



By: Alan Wickes

KEY BUSINESS INDICATORS the language of success

A standard THINKING PEOPLE PHILOSOPHY
“WITHOUT INFORMATION I AM
JUST ANOTHER PERSON WITH
AN OPINION!”

Every day we read and hear about the challenges of increasing living costs; influenced by global matters well outside our control and dare I say so “outside the control of governments of the day.”

We may even think and cling to the hope that solutions will come from outside of our business?

Good luck with that thought and there are “fairies at the bottom of the garden!”

Looming recessions, doom and gloom, petrol over \$2 per litre; it is all happening and should we be afraid and be like “rabbits in the spotlight?”

Out of adversity comes opportunity at any time, you just have to know how to find the opportunity.

Maybe, just maybe an opportunity to get clear of your competition who are just complaining to anyone and everyone who will listen.

If our philosophy of “without information I am just another person with an opinion” is correct we need to find ways and means of knowing what to look for and how to isolate the information.

The following charts give an indication of what to look for how to capture the data; the next issue is for you to interpret the information and **CONVERT YOUR CONCLUSIONS INTO ACTION PLANS!**

Although you may not have all of the information just remember the **PARETO PRINCIPLE**, the 80/20 rule and focus on the 80% issues that have the capacity to give immediate results

FOUR SIMPLE EXERCISES:

- Calculation of operating expenses impacting on productivity
- Sales and customer indicators impacting on revenue
- Brainstorm eight innovative ways to make more money in your existing business
- Brainstorm three potential new

KEY BUSINESS INDICATORS OPERATING EXPENSES IMPACTING on PRODUCTIVITY

	Dollars \$	Percentage %
• STAFFING		
- Production wages plus on-costs
- Shop-front wages plus on-costs
- Total sales per roster or shift
• PRODUCTION		
- Production per man-hours worked
- Retail Sales per man-hour worked
• WASTAGE		
- Production
- Shop front
- Consolidated

KEY BUSINESS INDICATORS SALES and CUSTOMER INDICATORS IMPACTING on REVENUE

	Dollars \$	Percentage %
• SALES		
- Compared to Last Year
- Compared to Budget for this year
- By store
- By product group
• AVERAGE NUMBER of CUSTOMERS		
• AVERAGE CUSTOMER FREQUENCY		
• AVERAGE CUSTOMER SALE		
• UP-SELLING FREQUENCY		
• OTHER SALES DATA		
- Weather patterns

USING the Thinking People BRAINSTORMING INITIATIVES FROM PREVIOUS ARTICLES: -

BRAINSTORM EIGHT INNOVATIVE WAYS TO MAKE MORE MONEY IN YOUR EXISTING BUSINESS

The new idea	Projected revenue increase
1
2
3
4
5
6
7
8
plus

THREE POTENTIAL NEW INNOVATIONS WITH EXISTING RESOURCES

Thinking outside the square

The new idea	Projected revenue increase
1
2
3
plus

The completion of these exercises will allow you to have the actual information with which to make FULLY INFORMED DECISIONS.

Getting key staff involved in independently facilitated brainstorming session is how the successful BAKERY/CAFÉ owners GROW THEIR BUSINESS.

The ROI – Return on Investment from an objectively and externally facilitated workshop repays in spades, and the results are measurable!



Originally known as YRS or Yarra Ranges Shopfitting, we are now
Yarra Shopfittings - specialising in developing, designing, and manufacturing
an extensive range of bakery fresh food display cabinets.

Although we have a new name, new logo and new owners, our technically skilled employees, with 50 years combined experience, remain the same.

Importantly, we are committed to manufacturing quality Australian made display cabinets designed for Australian conditions. We can custom make cabinets to your specifications or select from our range of existing cabinets.

Our new owners bring a wealth of experience in retail store design and installation. We at Yarra Shopfittings have always been able to provide display cabinets, bread racks, shelving and stainless products. Now we can also provide store design, layouts, and permits all to ensure you are satisfied with the end result of a retail store make-over – big or small.

We invite you to visit us to see our range of display cabinets at

Fine Food Australia Expo
Melbourne Exhibition and Convention Centre
Mon 22 –Thurs 25th September
in the Bakery Hall at Stand HL42.

Come along, mention this ad and enter our competition on the stand.

In the meantime, to discuss your business needs and how we can help you, call Alisha in Customer Service on (03) 9599 5900.



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