

# ABC Consultancy Limited – July

The latest update to our *OnePage* business plan for the year ended 30 June

Key results	Actual	Target	Comments
Number of customers	<b>267</b>	250	Well done.
Profit	<b>£76,235</b>	£67,000	Again, excellent. Thank you everyone. Keep up the great work!
Cash	<b>£36,331</b>	£50,000	We must tighten our credit control procedures up (see below)

Key sales drivers	Actual Target	Key actions	Key cost & cash drivers	Key actions
Number of Event enquiries generated	<b>200</b> 250	3D marketing Launch web-site and e-mail newsletter	Event venue costs per head	<b>£166</b> £150 Change venues Negotiation training
Conversion rate from enquiry to customer	<b>62%</b> 60%	Produce audio tape answering FAQs	Mailshot costs per thousand	<b>£675</b> £585 Switch to Mailsort
Number of referrals received	<b>105</b> 90	Great work. Keep it up!	Debtor days	<b>17</b> 15 Tighten credit control. Review procedures and use 'Brian' letter
Proportion of customers who renew membership	<b>91%</b> 95%	Customer recovery phone calls and incentive programme		
Average spend per customer pa	<b>£1560</b> £1750	Use the "Right Question" system. Launch new products		

Key underlying success drivers		Actual Target	Key actions
Customer delight	Average feedback scores out of 5	<b>4.8</b> 4.9	Conduct in depth interview with 10 customers to identify how to make them even happier
Team happiness	Weekly "happiness" scores from feedback - out of 10	<b>8.9</b> 8.5	Organise bowling evening
Investment in our people	Time spent training - hours	<b>285</b> 275	Attend course
Innovation	New ideas generated and % implemented	<b>215</b> <b>64 %</b> 150   67%	Organise 'Awayday'
	Time spent on R&D for new event products - hours	<b>475</b> 450	
	New products launched this year - YTD	<b>67</b> 70	Finish the three new products currently in the pipeline

## Our Mission/Vision/Goals

To become known as the best events organising business in the South East .