



11 STEPS TO BUSINESS SUCCESS



- / Chartered Accountants
- / Business & Tax Consultants
- / Financial Planners

A history of shaping financial success

P 07 4924 9100 / E kennas@kennas.com / www.kennas.com

5th Floor Capricornia Electricity Centre Cnr Fitzroy & Alma Streets / PO Box 201 / Rockhampton Qld 4700



11 STEPS TO BUSINESS SUCCESS

WHAT SET APART THE MOST SUCCESSFUL BUSINESS OWNERS FROM THE REST?

The most successful businesses take steps to make sure they are successful, and employ best business practices to give them more chance of success.

Answer the following to see how you compare:

1. Do you have a one page written plan that outlines why you are in business and your vision?
2. Do you understand your point of difference, ideal client type and why they buy from you?
3. Is your hard earned wealth protected as much as possible from creditors and lawsuits?
4. Do have in place an understandable financial report scorecard for your business?
5. Have you set financial targets (your business roadmap) for the next 12 months?
6. Do you have tax minimisation strategies in place and know your expected tax situation over the next 12 months?
7. Do you have a written strategic action plan that you review and update at least monthly?
8. Do you have a documented financial plan outlining how you will achieve long term financial security (and fund your retirement)?
9. Have you secured your family's future by putting in place plans to provide for them if you are not able to, and have in place plans to assist them if you are no longer around?
10. Are you constantly looking for ways to improve the business such as growing your revenue and profits, improving customer service and freeing up your time to work on the business more?
11. Do you invest your time and money into working with successful advisors who can help you secure your business and family's financial future?

FOR MORE INFORMATION CONTACT



Darren Smith
Partner / Director

Chartered Accountant

07 4924 9100 / 0400 111 222
darrensmith@kennis.com



Peter Shonhan
Partner / Director

Chartered Accountant

07 4924 9100 / 0439 534 197
petershonhan@kennis.com