



CECCAR CONFERENCE

3rd & 4th September 2010, BUCHAREST, ROMANIA

Future Challenges Facing SMPs

- Technology
- Internationalism
- Management Information
- Expertise



Technology

- Knowledge of current product offerings
- Application of change culture within practice
- Priority to promote a modern image – and live up to it
- Acceptance that rapid change necessitates a young outlook



Internationalism

- EU existence and growth is evidence enough to demonstrate political will
- Common standards enhance data value
- Capital and trade flows provide competitive efficiencies
- Creates an environment to enable concentration on national specialisms



Management Information

- An example of Retail Clothing Business, with Annual Turnover of €4million for the Year Ended 31 December 2009.



By Month**Sales €****Gross Profit €****GP%**

By Month	Sales €	Gross Profit €	GP%
January	437,250	94,883	21.7
February	217,029	56,428	26.0
March	400,320	196,957	49.2
April	359,657	172,635	48.0
May	328,354	134,625	41.0
June	278,262	81,809	29.4
July	405,030	74,120	18.3
August	223,170	62,488	28.0
September	401,132	200,967	50.1
October	307,050	147,077	47.9
November	228,091	92,833	40.7
December	416,755	129,194	31.0
TOTAL	4,002,100	1,444,017	36.1

By Customer**Sales €****Gross Profit €****GP%**

	Sales €	Gross Profit €	GP%
AA	96,327	46,237	48.0
AB	82,471	37,937	46.0
AC	81,266	37,382	46.0
AD	77,401	37,926	49.0
AE	74,330	34,934	47.0
AF	74,297	23,775	32.0
AG	73,102	31,434	43.0
AH	59,124	26,606	45.0
AI	52,060	14,056	27.0
AJ	51,722	15,517	30.0
TOTAL	722,100	305,805	42.0

By Customer Category

Category	Customer No	Sales €	Gross Profit €	GP%
A	10	722,100	305,805	42.0
B	15	510,000	200,020	39.2
C	20	450,000	169,000	37.5
D	25	390,000	141,010	36.2
E	30	370,000	138,145	37.3
F	35	350,000	136,000	38.9
G	40	330,000	108,014	32.7
H	45	320,000	105,005	32.8
I	50	300,000	73,013	24.3
J	234	260,000	68,005	26.2
TOTAL	504	4,002,100	1,444,017	36.1

By Designer

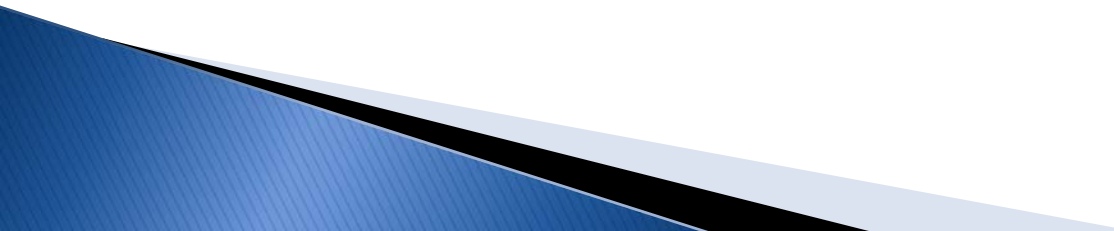
Sales €

Gross Profit €

GP%

N	1,274,716	506,019	39.7
O	913,342	245,813	26.9
P	780,659	228,667	29.3
Q	423,410	230,000	54.3
R	186,184	60,237	32.4
S	93,279	46,576	49.9
T	71,019	30,754	43.3
U	55,990	15,951	28.5
Others	203,501	80,000	39.3
TOTAL	4,002,100	1,444,017	36.1

Expertise

- Know your client. SMP/SME empathy is natural
 - Compliance perfection absolutely essential
 - Wide commercial experience can be shared
 - SMP commitment to helpfulness and strong team ethic throughout the firm essential
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THANK YOU

Questions welcome

