

EMI music REVIEW

by Wide Bay's Music Guru



Kasey Chambers - Carnival - (CD Review, Capital Music, Essence Records, EMI Music Australia)

A lovely person with a lovely sound is the best way to describe Kasey Chambers. Her new album, Carnival, is a beautiful mixture of songs that have allowed her voice to do the talking, excuse the pun. The album debut landed it in the

top 10 Australian charts, which is a good sign of just how popular her style is. Do yourself a favour and buy this great Australian's album.

Video Hits - 86 to 96 - (CD/DVD Review, Video Hits Channel 10, EMI Music Australia)

What can I say, I am a huge sucker for most music of the 80's, and this really hit a chord with me. Songs from Europe, George Michael, Robert Palmer, Rick Astley, and the list goes on and on. The DVD version is absolutely fantastic, and rapidly takes you back to your teen years. While some now has a cringe value it is brilliant fun to sit back and enjoy past hits. If you love the eighties like I do, grab those car keys and head into the local music shop to buy the CD or DVD.

Divinyls - Greatest Hits - (CD Review, EMI Music Australia)

Led by the brilliant Chrissy Amphlett, this greatest hits compilation is awesome. All of the greats are on this, strangely enough, with songs like Pleasure and Pain, I Touch Myself, and I'm On Your Side. I must admit, I have always been a big fan of the Divinyls, and stories of Chrissy's on stage antics will live long in the folk history of Australian music. What can I say... get it now!

Lover of Life, Singer of Songs - The Very Best of Freddie Mercury Solo - (CD Review, Mercury Songs Ltd, EMI Music Australia)

With a much more personal take on the music of the legend that was Freddie Mercury, this solo album highlights his musical interests and loves. Living On My Own, Love Kills, and Your Kind Of Lover, are all singles that all Freddie Mercury music lovers will appreciate. If you are a fan of his music, this one is definitely for you.

For further information on these CD's and DVD's log onto EMI Music's www.musichead.com.au



Can't See the

Quite often business owners get so bogged down in the day to day operations of their business that they fail to take stock of how well it is performing.

Adages like:

- What you can measure you can manage; and
 - Working on your business, rather than in it
- are quite often thrown around to describe this phenomenon, but they are 100% correct.

If you want to take your business to the next level, to accelerate its growth, then you need to take action. What action I hear you say... Well here are a few tips:

Dust off that Business Plan and review:

- Have we achieved our Vision?
- Is the Vision still relevant?
- Is your Mission on track? Are those critical deliverables you originally said were crucial to your business achieving its Vision being followed through? Are there new deliverables you have identified as being critical?
- Are you and your team living the Core Values of your business?
- Have you met the Corporate Objectives of your Business Plan... both financial and non-financial?
- Has your competition changed?
- Are you proactively managing the risks your business faces?
- Have you considered new ranges of products or services?
- Have you considered new markets for your products or services?
- Have you followed through on your Marketing Strategy?
- Have you measured the success of your Marketing Strategy?
- Should you alter your Marketing Strategy?
- Have you revisited your Strengths, Weaknesses, Opportunities and Threats?
- Have you met all critical Milestones?
- Are your Sales, Profit and Cash Flow in line with Budget?

I should say, that if you don't have a Business Plan, then it would be in your best interests to do so. There is a well-known saying in business that business



Forest for the Trees?

owners do not plan to fail, they merely fail to plan. There's that adage again! This saying draws on the results of many business studies which show that owners and managers who plan their businesses are more likely to survive and prosper.

Does this sound as though business planning is the 'magic formula' for success? Not so; business life is not that easy. While business planning is not a guarantee of future success, it certainly helps to understand, plan and evaluate key steps in the decision making process.

In some cases Government funding is available to assist businesses to develop Business Plans. This will be the topic for my next editorial.

Consider a "What If" Profit Assessment

The philosophy of single mindedness focusing on specific areas can help you to grow your business. One tool that can help you focus is the "What If" Profit Assessment. Let me explain...

In most cases, a business's profit is calculated using the simple equation:

$$\text{Sales less Cost of Goods Sold (COGS) less Operating Expenses}$$

So what if you could increase your Sales by 2%, decrease your COGS by 2% and decrease your Operating Expenses by 2%?

The answer. You would end up with a 38% profit increase. This assumes that your business is making a 10% or less net profit currently.

So there you have it... 3 areas to focus on... it's that simple. So let's look at Sales first.

The Revenue Building Model

There are three ways you can increase sales:

1. Increase your Average Value Sale
2. Increase the Number of Times Each Year that your Current customers buy from you; and
3. Increase the Number of Customers you have.

Tips on Improving the Average Sales Value

- Price Rise
- Bundling
- Come out with a range
- Offer credit terms (customers may well be prepared to sign off on a larger sale)

Tips on Improving the Number of Transactions

- Newsletter and Sales Materials
- Regular Purchase Discounts
- Promoting Accessories ("Would you like fries with that?")
- New Products

Tips on Improving the Number of Customers

- Increased Advertising
- PR Campaigns
- Direct Mail, Telemarketing, Trade Shows & Internet Promotions
- Referral Programs
- Money back Guarantees
- Joint Promotions
- Sales Training
- Lost Customer Retrieval Programs

In future editorials we will look at ways of reducing Cost of Goods Sold and Operating Expenses.

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CONGRATS to our **FOUR WINNERS** who won the weekly **PRIZES** in our launch competition! We hope you enjoyed your prizes!

Over **600 people** won our hourly Instant Giveaway Packs during the **September launch competition!**

DID YOU KNOW? **Country Coast Online** provides **THE BEST** local search of the Wide Bay Burnett? **Every day, we index almost 30,000 local webpages,** and it is growing all the time!

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