

SURVIVE & THRIVE IN DIFFICULT TIMES

The Downturn: Threat or Opportunity for Manufacturing?

“What downturn,” we hear some people say. “This is the best profit year we have had for years!!” But who is going to pay for increased government budget spending? Unemployment is climbing with potentially one million unemployed and thousands of business failures. Do you know the potential danger signs for your business, or your key customers?

The good news is that reduced interest rates will provide opportunities for refinancing. The newly announced 50% investment tax deduction may also provide opportunities. Expansion might even be a prospect as new ventures become viable, weaker businesses falter and become takeover targets or provide less competition.

Even if you are not currently being affected, NOW is the time to take stock and make your plans!

Using a skilled presenter and a process tailored for manufacturers and service providers to manufacturing, you will be taken through the following with a FREE CD of analysis tools plus a take-home workbook of checklists, tools and information:

1. Assess yourself against the five success factors for successful businesses;
2. Assess the impact of a downturn on your sales and profits and use the Financial Ratio Calculator and the Profit Calculator to assess your situation;
3. Use the checklist and information to develop ideas on how to respond to this situation;
4. Assess the short-term and long-term Financial Risk Factors (used by the banks) your business faces;
5. Use the checklist to generate ways of cutting costs to address this situation;
6. Assess the Cash-Gap impact of slow payment and cashflow issues in your business - and select ways to address this; and

7. Look through productivity improvement checklists regarding organisation, production, financing and marketing to see ways of doing more with less.

This will NOT be a talk fest.

The session is lead by business specialists from WHK, Australia's largest provider of accounting and related services for small to medium enterprises. They will assist you to create PRACTICAL plans to strengthen your business – and encourage you to look for opportunities.

The Integrated Design Group in Bathurst said “...too many times you go to a course only to leave thinking ‘where was the meat in that?’ Today was so different. Real things to implement. Actions to take that can make an immediate difference.”

Bring your recent P & L and balance sheet plus a calculator to assess your own situation – and walk away with an action plan from the session for an even stronger business in the future.

**FREE ½ day workshop supported
by the Australian Government
through Enterprise Connect.**

Register today! (03) 6334 0306

Please see following application form for locations and dates.



An Australian Government Initiative



ENTERPRISE
CONNECT

For further information about WHK, visit whk.com.au

Survive and Thrive in Difficult Times

Application Form

Yes, I would like to attend the following **Downturn Readiness Workshop**

Tick	Location	Date	Time
<input type="checkbox"/>	New South Wales Bathurst	Tuesday 12th May 2009	8.30am - 12.00noon
<input type="checkbox"/>	New South Wales Sydney	Friday 26th June 2009	8.30am - 1.00pm
<input type="checkbox"/>	Queensland Townsville	Thursday 28th May 2009	9.00am - 1.00pm
<input type="checkbox"/>	Queensland Toowoomba	Thursday 4th June 2009	12.30pm - 4.30pm
<input type="checkbox"/>	Queensland Gold Coast	Thursday 11th June 2009	12.30pm - 4.30pm
<input type="checkbox"/>	Tasmania Devonport	Tuesday 23rd June 2009	8.30am - 1.00pm
<input type="checkbox"/>	Tasmania Launceston	Wednesday 24th June 2009	8.30am - 1.00pm
<input type="checkbox"/>	Tasmania Hobart	Thursday 25th June 2009	8.30am - 1.00pm
<input type="checkbox"/>	Victoria Braeside, Melbourne	Tuesday 16th June 2009	8.30am - 1.00pm
<input type="checkbox"/>	Western Australia Perth	Tuesday 9th June 2009	12.30pm - 4.30pm

Applicant Details:

Name of applicant			
Business name			
Address			
City		Postcode	
Phone		Fax	
Mobile			
Email			
Names of participants	1.		
	2.		
	3.		
Will you be bringing your Profit & Loss and Balance sheet for the last 2 years? <input type="checkbox"/> Yes <input type="checkbox"/> No			

Please fax this form to: **(03) 6334 2478**