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## So you want to go into business - Part two.

IN OUR LAST ISSUE WE DISCUSSED THE IMPORTANCE OF HAVING A BUSINESS PLAN.

THEY ARE ESSENTIAL BUT HOW DO WE FIND THE TIME! EVERY SMALL BUSINESS OPERATOR HAS HEARD THE OLD ADAGE "BUSINESSES DON'T PLAN TO FAIL THEY JUST FAIL TO PLAN"

Well, pull out your diary now, look forward two months and set aside a day to consider your "strategic plan"

Strategic Planning is a much generalised, broad brush approach business plan. It looks, in general terms, at the position we currently occupy in the market place, where we would like to be in a couple of years, and the steps that should be taken to achieve this.

The steps involved are as follows:

### Where are we now?

Identify the business' current market position, the performance of individual products or services, the customers current requirements for these or new products or services, how we compare with the competition etc.

### Where are we going?

Determine where the business should be in two, five or ten years time. This requires the owner/manager to look critically at the items previously mentioned, to recognise the strengths we want to develop and the weaknesses we want to eliminate, together with the overall position of the business that we would like to run.

### How do we get there?

Draft an overall plan for the business which identifies the key issues, how we will build on our strengths and eliminate our weaknesses, the action plan for our view of the major steps to be taken. This may include steps to be taken in key areas such as:

- Marketing
- Technology
- Staffing
- Finance

### A strategic plan!

The strategic plan is an overall guide, a mission statement of your business. If you can keep your eye on their long term goals, then the individual decisions can be steered in the same general direction. In our next issue we will look at developing the strategic plan into a detailed business plan.

### READ BY:

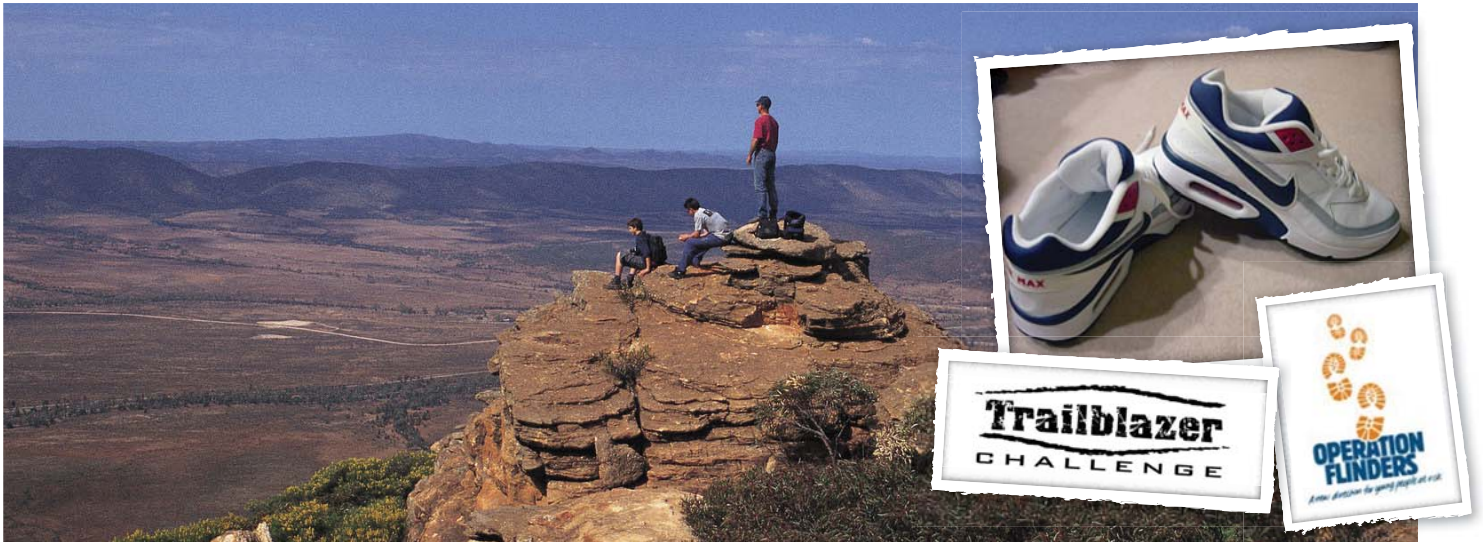
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## Trailblazer Challenge

ON THE 8TH AND 9TH OCTOBER HATTAM MCCARTHY REEVES AND CATAPULT WEALTH WILL BE SUPPORTING A TEAM IN THE 2011 TRAILBLAZER CHALLENGE.

Melinda Lund and Phillip Laing will be participating in Team HMCR Catapult colours over two days whilst raising funds for the Operation Flinders Foundation. The Trailblazer Challenger is a 100km trek over 2 days along the Linear, Yuerebilla and Heysen Trails from Pinky Flat to the Kuitpo Forest Information Centre. It is a gruelling trek as the physical and mental capacities of the participants are tested. Members of the HMCR and Catapult teams will be directly involved as support crews to Mel and Phil over the weekend.

The key purpose behind the challenge is to raise funds for the Operation Flinders

Foundation ([www.operationflinders.org.au](http://www.operationflinders.org.au)). Operation Flinders is a world-leading adventure wilderness program for young offenders and young people at risk.

The program takes young people on an eight-day trek in the rugged and beautiful far northern Flinders Ranges of South Australia. They walk approximately 100kms over the eight days, participate in abseiling and rock-climbing, learn of Aboriginal Culture from the local Adnyamathanha people, are taught basic bushcraft and survival skills, and discover some of the rich history of the Flinders. More importantly the young people learn of the

importance of accepting responsibility for your actions, the value in working as a team, the satisfaction of overcoming challenges and to believe in themselves.

Approximately 320 young people participate in the program each year. An independent evaluation of the program in 2001 found that at that time the program was world leading in bringing about positive change in young people, particularly those considered at 'high risk'.

**The target we have set for Team HMCR Catapult is to raise \$3,000.00 for a very worthy cause. If you would like to donate you can either complete a pledge form in our office or donate online at: [http://www.everydayhero.com.au/melinda\\_lund\\_4](http://www.everydayhero.com.au/melinda_lund_4).**

## Upcoming events

### CatapultED

**An investment upfront that will save you thousands in the long run and take you to the top of your game.**

Starting in September this year, Catapult ED is a series of six interactive sessions aimed at 19-35 year olds. A chance to learn what you need to know so that you don't make the mistakes that could cost you, topics include:

#### HOW TO WOO THE BANKS.

The days of being with one bank for life are long gone; playing the field is the savvy approach. Learn the lines that work with the banks that won't leave you out in the cold.

#### HOW TO CLIMB THE CAREER LADDER WITH NO STILETTO OR KNIFE IN THE BACK TACTICS REQUIRED.

So you want that dream job you've always dreamed about, that will change your life and bring you the big bucks? Learn how you can get to the top with ethical tenacity.



### SO YOU'RE NOT BATMAN OR WONDER WOMAN... BUT YOU STILL NEED YOUR OWN SUPERPOWER.

We all think we're a superhero in our own way, but we all have our own kind of Kryptonite that can knock us out cold. Insurance is like our own super power that kicks in when you need it most. Protecting your best asset, you, is one of the most important things you should do.

Presented by a panel of key industry professionals, here is an opportunity to save serious money in the long run and take you to the top of your game. For a full run down on the sessions and speakers, please visit [www.catapultwealth.com.au/catapulted](http://www.catapultwealth.com.au/catapulted) or call 8172 9111.



## CASE | study

# Strong and solid start up growth at Rail Operations Safety & Safeworking

PAUL JERMAN, DIRECTOR, RAIL OPERATIONS SAFETY & SAFEWORKING.

## The relationship between cost and profit!

I am reminded of an old story about Bob and Joe who raised and sold watermelons. Every day they'd pick watermelons and haul them to market where they sold them for \$2 each. They were always broke and the bank was ready to call in their loan. So Bob and Joe sat down and figured out that it was costing them \$3 each to raise and haul their watermelons to market. "There's only one clear solution," Bob said. "We need to get a bigger truck!"

### How well do you understand your costs?



Seeing a niche in the industry and an opportunity to provide a service that wasn't in the market, Paul Jerman began Rail Operations Safety & Safeworking (ROSS) with the intention of always being a "one man show".

Experiencing strong and significant growth since the business began, ROSS grew from a one-person business to a team of four full time and two casual staff members in its first 12 months of operation.

As a recognised service provider throughout the rail industry, ROSS are rail and transport specialists providing an extensive range of rail operations, safety, transport and logistics services.

With a profile that is synonymous with success, value for money, honesty and partner relationships, ROSS Director, Paul Jerman wanted to find an accounting partner who shared these values and could help to continue the business's success. Additionally, Paul wanted an accountant who could provide insight into his business in a clear and easy-to-understand way without the jargon.

Having heard about Hattam McCarthy Reeves through other small business owners, Paul decided to meet with them.

Geoff helped Paul structure appropriate business systems, such as the highly effective software, Xero which helps Paul understand what is happening in his business in an easy to understand, straightforward manner. Through Xero, Paul can easily identify the business's financial position allowing him to make well-informed business decisions.

HMCR has been with the business since its inception. Geoff is the financial manager of the business offering advice that goes far beyond standard accounting. This includes helping with the planned future expansion of the business through the development and review of detailed profit and cash flow budgets.

Knowing the business is fully supported by the team at HMCR, Paul has time to focus on the other aspects of the business, such as generating new business and management of new projects.

With significant future growth expected, Paul is secure in knowing that HMCR will be by his side on the business's journey, celebrating in their successes and sharing their knowledge to help ROSS maintain its position of being a leader in the field of rail operations, safety and transport.

*"Working with Geoff and the team at Hattam McCarthy Reeves has proven to be highly beneficial to our business. HMCR go above and beyond what is expected of them, they have a distinct interest in my business. With Hattam McCarthy Reeves, there is no "spin", their relaxed and straightforward approach makes it easy for me to understand what is happening in my business. HMCR are no longer a provider of services to our business, but part of our team."*

Paul Jerman, Director Rail Operations Safety & Safeworking.

## Team member profile

### Sue Olsen - Senior accountant

#### My job at HMCR involves...

Accounting & SMSF Compliance

#### My dream holiday destination is...

Greek Islands - but will settle for Mannum

#### For my last meal...

Spaghetti Marinara

#### The TV show I can't live without is...

Academy Awards

#### One thing that really annoys me is...

Being woken up each morning at 5am by my cat

#### When I was growing up I wanted to be a...Dancer

#### If I could change one thing about myself...

My age

#### My first job was as a...Bank Officer

#### Something you probably don't know about me is...I am a movie fanatic

#### I cant live without my...Cats

#### The person I admire most is...

Wally Miller OAM

#### I am scared of...

Driving at night in the country

#### I get mad when...

Confronted with bad drivers

#### The thing I like best about working at HMCR...Flexibility



## Community Corner

Last year, through Kiva, a micro-financing operation, we loaned \$1,000 to Adilov Zaffarjon, an entrepreneurial Tajikistani farmer. We're delighted that he was able to use the loan to succeed in his agricultural endeavours, and was able to pay the loan back within 12 months – what a great result!

As a result we have used the funds to adopt five pygmy elephants through the World Wildlife Fund. We believe this is a socially responsible way of helping our global community and we invite you to join us by visiting.

[www.kiva.org/lend](http://www.kiva.org/lend) | [www.wwf.org.au](http://www.wwf.org.au)



## Just a thought

I believe that everything happens for a reason. People change so that you can learn to let go, things go wrong so that you appreciate them when they're right, you believe lies so you eventually learn to trust no one but yourself, and sometimes good things fall apart so better things can fall together."  
- MARILYN MONROE

## Book review

### 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

Stephen Covey's "7 Habits..." is an acknowledged classic having sold more than 15 million copies in 38 languages since first publication. Here, client Andrew Horne offers his thoughts.

At the heart of this book is the principle of being independent, setting your goals, being proactive and acquiring a better understanding of people and their situations through better listening.

The seven habits are;

1. Being proactive – being independent of your environment and not just reacting to what is happening but taking responsibility
2. Having a personal Mission Statement – be the person who always impresses you
3. Putting first things first – organising your day around you priorities

## Movie review

### RISE OF THE PLANET OF THE APES

Like any long running franchise the Planet of the Apes films just keep coming back. Remarkable given Tim Burton's 2001 remake failed to set the box office alight and seemed to herald its end. With a series that has spawned 6 films, a TV show and various other merchandise perhaps it was inevitable it would return. Fans old and new alike should welcome this latest chapter as it heralds a fresh beginning of the intelligent apes always behaving very badly.

Wanting to find a cure for Alzheimer's, scientist Will Rodman (James Franco) experiments on a chimp called Caesar. Injecting him with a serum he discovers his subject's DNA becomes altered. Gaining high intelligence, Caesar learns to adapt among his human friends. When captured and left at an animal shelter, his anger sees him free his fellow apes and lead a primal revolution. Horrified at the emerging war between humans and apes, Will tries to prevent his planet from being taken over by a species using its own brand of deadly force.

After seeing a slew of recent blockbusters high on pyrotechnics and low on intelligence, it's a pleasure viewing one good at both. One can tell Director Rupert Wyatt was determined to craft a movie of high quality and he does so

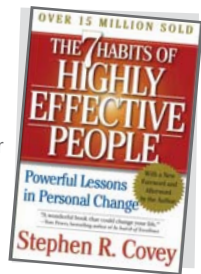
4. Think Win- Win - looking for mutually beneficial outcomes

5. Understanding other's needs through empathy and better communication

6. Synergy – Combining the strengths of people through teamwork to achieve goals no one person could have done alone

7. Big picture – balancing all areas of life to develop on a personal and business level.

All in all, the book makes some very good points, but I found the delivery quite dry and some persistence was needed to get through it. For a concept written about in 1989, the 7 habits hold up pretty well. A lot of what Covey says is obvious, but the challenge as always is to implement his ideas.



with ease. With a well-structured screenplay filled with action and drama, Wyatt allows proceedings to 'breathe'. No rapid fire editing or logic loopholes are evident, just a homage and new start for a potential franchise built on solid foundations.

Whilst Franco and his fellow actors admirably equip themselves the real 'stars' are the computer technicians. Their rendering of the apes is amazing with Andy Serkis providing a great 'performance' as Caesar. You truly believe in these animals – such is the care given in ensuring audiences are drawn into the story. This is a more realistic take on the mythology and perhaps one the producers of the original movies would have wanted to do had the technology been available.

Rise of the Planet of the Apes is an excellent addition to the series. Respecting what has gone before and marking another chapter, hopefully future movies will build on its success and prove that some comebacks can indeed be welcome.

Rating out of 10: 8

**Hattam McCarthy Reeves**  
tasty recipes for business and wealth improvement



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