

# Case Study: Supporting Business Growth

**Cooper Golding Ltd** is a North Devon based provider of high quality, tailored recruitment services. Since 2015 their operations had grown rapidly so that with multiple customers and revenue streams administration was proving a challenge and reliable information was hard to find.



With sales plans for 2018 set to treble turnover owner Paula Golby contacted me looking for better information to show how her rapidly growing business was performing and better systems to manage operations.

## THE CHALLENGE

Cooper Golding use Xero as their accounting system, which allows them easy access and maintenance of their accounts information. Like many businesses enjoying high sales growth they were constantly investing in additional personnel, marketing and equipment.

Paula needed clear and detailed analysis to ensure that the decisions she was taking delivered the cashflow and profitability she expected.

## MY SERVICE

It was crucial that the solution should be easy to use, scale up and not require my regular attention. The most appropriate solution was to improve the information that Xero reported and to create a simple structure of spreadsheets to allow the in-depth analysis required by the team.

My priority was to update and simplify the spreadsheets that were already in place to ensure they were accurately recording the non-financial information.

I re-organised the accounting reports to show the figures that the team needed to see so that they could make decisions with good information at hand. In addition to this I adapted the accounting processes to make sure the correct costs were being recognised in each sales month.

The final part of the plan was to give Paula and her team a clear, simple report which detailed the sales to each customer each week, showing the key areas of business growth.

## RESULTS

The immediate result was a set of reports that allowed Paula and her team to see how they were driving growth, enabling them to grow the business beyond expectation for 2018 while maintaining high levels of customer service.

As we continue to work together we now have the information we need to be able to assess proposed changes to the business and make better, faster decisions for the future.

## WHAT DOES PAULA THINK?

"We needed the expertise of a Management Accountant to assist us with developing Cooper Golding and looking strategically at the accounts and financial growth.

Susie delivered the solution in a timely and effective manner and is now a highly valued part of our team."