Australia in July 2009.

Running a successful Pharmacy is no different in some ways to being an elite sports person; you need to not only work hard but also closely with your professional advisers to ensure you and your business remains at the top of the game.

Create MORE value in your business

Your professional adviser can access an online Business Valuation Tool that will greatly enhance the probability of protecting and growing your business value in these uncertain times. The tool pin points opportunities for you to maximise your business value.

Your current business value	\$2,250,000
Potential for value improvement	\$300,000*
Your future value	\$2,550,000

The tool assesses 70 key business value drivers that will make it easier for you and your advisers to identify key strategies to grow your business value.

Questionnaire Value Drivers (sample)	Questionnaire Value Improvement Strategies (sample)**
<i>Benchmarking</i>	Does your business' average customer sale exceed industry standards?
<i>Cash Flow</i>	Do you effectively use your POS and stock systems to control margins, gross profit and shrinkage?
<i>Profit</i>	Have you examined your sales mix to improve retail profit margins?
<i>Risk</i>	Do you have adequate insurance to provide for your family or payout a business partner or family member, if circumstances change?
<i>Sales</i>	Do your retail sales reports accurately identify unprofitable product/service lines?
<i>Staff</i>	Do you reward staff with a share of sales and/or profits if they achieve above budget performance?
<i>Succession Planning</i>	Does your business succession plan lock in your top performer(s) so you can spend more time doing the things you enjoy?

Ricky Ponting has achieved success from focusing, committing and taking on advice from influential people to improve the way he plays the game of cricket.

Ask your Accountant or Financial Adviser to provide you with a copy of the Pharmacy valuation questionnaire so you can start developing your Pharmacy **'game plan'** to achieve the same success.

** Pharmacy Risk and Value Driver Assessment, part of Bstar's Capitalisation Rate Calculator for professional advisers.

* Result determined by completing a business valuation and sensitivity analysis using Bstar's Business Capitalisation Rate Calculator

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