

**Maximising
The Value
Of Your Business
Through**

**THE
BUSINESS
MASTER
PLAN**

VADR Presentation – Monday 28th November



Outcomes
BUSINESS GROUP

Who am I?

Business experience

- 25 years of broad business experience
- 15 years of optimising and restructuring businesses
- Established a **business coaching offering** to provide a holistic services.

Qualifications

- MBA(E) from Australian Graduate School of Management
- Certified Exit Planning Advisor from Exit Planning Institute (Chicago)
- Certified Value Builder from The Value Builder System (Toronto)



Which is Your Business?

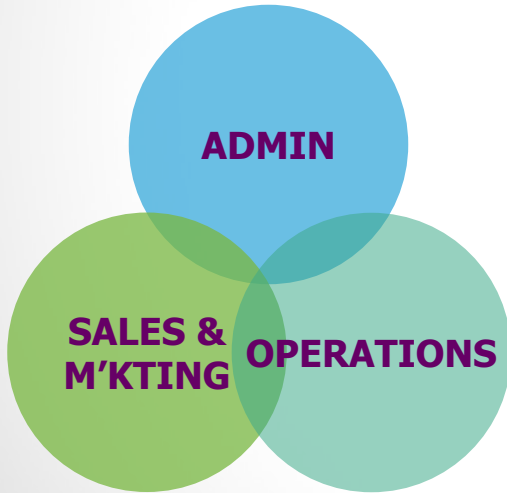
Many Businesses
we see look like this



The ideal performing business
looks more like this...



YOU



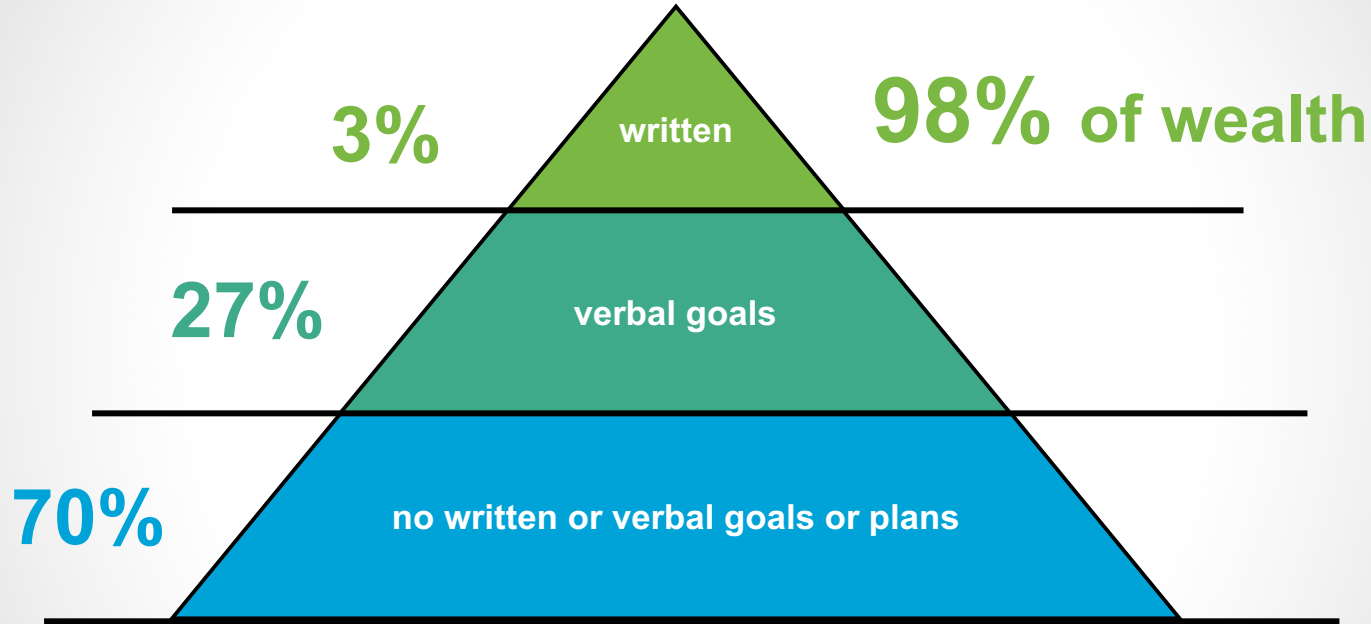
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Goals

**The Platform
For Growth**

Goal Mastery



Only 3% of people have written goals and plans, these people account for 98% of the wealth.

Focus



Time

Goals

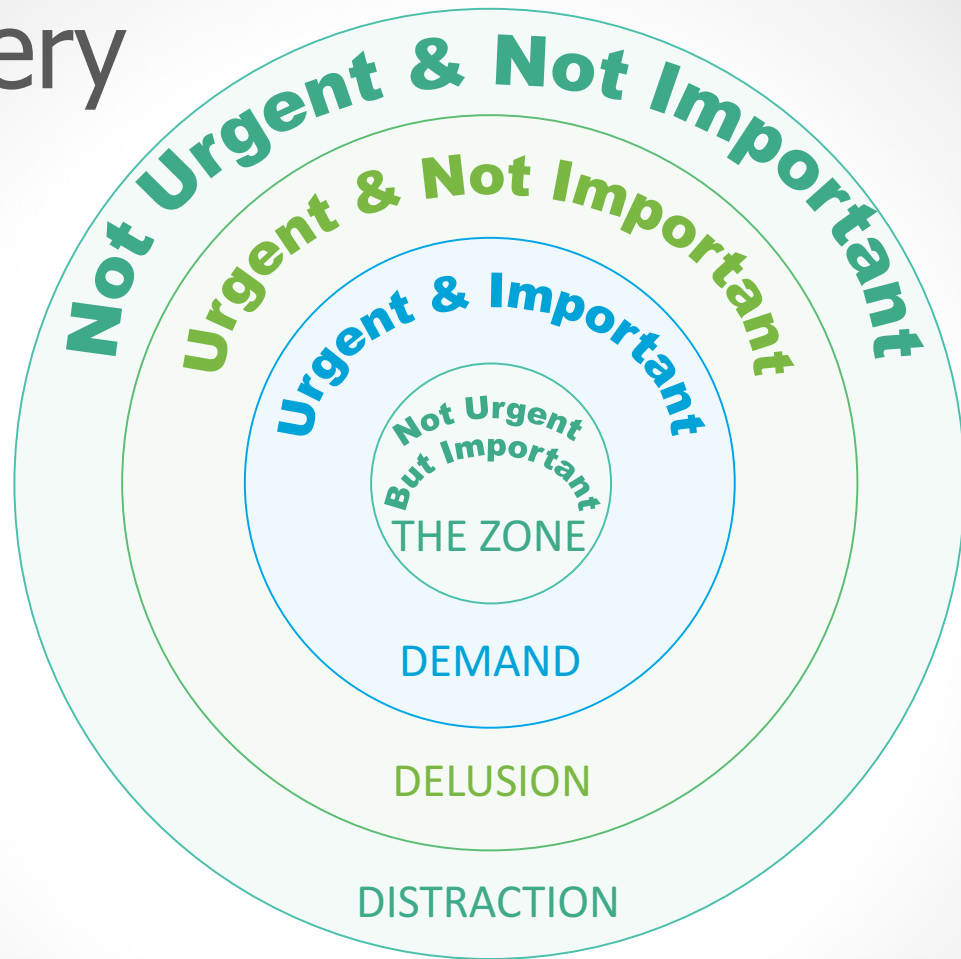
Business Masterplan

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**The Platform
For Growth**

Time Mastery



Focus



Numbers

Time

Goals

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**The Platform
For Growth**

Business Masterplan

The Critical Numbers

$$\begin{array}{c} \text{Leads} \\ \times \\ \text{Conversion} \\ = \\ \text{Customers} \\ \times \\ \text{Transactions} \\ \times \\ \text{Ave. $$$ Sale} \\ = \\ \text{Revenue} \\ \times \\ \text{Margin} \\ = \\ \text{Profit} \end{array}$$

10% Increase...?

Leads	4,000	4,400
X	X	X
Conversion	25%	27.5%
=	=	=
Customers	1,000	1,210
X	X	X
Transactions	2	2.2
X	X	X
Ave. \$\$\$ Sale	\$100	\$110
=	=	=
Revenue	\$200,000	\$292,820
X	X	X
Margin	25%	27.5%
=	=	=
Profit	\$50,000	\$80,525.50

Focus

Reality

Goals

Time

Numbers

Service

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The Platform
For Growth

Service

Raving Fan
Advocate
Member
Customer
Shopper



Focus

Reality

Retention

Goals

Time

Numbers

Service

Marketing

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The Engine Room

The Platform For Growth

Business Masterplan

A piece of brown cardboard with a jagged tear, revealing a white background with the text "FIND YOUR NICHE". The tear is horizontal and roughly rectangular, with irregular, fibrous edges. The text is centered within the white area. To the left of the tear, a vertical strip of cardboard remains attached, showing the layered texture of the material.

FIND YOUR NICHE

No Price Competition!





Business Masterplan

Systems is all about ...

Saving

You

Stress

Time

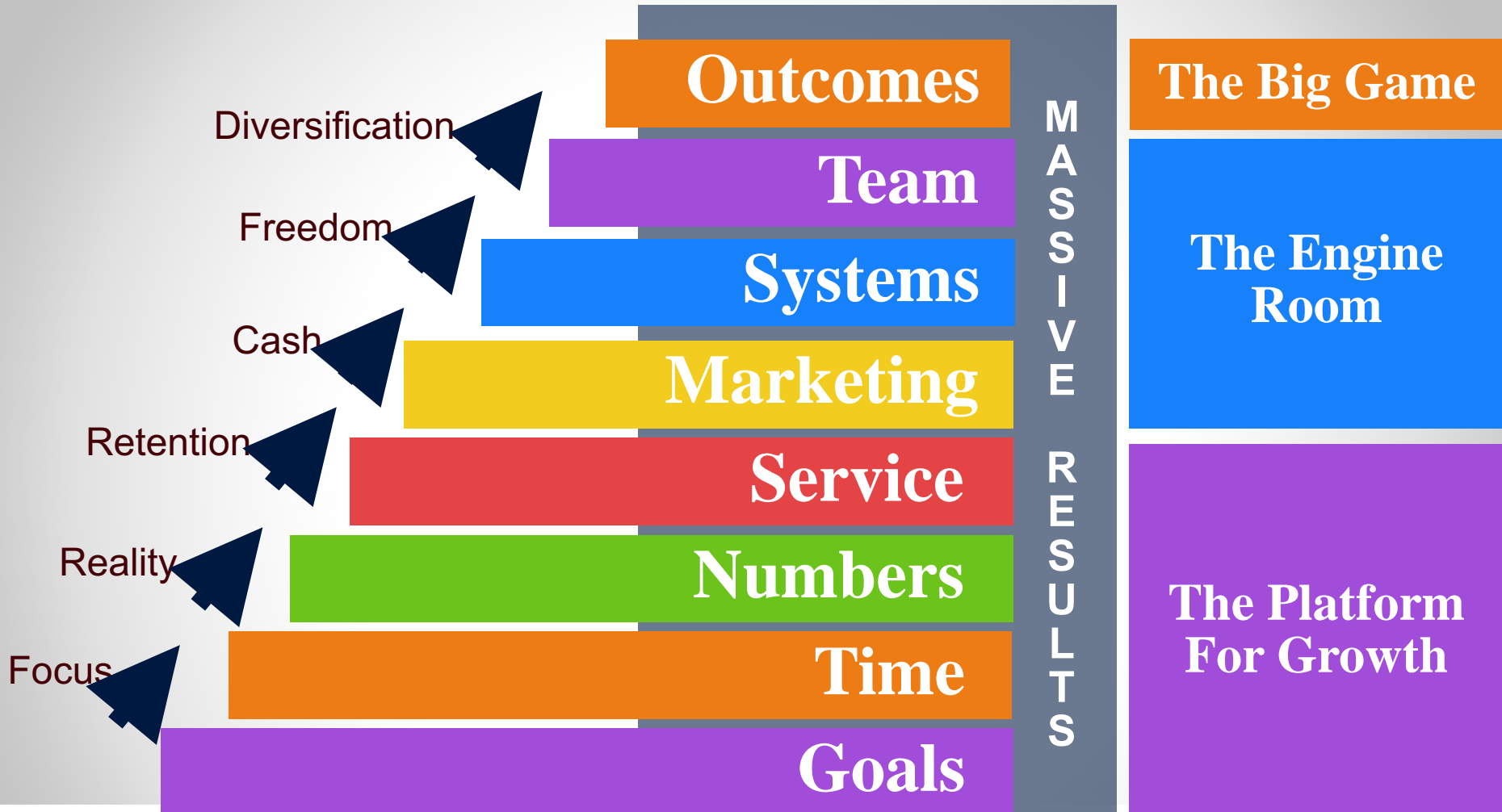
Energy &

Money



THE CYCLE OF BUSINESS





Q & A

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Presenter – Rob Jagger 0419 104 897



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