

Sat Nav for Business



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Imagine your business as a car on a journey.

To reach your destination efficiently and effectively, you need a clear plan. The Sat Nav for Business model is your roadmap, guiding you through a structured process to achieve your goals.

Let's break down this journey into simple, actionable steps.





The Destination

Where You Want to Be

Just like any road trip, the first step is knowing where you want to go. Your business goals are the destination on your journey. Whether it's increasing revenue, expanding your market, or launching a new product, having a clear, specific goal is crucial.

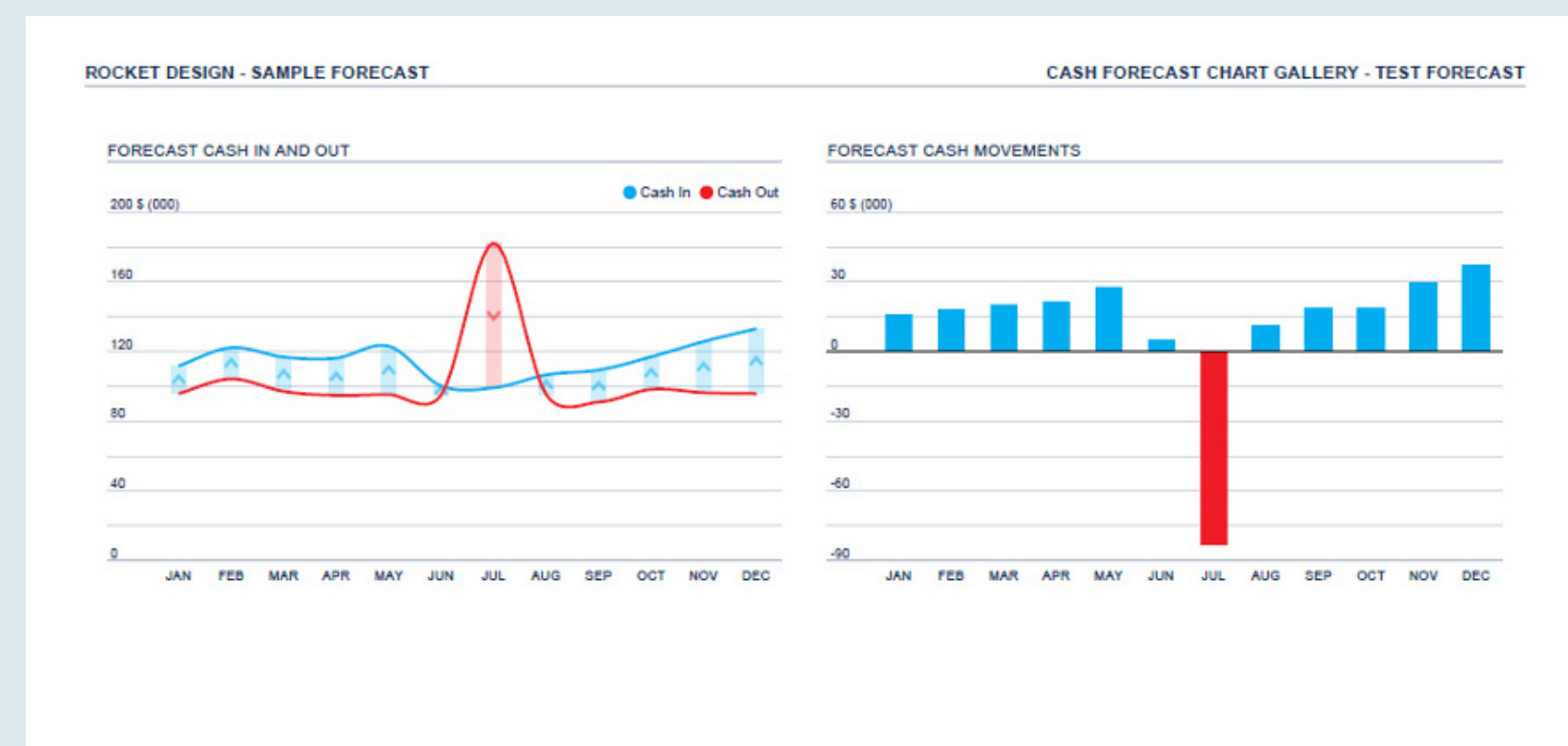
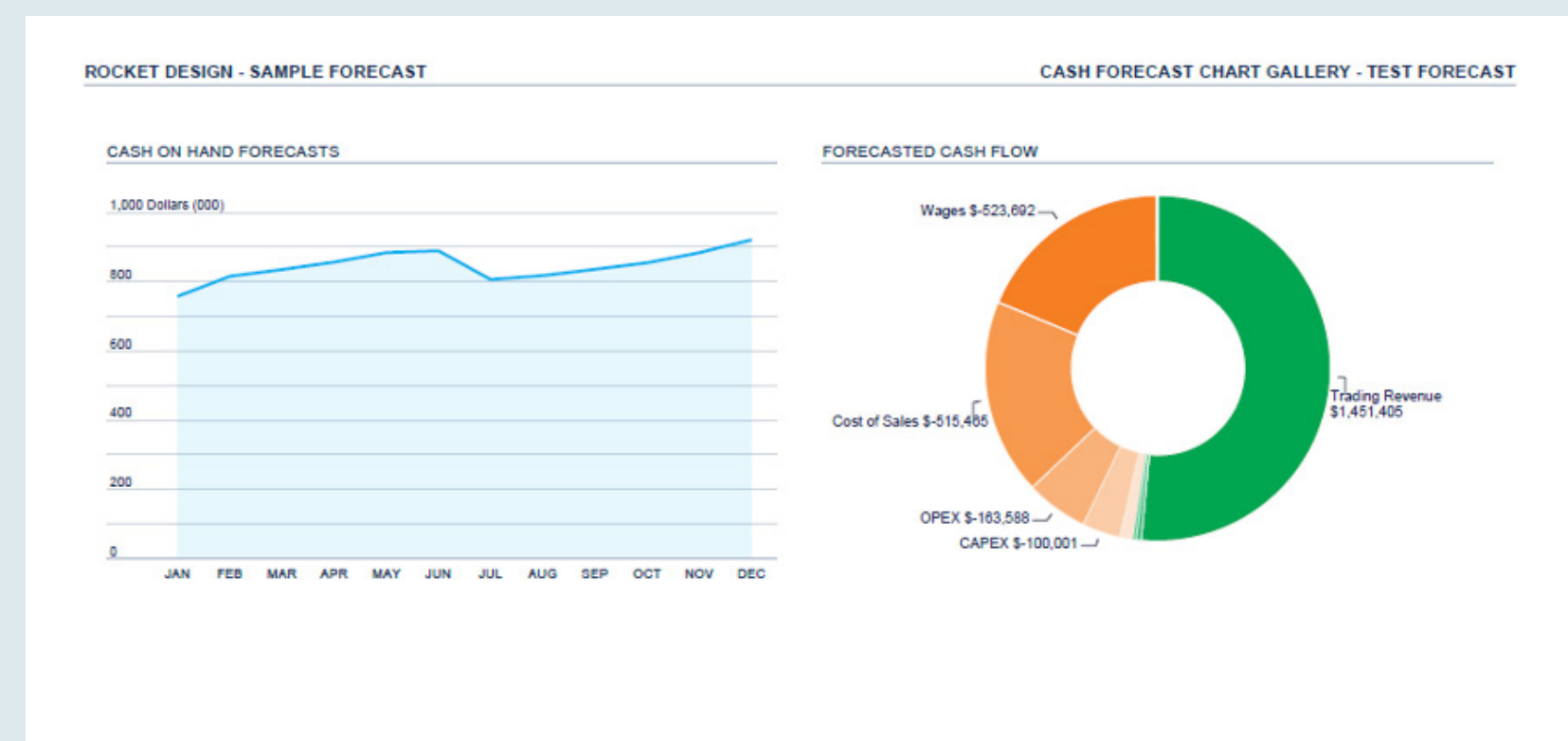
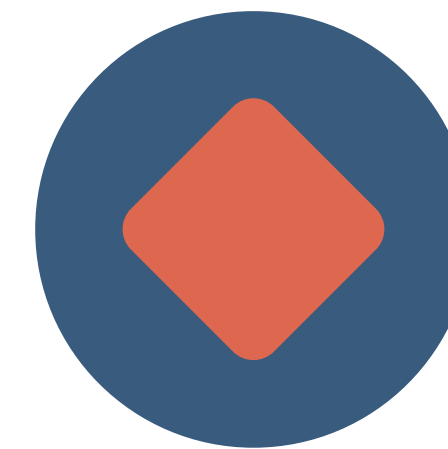
Ask Yourself:

- What do we want to achieve?
- What does success look like for our business?
- How will we know when we've arrived?

You will have both long and short-term goals, with the short-term ones more clearly defined and congruent with your long-term ones.

Importance of a Clear Destination

A well-defined goal ensures that every action you take is purposeful and directed towards achieving your ultimate vision. Without a clear destination, you risk driving in the wrong direction, wasting time and resources.



	Jan 24 to Dec 24		Best Case vs Original		Worst Case vs Original		
	Original	Best Case	Variance	Variance %	Worst Case	Variance	Variance %
Product Revenue	293,207	322,529	29,322	10.0%	290,207	-3,000	-1.0%
Project Revenue	1,919,854	2,110,738	191,884	10.0%	1,909,354	-10,500	-0.5%
Support Revenue	105,202	115,724	10,522	10.0%	104,702	-500	-0.5%
Total Revenue	2,317,263	2,548,991	231,728	10.0%	2,303,263	-14,000	-0.6%
Cost of Sales	601,633	613,054	12,031	2.0%	619,681	18,048	3.0%
Total Cost of Sales	601,633	613,054	12,031	2.0%	619,681	18,048	3.0%
Gross Profit	1,715,630	1,935,937	219,697	12.8%	1,683,582	-32,048	-1.9%
GP%	74.0%	75.9%			73.1%		
OPEX	75,207	78,038	2,831	3.8%	80,639	5,432	7.2%
Rent	100,428	111,817	11,389	11.3%	125,191	15,703	14.4%
Wages	440,000	440,000	8,000	2.0%	523,380	83,380	14.4%
Total OPEX	614,635	630,355	15,720	2.6%	709,190	84,555	13.8%
NOPIST	1,099,995	1,295,972	194,977	18.8%	974,392	-116,603	-10.7%
NOPI%	47.1%	50.8%			42.3%		
Net Profit Before Tax	1,099,995	1,295,972	194,977	18.8%	974,392	-116,603	-10.7%
Tax	307,828	365,021	57,193	18.7%	274,978	-32,850	-10.6%
Net Profit	783,167	930,951	147,784	18.8%	699,414	-83,753	-10.7%



The Starting Point

Where Are You Now?

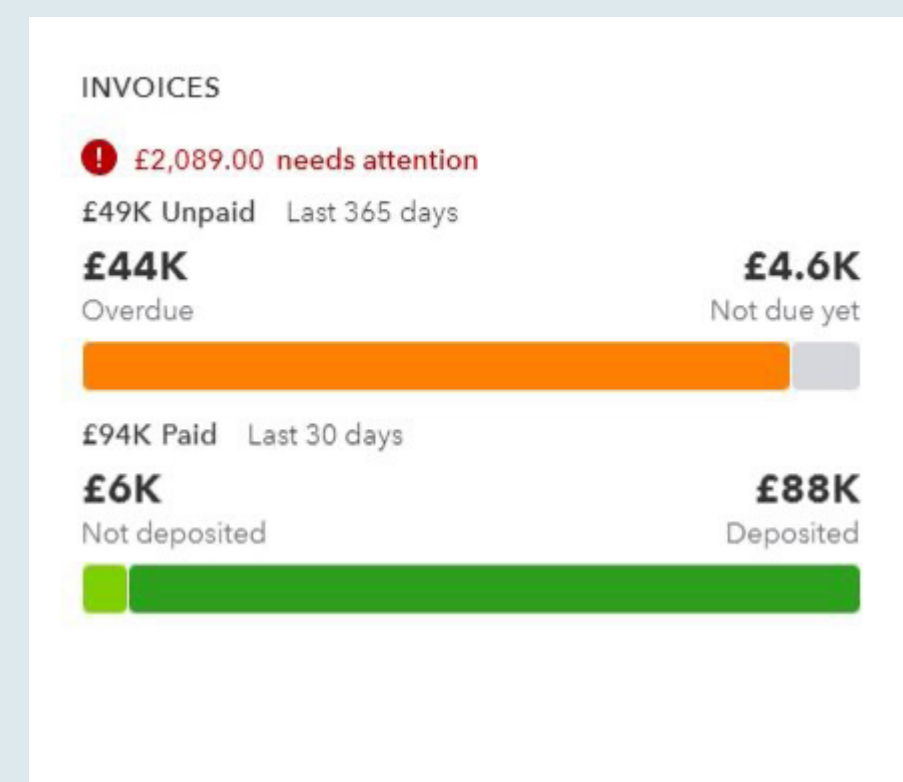
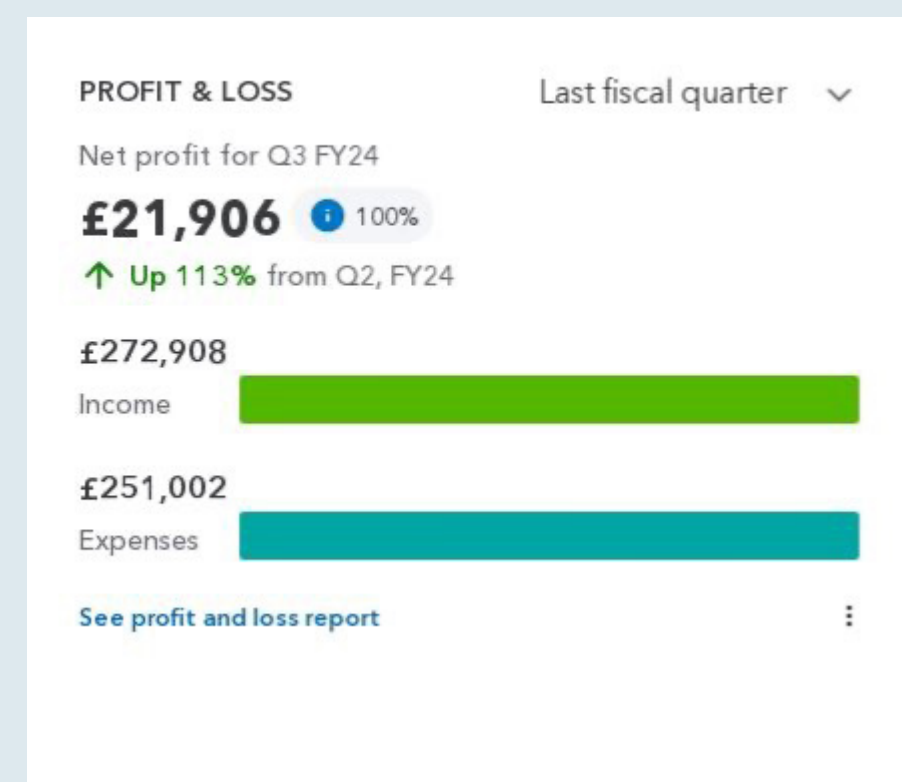
Before setting off, it's essential to understand your current location. Assessing your present situation gives you a realistic picture of where your business stands.

Ask Yourself:

- What are our current strengths and weaknesses?
- What resources do we have at our disposal?
- What challenges are we facing?
- Do we have relevant, reliable, and timely management information to support our decision-making process?

Understanding Your Starting Point

A thorough reality check helps identify the gaps between where you are now and where you want to be. This awareness is crucial for mapping out a realistic and effective route.





Mapping the Route

How Do I Get There?

With a clear destination and an understanding of your starting point, the next step is to explore the various routes you can take. Consider different strategies and actions that can bridge the gap between your current reality and your goals.

Ask Yourself:

- What are the possible routes to our goal?
- What are the pros and cons of each option?
- What resources and support will we need?
- What specific actions do we need to take?
- Who is responsible for each action?
- What timeline are we working towards?

Choosing the Best Route

Evaluate the potential routes and select the one that best aligns with your resources, time frame, and business values.



CREATIVE DESIGN - SAMPLE REPORT - JANUARY 2023 ACTION PLAN

Strategy Assignee: Peter	Sales Assignee: Chris
<div style="display: flex; align-items: center;"><div style="width: 70%; height: 10px; background-color: #4a7ebb;"></div>70%</div>	<div style="display: flex; align-items: center;"><div style="width: 60%; height: 10px; background-color: #00a0e3;"></div>60%</div>
Due: Feb 23 <ul style="list-style-type: none">• 2024 strategy based on feedback from board.• Finalise and publish the draft strategy• Share draft strategy with board.	Due: Mar 23 <ul style="list-style-type: none">• Sales analysis - Q4• Hire new sales manager ready for Q1 2024

CREATIVE DESIGN - SAMPLE REPORT - JANUARY 2023 ACTION PLAN

Marketing Assignee: Stewart	Finance Assignee: Louis
<div style="display: flex; align-items: center;"><div style="width: 70%; height: 10px; background-color: #27ae60;"></div>70%</div>	<div style="display: flex; align-items: center;"><div style="width: 80%; height: 10px; background-color: #f39c12;"></div>80%</div>
Due: Mar 23 <ul style="list-style-type: none">• Review and select marketing agency• Hire in-house designer• Marketing campaign for Q1 2024	Due: Feb 23 <ul style="list-style-type: none">• 2024 Forecast• Creditor reduction proposal• Finalise new entertainment and expenditure policies• Meet with tax office case manager



Monitoring Progress

On the Road

With your route planned, it's time to hit the road. This stage involves implementing your chosen strategies and staying committed to your journey. Be prepared to adapt your plan as you encounter roadblocks and opportunities along the way.

Regular check-ins and progress assessments ensure that you stay on course. Celebrate milestones and be ready to adjust your plan if necessary to keep moving towards your goal.

The Sat Nav for Business is a powerful tool that transforms your business development efforts into a structured journey. By clearly defining your destination, understanding your starting

point, exploring your routes, and committing to action, you can navigate the road to success with confidence and clarity.

Ready to Start Your Journey?

Contact us today to learn how we can help you implement the Sat Nav for Business Model and drive your business towards its goals. Your journey to success starts here!



CREATIVE DESIGN - SAMPLE REPORT - JANUARY 2023				PROFIT AND LOSS ANALYSIS						
	YTD	Actual vs Last Year		Jan 23 Plus Last 3 Months				Forward Projection Full Year		
	Actual	Last Year	Variance %	Jan 23	Dec 22	Nov 22	Oct 22	YTD	Budget	Total 22/23
Revenue										
Events Revenue	0	0	0.0%	0	0	0	0	0	2,000	2,000
Product Revenue	115,498	109,221	5.7%	10,123	10,384	10,939	11,075	115,498	30,000	145,498
Project Revenue	895,960	892,638	0.4%	90,617	90,134	90,940	94,053	895,960	158,503	1,054,463
Support Revenue	33,557	37,763	-11.1%	3,120	3,161	2,714	2,812	33,557	6,314	39,871
Total Revenue	1,045,015	1,039,622	0.5%	103,860	103,679	104,593	107,940	1,045,015	196,817	1,241,832
Cost of Sales	365,161	368,903	-1.0%	36,798	38,347	36,659	36,148	365,161	74,287	439,448
Gross Profit	679,854	670,719	1.4%	67,062	65,332	67,934	71,792	679,854	122,530	802,384
GP%	65.1%	64.5%	0.5%	64.6%	63.0%	65.0%	66.5%	65.1%	62.3%	64.6%
OPEX										

Client Testimonial

“I’ve always struggled with putting figures and strategy together to help me set and reach the financial goals for my business. As a bit of a blue sky thinker I have found it essential to tackle the financial side of business, even if not part of my skill set. Sat Nav for Business has definitely helped me clarify and document my vision for the business, and the strategic action points needed to get me there. The key performance indicators we defined will ensure I can track progress towards my objectives.”

LC – Tunbridge Wells.

