

A comprehensive service offering

At Paish Tooth we deliver an extensive range of tax and accounting services. Alongside our traditional compliance offerings, we provide expertise in all of the following areas:

- **Succession planning**
- **Wealth Management**
- **Financial Management**
- **Profit improvement**
- **Personal tax planning**
- **Business tax planning**
- **Xero Cloud accounting**
- **Auto-enrolment**

Please just ask if you wish to discuss any of these additional service options.

A friendly team of experts

Paish Tooth is a relaxed and friendly firm with a team of 15 staff. We've been offering expert accountancy and tax advice for over 30 years. Paish Tooth is regulated by the Association of Chartered Certified Accountants (ACCA), and we also practise as Chartered Tax Advisors, authorised by the Chartered Institute of Taxation. Our drive has always been to gain an understanding of every client we work with, so that we can offer the appropriate tailored support and practical advice. We're always keen to build up strong, effective partnerships with our clients and help them achieve their full business potential.

Get in touch!

Paish Tooth is conveniently based in Cheltenham town centre, a short stroll from the High Street, plus we have client car parking available. Please give us a call if you would like to arrange a meeting with one of the team - we'd love to hear from you!

Paish Tooth Ltd
35 Rodney Road
Cheltenham
GL50 1HX

Tel: (01242) 584050
Email: info@paishtooth.co.uk
Web: www.paishtooth.co.uk

Or why not join us on social media:

-  @paishtooth
-  /paishtooth
-  /paish-tooth

Download our free mobile app

The Paish Tooth app will keep you on top of the latest news and tax changes, and is packed with useful tools including calculators, tax tables, financial dates, a receipt manager and mileage tracker.



 **paishtooth**
ACCOUNTANTS & TAX ADVISORS

Profit Improvement



Benchmarking

Understanding how your business compares against your competitors is a key tool in recognising where your strengths and weaknesses lie. It's an important means of focusing on key changes that will enable you to improve your business and obtain that vital competitive edge.

Having access to industry specific data such as profit margins, sales levels, liquidity and debtor days is just some of the information that will be necessary in order to fully understand the workings of your business and to benchmark its success.

At Paish Tooth we offer a benchmarking service which offers real-time industry averages, so that we can show you the most up-to-date and accurate trends in your specific industry, to help address the particular needs of your business.

System Improvements

Making sure your business is systemised as well as possible is a great way of increasing efficiency and therefore profitability. If you employ staff ensuring they follow your values and methods this will help to build the right impression about your business.

A great tip here is to produce a training manual for all staff outlining exactly what is expected from them and then ensure they adhere to it.

Setting Goals and an Action Plan

Part of the process of planning for growth involves understanding your business, your personal objectives and having a firm idea of where you want the business to be.

Once you have an appreciation of these elements, you can begin to set goals and put an action plan in place so that ultimately there is no doubt of what you need to achieve to get there. The key thing to remember is to think "SMART".

Your goals should be: Specific; Measurable; Achievable; Realistic; and Timely. Failure to think "SMART" will most likely result in negative results and will not motivate you or your team. At Paish Tooth we can help you set your goals and develop an action plan to improve the profitability of your business, so please get in touch.

Pricing Strategy

A simple way to improve profits is to increase sales. This can be achieved either through price increases or volume increases.

Although increasing your prices may deter some customers who are particularly price sensitive, this can be a balancing act. It's important to establish some basic principles - for example, just how much volume can you afford to lose before the decision to increase prices has become a bad one?

Marketing Your Business

A fundamental means to improving profits is to ensure that you are marketing yourself effectively and making your potential customers aware of your existence. Be sure to give them plenty of reasons to come to you rather than your competitors.

You should consider testimonials, asking customers to recommend you, press releases, social media and adverts as just a few of the ways of spreading the word. Highlighting a unique selling point (USP) is a great way of helping potential customers choose you over a competitor. Your USP could be price, quality or reliability etc, but if you do not promote it, the question is Who Will?

Performance Monitoring

With goals in place, monitoring your progress is crucial, to ensure you are on track to achieving those goals.

The plan doesn't have to be a rigid one and is something you should revisit from time to time in reaction to changes in either your business or in the market place, and monitoring performance will play a big part in that process.

How can Paish Tooth help?

Our benchmarking service is unique to accountants, and will allow us to show you how your business is performing against other businesses of a similar size. We can also help you to put a plan in place to improve your profitability and monitor performance against your goals.