

## Understand your industry and competition.

A lack of understanding about the industry your business operates in and how you compare to competitors can be a major cause of concern for business owners and management. Benchmarking allows you to assess your business' performance against comparable competitors in the market.

A gross margin of 20% can be a positive result for some industries but could be a negative result for other industries. Understanding what your specific KPIs and targets are and, comparing them to actual performance, is a fundamental process to any business management.

The **Benchmarking Program** supports you on the critical financial elements of running a successful business, including gaining an independent perspective about how well the business performs and drilling down into performance gaps to identify areas for improvement.

The **key outcome** is to enable business owners to keep a competitive edge in an everchanging economy

### Why Benchmarking?

Every business is different, and every industry is different. Knowing your benchmark goals and tracking performance can be critical to your business success. The benchmarking analysis will allow you understand your business better:



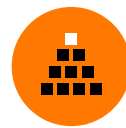
#### Business profitability

How profitable is your business? What gross and net margins are being achieved by other competitors? Are overheads higher or lower than the industry average for your size of business?



#### Revenue comparison

How much should you be earning/charging compared to other similar businesses?



#### Working capital

Is your working capital tied up with too much stock? What are your working capital requirements?



#### Employee expenses

Are human resources team/business managers spending too much/too little time on employees? Is your staffing level optimal and how does this compare?



#### Productivity analysis

Is the business operating at an optimal rate? Is the business leveraging its equipment and assets appropriately?

### Nobody is an industry of one.

Annual business benchmarking enables owners to gain a clear picture of how your business is performing compared to peers. This enables companies to see their real performance levels and identify opportunities for improvement.

**Please contact one of our team members to see how we can help.**

Hoffman Kelly | Chartered Accountants & Business Advisors

**A:** Level 1, 444 Logan Road, Stones Corner Q 4120 **P:** PO Box 26 Coorparoo Q 4151

**T:** 07 3394 2311 **E:** mail@hoffmankelly.com.au **W:** hoffmankelly.com.au

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