



# BUSINESS & FINANCIAL SUCCESS STORIES



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

*A history of shaping financial success*

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## RECENT BUSINESS SUCCESS STORIES ACHIEVED WITH KENNAS' HELP!

*"If you do what you've always done, you'll get what you've always gotten".*  
Anthony Robbins (world famous motivational speaker)

### CLIENT 1

A client was experiencing reduced profitability mainly due to the loss of a major contract. They were confident new work would arise in a few months, but were concerned about their cash flow. We prepared a simple monthly analysis of the client's financial performance and identified some significant negative expense trends. One of these trends was the wages as a percentage of sales rising in the recent months, due to income dropping, but wage costs remaining steady. From our discussions regarding how to minimise wage costs, we advised the client to substantially reduce overtime and helped prepare an action plan to implement this. The estimated cost saving was over \$200,000 per annum and significant redundancies were avoided.

### CLIENT 2

We started working with a small retailer and undertook substantial analysis of the business to understand how the business stacked up against other businesses, both operationally and financially. We also worked with the owners to understand their dreams and goals, for themselves and the business. We put in place a monthly meeting and actions program which included a strategic planning process (with employees involved), further analysis of expenses for cost reductions, and setting financial targets.

We worked monthly with the owners to improve their business and their management expertise. This has resulted in management growing their business skills and focus, involving employees more to help realise their dreams, and an immediate improvement in the monthly financial results with the monthly bottom line growing significantly more than our monthly fee.

### CLIENT 3

For another business, we have been assisting the business owner's focus on improving the HR (people side) of their business. The owners were disappointed with the seemingly low motivation levels of staff, lack of communication, and the underperformance of the business. Kennas conducted a staff survey which uncovered several key issues and challenges. We then assisted with the implantation of changes in areas such as management style, internal communications, more information sharing and contributions by employees, and the introduction of 6 monthly key team members career performance reviews. As a result staff are happier and more engaged, communications between staff are more open and positive, employees are enthused that their suggestions for improvement are being heard and actioned, and the owners are happier also.



## RECENT FINANCIAL SUCCESS STORIES ACHIEVED WITH KENNAS FINANCIAL SERVICES PTY LTD HELP!

*“An investment in knowledge pays the best interest”* Benjamin Franklin

When it comes to investing, nothing will pay off more than educating yourself and getting good advice along the way.

### CLIENT 1

We worked recently with a client in retirement, whose main source of income was dividends and interest.

From our review we identified that substantial contributions could be made into superannuation from surplus cash and the sale of some shares. In addition each year up until age 65 they could make tax deductible contributions into superannuation. Following our advice they invested substantial sums into superannuation, started a tax free super pension (meaning the earnings on the superannuation investments became nil), and by contributing money each year into superannuation they stopped paying income tax and actually received large tax refunds due to the company franking credits on dividends.

### CLIENT 2

A client was considering growing their wealth through investing in property or shares. While they favoured property initially, after discussions with us they chose to borrow monthly to invest in a managed share fund, starting small and building up the debt level over time.

This had the benefits for the client of lower levels of debt initially than a property purchase, not having to ‘time’ when to purchase an asset (as they were making monthly investments year after year), and enabled the client to build a diversified portfolio of assets substantially reducing their risk levels (compared to a property investment which is just one asset in one location).

### CLIENT 3

A business client was considering whether to repay extra on a commercial property debt or start putting more money into superannuation. After some discussions and calculations, we showed the client that by paying the minimum off their commercial property loan, and maximising the amount into superannuation, they would be tens of thousands of dollars better off due to the large tax deductions available for superannuation contributions. Upon his retirement after he turned sixty, we explained he could simply withdraw money from superannuation tax free, and pay off the balance of the debt, essentially gaining tax deductions for paying off his loan.

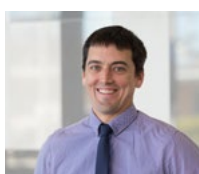
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