



"Service with Solutions"

TESTIMONIAL FOR CBD PROFIT SOLUTIONS

When we first met with Tim 11 years ago, our turnover was \$1.5m, we had a cashflow problem and we regarded ourselves as employees of the business, only expecting to be paid employee wages. However, during our business relationship with Tim, he has educated us and helped us re-model our thinking into a mindset that we are business owners and entrepreneurs, not employees, and deserve to be rewarded financially for our commitment, time, risk and stress that we put into the development of our business. Our turnover has grown to \$9.2m - more than 500% increase! And is currently limited by the size of our factory. This is our current project that we are working on with the help of CBD Solutions. The growth in profit has been worth the effort.

The first thing CBD Profit Solutions did was a review of our business and they showed us that we had profitable parts of the business cross-subsidising an unprofitable part which we were growing but this was causing our cashflow problem. We looked at the options but realised we had to make a hard decision to scrap the unprofitable activity.

Since then, the growth in the business has been achieved by working through CBD Profit Solution's Business Development Process using the following steps:

- A Planning Session to develop Objectives, Targets and Action Lists. At that time, we did not really believe we could achieve such optimistic targets just because a computer-modelling tool said we could. Within a few years, we achieved the targets we set and realise we should have set them higher! Those Action Lists became the drivers of growth for a couple of years as we laid what, Looking-back, have become very solid foundations for the business. We have repeated this Planning exercise 2 or 3 times to move our business through key decision points requiring detailed planning.
- Leanne at CBD Profit Solutions created a Departmental Costing system which takes into account all of the costs of the business including overheads and so helps us keep our eye on the true profitability of our activities. We use this regularly to review our performance and to make some of the big business decisions. This has led on to us knowing what is "The Cost of a Man" and how to quote for our products and services.
- We defined what is our core business which we used to develop a Vision and Mission and this not only drives our marketing activities and approach, but also helps us concentrate on our target market.
- Tim ran a Customer Advisory Board meeting which really highlighted what we should be doing for our target customers. This also provided us with strategies to develop our service offering for those customers so we could better meet their needs and, of course, it makes it easier to attract more of those target customers.
- We created (and continue to maintain) an Organisation Chart which shows the key job descriptions of employees and Critical Success Factors of our business.

- CBD Profit Solutions has provided us with the guidance we needed to turn our business into an entity that we run, rather than it running us. With our regular monthly meetings with Tim over the last 11 years, he helps us remain focussed; he disciplines us to review our figures monthly. Which at times, identifies issues we were not aware of, it allows us to discuss any business issues we have and discuss pros and cons of the impact of decisions.

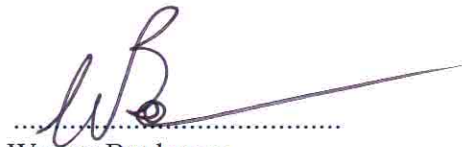
As manufacturers, we are often faced with external factors that can impact on our business. We have peace of mind knowing that we can meet with Tim to discuss issues such as the downturn in the economy, pricing issues relating to the purchase cost of our major materials used in manufacturing, employment issues in the economy, the affect of the \$AUD on our pricing model, just to name a few.

To be honest the list of issues that CBD Solutions helps us with is so wide that we cannot possibly list them all. They have helped us avoid making a couple of potentially disastrous decisions. Overall, if there is any business issue or decision (or personal for that matter) that needs to be considered, we will bring it up with Tim.

Thanks CBD Profit Solutions for all your help!



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Peter McConnell
Director



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Wayne Buchanan
Director



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Glenn Hitchcock
Director

9th June, 2010