



BUSINESS PROFILE:

WHOLESALEERS

Any business that buys and sells products

EXAMPLES

Importers / Distributors / Agencies /
Business to Business Merchants etc

BUSINESS MODEL

Buy a product add a margin to cover
overheads and a profit then sell it

BIGGEST CHALLENGES

- Variable sales training and ability of salespeople
- Volume not sufficient to sustain current prices
- Too heavily reliant on too few customers
- Poor or ineffective reasons for customers to stay loyal and pay asking prices
- Discounting to get or maintain sales volume without knowing effect on profitability
- Competition from on-line and fly-by-nighters
- Poorly managed debtors and inventory levels strangling cash flow

BEST OPPORTUNITIES

- Sales training, accountability and reward systems
- Inventory analysis to determine most and least contribution to company profits
- Customer profitability analysis to ensure discount and pricing policies are effective
- Marketing of industry expertise to refocus customer away from price (e.g. design, consulting services etc)
- Benchmarking of sales performance
- Pricing analysis for volume/margin optimisation

RECOMMENDED ACTION

GET A BUSINESS OPTIMISATION ANALYSIS | WHAT YOU'LL FIND OUT:

- The amount of money you should be making for a business your size
- A list of individual strategies that if actioned will make you more money
- You'll know "what to do" and see how much it's costing you "not to do"