

*Thank you for the interest in our Newsletter, we hope you find it informative and would appreciate any feedback so that we further improve the content.*



Biz Performance would like to take this opportunity to thank their Customers, Partners, Friends and Colleagues for their support during the start up of the company.

We wish you all a Very Happy Chinese New Year and hope that our friendships strengthen and together we prosper through these most challenging times.

Our commitment to supporting our Clients through Service Excellence will be the central theme for this year. We will endeavour too provide services that create value for our Clients and

Suppliers ensuring that all parties benefit from collaborating with Biz Performance.

Although it is predicted that this will be a difficult year we believe through our focus on Business Intelligence, Business Performance Management and Business Process Management Advisory Services that we will be able to help our Clients through these troubled times. It is our belief that in times of adversity, there is hope, and those that take the time to prepare themselves will prevail in the end, to prosper when good the times return.

## **Surviving a Global Recession**

This is not a time for reacting; it is a time for thinking and taking action. It is important that the positives out way the negatives, and a time to build and strengthen the morale within the organisation and the dependant communities. It is also a time for focusing on relationships, and further strengthening them, so that all parties mutually benefit from the changes that are planned and implemented. It is imperative that we also consider the value each party brings to the organisation and how this is passed onto the community of suppliers and more importantly the customers, whilst continually looking for ways to improve essential business processes. The morale of employees plays an important part in the day to day interaction with customers ensuring relationships are strengthened through the highest level sales and customer services.

Before making any rash decisions it is worth considering carefully the following steps:

1. Assess current situation.
2. Establish a new business plan focused on the three areas of Customer Relationship, Cash Flow and Business Process Monitoring and Improvement
3. Assign accountability and monitor closely actual outcomes against the revised plan.

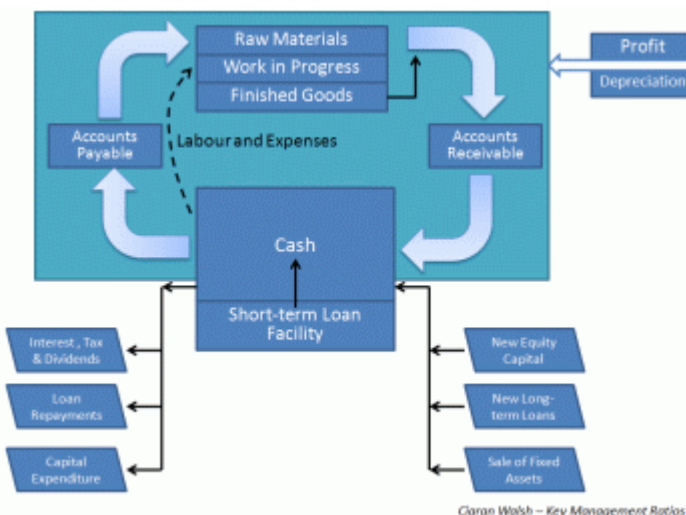
In other words a complete assessment of the organisation's potential is made, to determine where improvements can be made, and then select practical and low or no cost strategies to strengthen the business model.

### Three areas of Focus

Surviving the Global Recession will require particular emphasis on Cash Flow, Customer Relationship Management and Business Process Improvement supported by a strong Business Intelligence and Performance Management programme.

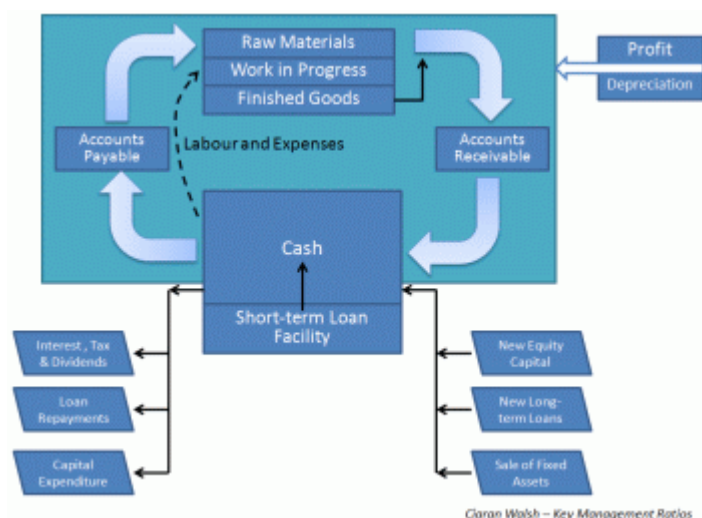
#### 1. Cash Flow Cycle

The revised business model will take into account the current break down of the Banking System. The emphasis will be on managing the cash flow cycle to ensure there is sufficient cash to support the business operations. According to **Cianan Walsh** in his book **Key Management Ratios** the flow of cash through an organisation is sometimes compared with the flow of blood through the body. Cash is in continuous circulation through the "arteries" of the business carrying value to its various "organs". If this flow is stopped, or even severely reduced for a time serious consequences result.



There is sufficient evidence to support that it is already becoming extremely difficult to obtain short-term loan facilities to manage labour and expenses. It is critical to the survival of an independent organisation that the cash tank does not run dry. One of the main Key performance Indicators will be monitoring the **cash-to-cash** process closely, so that appropriate adjustments can be made in a timely manner. A significant area of change should be in identifying more reliable ways of managing cash and working capital so that the organisation is less dependent on the banking system for short term loans.

#### 2. Customer Relationship Experience



From the cash flow diagram it can be seen that Profit plays a significant part in the generation of cash. This being the case a major focus should be placed on generating revenue as a significant contribution towards surviving the economic downturn. The customer base is the most important asset an organisation has, and an immediate source of sustainable income. The cost of retaining and developing new business in the existing base is considerable less expensive than developing new customers.

The most effective way of retaining and

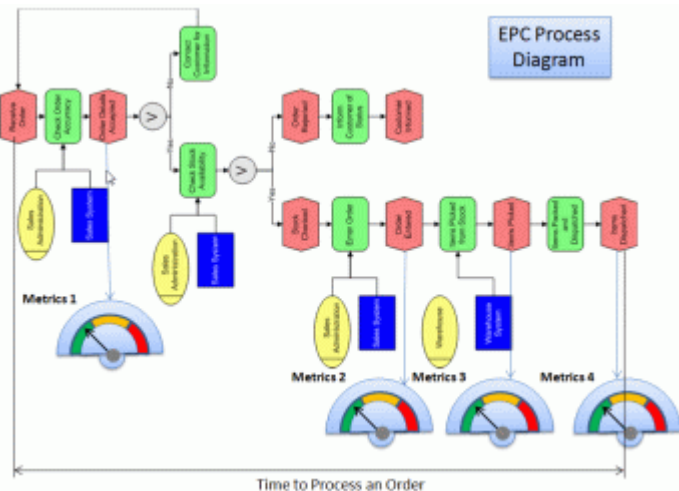
extracting more business from the customer base is to focus on strengthening current relationships. It is important that customers can rely on their suppliers, in bad times as well as good times, and that the customer experience remains second to none. Through the developing relationship, customers should be encouraged to recognise the value of the products and services provided. This will establish a competitive differentiator and build a platform for long term security for the organisation.

The performance metrics to monitor the customer experience should be focused on quality of service which falls into the three main areas Reliability, Flexibility and Effectiveness. In the longer term a more collaborative supply chain community will evolve further strengthening the customer relationship.

### 3. Operation Business Process Improvement

Finally the next area that is significant is the revision or improvement of essential Business Processes. This will provide a basis for cost reductions, improved customer service and increase employee morale. It is glue that holds the revised business strategy together and ensures that goals and objectives are met.

Business Processes are monitored to ensure they are being executed in accordance with their design and analysed and reviewed as part of a culture of continuous business process improvement. Business Intelligence and Performance Management are integrated with the essential Business Processes; this is to ensure that a culture of continuous Business Process Improvement is developed. Aligning business processes to the strategic plan and monitoring the processes will provide a platform for accountability and build a more effective workforce.



### About Biz Performance

Biz Performance provides Business Intelligence, Business Performance Management and Business Process Management consulting and advisory services. The management team has extensive experience both in Technology solutions and the Global business environment.

Business Intelligence, Business Performance Management and Business Process Management is a blend of technology, and an understanding of business and financial management. It requires a high level of industry expertise and an understanding of the Global Economy and its impact on business operations.

Biz Performances is able to support businesses through the whole Business Performance Management cycle leveraging our industry and business expertise. We are partners with a number of Solution and Technology providers; however we do consider ourselves independent of any one platform.

Biz Performance provides solutions to you performance management needs at a cost effective price, leveraging your current investment.