

Benchmarking

Benefits

- Simple, visual business review tool
- Identify your business strengths and weaknesses
- Monitor key areas of your business
- Starting point to plan your business development and growth
- Compare your business's trends year-to-year and with other businesses
- Monitor each enterprise's performance and measure its contribution to your overall results

A simple, stress free business review that provides you with vital business information



Our benchmarking tool, SnapShot™, is for business owners who want to monitor their performance and progress through an independent business review. SnapShot is like a health check for your business, highlighting successes and where improvements can be made.

Since 1997, we have developed this simple review tool which provides a consistent structure, allowing you to collect and review data in successive years. SnapShot has been developed from our experience of working with farmers and small businesses to monitor profitability and provide practical suggestions for improvements.

SnapShot NOW™ gives you a whole of business overview, that is complemented by SnapShot Premium™ which provides you with a financial review. SnapShot NOW and SnapShot Premium are vital benchmarking tools for all businesses.

“This tool has caused us to look more closely at our business, and see how we are travelling compared to other farming enterprises.”

Graeme and Heather Baldock, Kimba SA

Why work with Rural Directions?

We have been undertaking business performance reviews and benchmarking businesses since 1997. We have a solid understanding of the essential drivers of your business and also understand the key financial indicators driving other commercial industries. This knowledge enables us to review your business accurately, but also challenge you to operate a business that achieves commercial returns and outcomes.

Our benchmarking tools are built within a database system. This ensures consistency in data collection and the outputs we report. Our consultants are experienced in data collection, data interpreting and providing feedback to businesses.

We are based regionally in South Australia and New South Wales, and deliver our services nationally. Our consultants are based at Clare, Dubbo, Freeling, Loxton and Naracoorte.

Why benchmark your business?

Benchmarking your business through SnapShot™ encourages discussion so that you and your team can understand the business position.

Benchmarking will improve the performance of your business in terms of:

- Debt to income ratio
- Financing costs as a percentage of income
- Return on equity
- The performance and compliance of all parts of your business
- Income per full time equivalent
- Individual enterprise management

SnapShot NOW™

A simple, visual tool that helps you to understand all the areas of your business.

SnapShot NOW is available for cropping, mixed farming (cropping and sheep production), oyster farms and pastoral sheep meat and wool businesses. It covers the following areas:

- Infrastructure
- Business management
- Production
- Business performance
- Self management
- Commodity risk management
- Environmental management
- Human resources

This service involves:

- A simple and quick electronic questionnaire promoting business discussion
- A visual report highlighting business health

This service will assist you by:

- Providing a tool for business planning, family business meetings and annual reviews
- Providing a straight forward, insightful report
- Identifying business strengths and weaknesses
- Estimating your current position without 'heavy' financial detail

At the end of this review you will have a better understanding of your business' current position through a visual report which is essentially your own business plan.

SnapShot Premium™

A benchmarking tool that provides an understanding of your business' performance.

SnapShot Premium is for businesses who want a clear direction for the future by understanding the financial health of their business. This service involves:

- Straightforward, guided electronic data collection
- A financial report highlighting strengths and weaknesses
- Key benchmarks include debt to income ratio, equity, net worth and finance costs as a percentage of income
- Specific enterprise benchmarks for grain, sheep, beef and goats to monitor performance year on year
- A factsheet to explain the indicators and what they mean for your business
- An individual feedback session on the report to help you interpret the results
- Access to an overall report which analyses the performance of all similar businesses across SA in that year

This service will assist you by providing:

- Key business performance benchmarks based on your business financials and production data

At the end of this review you will have improved knowledge of your business' profitability and areas which can be improved.

For more information about SnapShot™ or to start inputting your data, contact us on 08 8841 4500 or visit www.ruraldirections.com

