



THOMAS
COX & CO

WHAT WE CAN DO FOR YOU

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**BUILDING YOUR
BUSINESS VALUE**



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REMOVE YOUR ACCOUNTING WORRIES

Accounting and tax compliance work can be a dreadfully dull chore for you, so why not entrust this work to professionals who are expert in handling these tasks and who will take the time and trouble to understand your business so that your accounts and tax returns reflect how your business actually performs.



MAKE YOU MORE MONEY

Making higher profits and having less of their cash tied up in the business is the primary goal of all business people. But how focused are you on this? Do you go about this in a systematised way and have you really got your eye on the ball? How well do you feel that you are in control of your business?



ACHIEVE YOUR ULTIMATE GOAL

All too often we plan our businesses without any regard to our personal aspirations and needs. Just think about the possibilities for you if your business and personal objectives were combined in a straight forward and pragmatic manner. Wouldn't it be great to understand what is critical to the success of your business?

**BUILDING YOUR
BUSINESS VALUE**

1 GETTING THE NUMBERS RIGHT

- Preparation of annual accounts to keep you, Companies House and the tax man happy
- Advice on your business trading style and book-keeping practice so your business runs really well

2 THE SCARY TAX THING

- Compilation of annual business & personal self assessment tax returns and negotiating with the Inland Revenue
- Fee protection insurance in the event the Inland Revenue selects you for enquiry
- Assistance with applying for and managing VAT and PAYE schemes

3 SPOTTING YOUR PROFIT POTENTIAL

- Because we get to know your business and your accounts we can see where you can make more money

THE BENEFITS FOR YOU

- So you know all the bureaucratic stuff is taken care of
- This keeps you safe
- So you know what you need to pay and when you need to pay it
- Putting your mind at rest in times of stress
- So you know it will be right from the very beginning, first time and every time

BECAUSE. . .

- You get fined for missing deadlines
- You only want to pay the tax man the minimum you need to
- We can fight your corner for you whilst you run your business
- This allows you to spend time working ON your business rather than in it

WE ALL KNOW THAT ACCOUNTS AND TAX COMPLIANCE ARE EXTREMELY IMPORTANT BUT THOMAS COX & CO KNOW YOU ARE IN BUSINESS FOR OTHER REASONS.

YOUR ACCOUNTS CAN DO SOMETHING FAR MORE USEFUL – DID YOU KNOW THEY ARE AN EXCELLENT TOOL TO MAKE SERIOUS MONEY?

SEE THE NEXT PAGE FOR MORE DETAILS. . .

4 PUSHING FOR PROFITS

- There are only really four ways to make a business grow. We can focus you on what they are and help you implement them, making sure your business does them better

5 TAKE FINANCIAL CONTROL

- Make your management accounts meaningful tools and use them to help you keep to your profit plan
- Find out if you are getting the best return on your investment
- Find out where you could be wasting money

6 PLANNING FOR GROWTH

- Assisting you to develop a Business Plan for long term sustainable growth
- Tax strategies to ensure that you retain as much as possible of those extra profits

THE BENEFITS FOR YOU

- Your bottom line and bank balances will simply improve
- Helps prevent a 'Failure to Implement' culture so that you can get things done
- Keeps you in control of your finances and in control of your company
- Finds out if you are using your money in the most useful way

BECAUSE. . .

- We all appreciate higher profits and more cash
- It's really good to know where your business is going

AS YOUR BUSINESS PROFITS IMPROVE
SO WILL THE INTRINSIC VALUE OF YOUR
BUSINESS.

HOW WILL YOU CAPITALISE ON YOUR HARD
WORK? HOW WILL YOU MAKE SURE YOU GET
PROPERLY REWARDED FOR YOUR EFFORTS?
DO YOU HAVE AN EXIT STRATEGY IN PLACE?

SEE THE NEXT PAGE FOR MORE DETAILS. . .

7 WHERE ARE You Now?

- We'll help clarify the most important things to you about being in business and what your aspirations and goals for the future are

8 FOCUSING ON THE FUTURE

- From knowing where you are now we'll help you analyse the strengths and weaknesses of your business so you know what to concentrate on to achieve your goals

9 TACTICS

- Having helped you identify the potential of your business we will help you structure your time so that you can achieve real control

THE BENEFITS FOR YOU

- A clear understanding of all your business and personal goals greatly increases the likelihood of success and the enjoyment of running a business

- Creation of strategic financial models, definition of key performance indicators and the building of a marketing plan will make sure all your efforts are going in the right direction

BECAUSE. . .

- Have you noticed that all truly successful people always have trusted coaches and advisors?

AS YOU CAN TELL THOMAS COX & CO THINKS A LITTLE DIFFERENTLY ABOUT ACCOUNTANCY. WE UNDERSTAND THE PURPOSE OF ANY BUSINESS IS TO INCREASE THE PROFIT IT MAKES AND THIS IS YOUR MAIN FOCUS.

PETER AND HIS TEAM HAVE WORKED WITH 1000S OF BUSINESSES, AND OUR VAST KNOWLEDGE, EXPERIENCE AND SKILLS ARE AVAILABLE TO PEOPLE LIKE YOURSELF WHO WANT TO GET FAR MORE THAN JUST END OF YEAR FIGURES AND HOURLY BILLS OUT OF THEIR ACCOUNTANCY FIRM.

SOME PEOPLE THINK THAT THOMAS COX & CO JUST DOES BOOKS. ACTUALLY WE DO A LOT MORE THAN THAT. AND ALL FOR AGREED FIXED FEES.

IT IS A WELL KNOWN FACT THAT A GOOD ACCOUNTANT SHOULD SAVE YOU MORE MONEY THAN YOU PAY IN FEES. BUT WHY ONLY CONCENTRATE ON SAVING MONEY? WHAT ABOUT MAKING SOME TOO? GIVE US A CALL SO WE CAN SHOW YOU THE EVIDENCE OF PAST SUCCESSES. ANY OF THE TEAM WILL BE HAPPY TO HELP YOU ON 01582 482224, OR EMAIL PETER AT PETER@THOMASCOX.CO.UK

1 PETER COX

Peter is the boss – or likes to think he is. . . He started his career in accountancy in 1962, qualified with Chantrey Button, and became a Partner in 1972.

In 1997 Peter decided that he needed fresh challenges and so formed Thomas Cox & Co. His business has grown from a one-man band to a team of five and from one small office to a large office with a separate study.

Peter's many qualities include a good sense of humour, an eye for detail, and brightly coloured shirts. He is a car/steam engine/ship fanatic as is evident from the various paintings and models we have adorning the study.

Peter's office duties mainly focus on accounting and business development work but he also holds the post of office gardener, temperature controller, and resident expert on the daily happenings in Coronation Street.



2 YVONNE DYER

Yvonne joined us in November 2006 and is our Compliance Manager. Yvonne started her accountancy career with Cadbury Schweppes (so that's where her obsession with chocolate first began!).

After 19 years spent working in industry, including running the divisional accounts department of a large construction company, she moved into practice and is now our expert on Sage Accounts Production and Sage Line 50, amongst other things. One area that she has not yet mastered, however, is being able to open the biscuit barrel without the rest of us noticing. . . keep practising Yvonne!



3 HELEN ROBINSON

Helen is our resident tax person, dealing with the bits that Peter hasn't time for. She has spent more years than she cares to remember completing personal tax returns, having qualified all those years ago with Thomson McLintock in London, and then working for a firm of financial advisors in St Albans.

Helen divides her time between working for Thomas Cox and enjoying herself playing badminton, tennis and getting used to her husband's retirement.



4 VICTORIA COX

Victoria joined the team in the winter of 2006 as our newly appointed Marketing Coordinator. She studied English at university but decided to follow in her father's footsteps by getting involved in the business world. She is responsible for customer relations and customer management and is also responsible for PR events, promotional literature and marketing.

Victoria's aim is to help triple the profits made by Thomas Cox & Co so that she will inherit a very wealthy business when Peter retires in eight years time!



5 SARAH QUIGGIN

Sarah's varied role includes office administrator, payroll clerk and bookkeeper. She is also responsible for keeping Peter's diary up to date and his desk uncluttered, which she achieves with varying degrees of success. . .

In her spare time Sarah looks after her husband, is driven mad by their three teenage children, and can frequently be seen wearing out the treadmill at the local gym.



6 OUR TEAM





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