

## **BUSINESS AUDIT PROCEDURES**

### **INTRODUCTION**

When was the last time you really looked at the trading performance of each and every one of your businesses, as opposed to simply skimming over the category results? With trading fluctuations occurring due to the ever-changing environment, it is critical that we keep a close watch on all businesses, on an individual basis. The best way to do this is to study the sales results, to speak with other business owners, and to continue to study industry trends.

If you are unsure of the danger level of a business, please give us a call. We can identify those trading at risk and the real reasons why. By working one-on-one with the store owner, within a week turnaround time, they can be on the road to recovery. Special reports of findings are prepared and action plans are monitored to ensure your store is practicing best practice in all areas of business. Are you prepared for a complete turn-around in sales, from decline to growth and success?

### **THE 3 STEP PROCESS**

The objectives would be met by conducting the following analysis on a business:

1. A 2 hour meeting with the business owner to discuss store systems, business plans and key performance indicators.
2. Allow one additional hour focussed on the business, purely observing the said procedures and customer service standards in place and noting the delivery of them.
3. A bound and written report is devised discussing the findings and specifically highlighting and addressing:
  - Recommendations on merchandising practices and principles appropriate to the business in order to improve the overall visual effect, maximise the use the space, and maximise dollar return per square metre.
  - Recommendations on signage and ticketing options available to further improve visual standards.
  - Recommendations on overall shop fit-out/image/branding and store layout the business is working with.
  - An indication on the current level of store and staff presentation, selling skills of sales person, understanding of the daily procedures within the business, benchmarked against Australian standards, in order to highlight gaps in performance.

- A recommendation on stock lines carried, width and depth in range and space allocations, according to appropriateness to target market, and working within the stated permitted usage under the conditions of the lease (if applicable).
- An action plan of key priorities and estimation of timing requirements is provided. A meeting is arranged with the business owner, to discuss results and future direction.

## **BUDGET**

This consultancy can take place in a number of ways depending on your budget, the depth of issues and your timing:

- One-off consultancy visit, inclusive of report with findings, action plan and follow-up meeting ..... \$1,500 plus gst
- Mini audits (1 hr/store with 2 page report) minimum of 3/day.....\$500 plus gst
- Please add GST to these prices and there may be travel expenses for businesses located outside key metropolitan areas (discussed and agreed up front).

## **TIMING**

An appointment with the relevant business owner can be made upon notification of proceeding with the audit. Overall turnaround time of meeting and written report/action plan is usually a week so that it is current and top of mind for future action.

## **THE BENEFITS**

1. By addressing each key area in the audit, the owner is guaranteed of some form of sales growth. This growth is dependent on the level of input and improvements that are made by them.
2. The report is written in a simple to follow format and vocabulary, so that the business owner is able to easily gain a grasp of the situation and understand the need to address areas requiring improvements. It is usually 6-8 pages in lengths.
3. The report is fronted by a checklist action plan to organise the business owner and further motivate them to 'follow the simple steps to success'.
4. Phone call follow up is carried out with the business owner at least one month after to assess the level of commitment and general feedback.