



## NOVEMBER 2004 NEWS UPDATE

### THE 6 DRIVERS OF PROFITABILITY

1. Price
2. Transaction size
3. Volume – number of transactions  
*These drive revenue*
4. Cost of sales  
*This determines Gross Profit*
5. Direct Expenses  
*This determines Contribution Margin*
6. Enterprise Overheads  
*All of the above drive net profit*

Study these fundamental concepts and determine which one is going to provide your business with the greatest and quickest results. Then implement an action plan!

### CONGRATULATIONS

Our client, Dr Tony Greenfield, has recently been awarded the prestigious William B Hunter Award from the American Society for Quality, Statistics Division. The William B Hunter award is presented annually in order to encourage the creative development and application of statistical techniques to problem solving in the quality field. Named in honour of the statistics division's founding chairman, the award recognizes that person whose actions most closely mirror Bill Hunter's strengths. – Well done Tony, an award richly deserved for all your years of dedicated hard work and we are proud to serve you.

### MAKING YOUR BUSINESS REALLY FLY

Some comments from our October presentation. "Thank you for a fabulous morning at Thomas Cox. Making your Business Really Fly was first class from start to finish". "Thank you for a wonderful presentation and some great learning and wisdom. The whole experience just oozed quality". "You are doing something very special at Thomas Cox and have set the benchmark in providing quality services which I shall aim for in my business".

### SOMETHING FOR YOUR DESK

Please accept with our compliments, our 2005 desk calendar. We really do trust that you will enjoy the photographs (all taken by Peter) as well as the fantastic business leverage points associated with each month.

**Peter**