

Breaking Even

Years 3-4

In the first two years the typical business owner learns what is required to be a business owner. In years 3-4 the focus is on achieving a break even situation, including paying themselves a reasonable salary. Here is the learning program to achieve this goal.

1. Understanding Break Even Analysis
 - Understanding fixed costs
 - Understanding variable costs
2. Sales and its elements
 - The Importance of gross margin
 - Growing sales
 - Providing a guarantee
 - Benefits to the customer
 - How to sell
 - Forming a promotions plan
 - CRM
 - Customer centricity and its importance
3. Tax Planning
4. Remuneration
 - Owner
 - Staff
5. Brand

Aron Brajtman Chartered
Accountants

Ph 613-614-7536

www.abrajtman.com

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- 6. Marketing
 - Visibility
 - Classifying customers
 - New sources of business
 - Unique Core Differentiators
- 7. Effective Financial Management
 - Working capital
 - Gross margin
 - Long term debt
- 8. Profitability
 - Business plan
 - Benchmarking
 - Systems
- 9. Human Resources
 - Recognition and reward

