



## Why the P&L is not enough (Part 1)

August 2015

### #1 The P&L—too limited an horizon



It is undoubtedly true that a P&L is part of the ultimate “score-card” of a business, however have you ever considered that it practically ignores one of the key business processes—Sales & Order winning. In general P&L’s show little interest in anything before work starts on fulfilling an order. You might be able to get selling costs per £ of turnover,

but typically the selling costs and the turnover don’t occur in the same period so it is of limited use.

The nature of the quotations issued and orders booked is crucial to the ongoing health of any business

- a company focussed on repeat sales from stock might be only interested in numbers of orders.
- a business with long quotation to supply cycles will find an understanding of quoted margins and shift customer requirements of more value.

[Read more here](#)

### Growth Accelerator is still a source of funds for growth

Growth Accelerator is a government sponsored and funded programme to help small and medium sized businesses pay for projects centred on business growth. Business Transformers Ltd has a registered Growth Accelerator coach on staff. Check it out <http://www.ga.businessgrowthservice.greatbusiness.gov.uk/>

### Why not have a no obligation discussion?

If you would like a no obligation chat about change management, business improvement or metrics and control systems please contact us and we can set up a call.