



B A L A N C E

1985 - 2005 Serving Australian Business for 20 years

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Cash Resources **Relieves MacMed Pressure**



explained, "After just nine months of operation we were awarded the Spenco Healthcare International Distributor of the Year Award at its distributor conference held in the United Kingdom".

In late 2002, a significant suppliers price rise forced Stan and Del to design and manufacture the OZE Concepts brand of pressure prevention products. The innovative design of the products is unparalleled in Australia and has been embraced by the market. They import fabric from the United Kingdom and contract out the manufacturing to three companies, two in Brisbane and one in Melbourne.

The products feature layers of foam with the top foam, commonly known as a memory foam which is soft and responds to body temperature and contours to the individual's body profile.

Last July, the Victorian State Government conducted an extensive five month evaluation program for these types of healthcare products. As a result, MacMed Healthcare was awarded the sole tender. The initial order was valued at two million dollars and had to be supplied in six months. The tender is also ongoing as hospitals receive the necessary funding.

According to Stan McCloud, "We would have struggled to fulfil this tender without the assistance of Cash Resources. Due to tender commitments, we were conscious of ensuring our manufacturers' cash flow was not compromised so the Invoice Discounting facility just worked so brilliantly for us", he explained.

MacMed was already using Cash Resources before they were awarded the tender. "We find it a cheap form of finance. It is confidential and really suits our type of business and has enabled us to already retire some previously incurred debt", Stan explained.

"...the Invoice Discounting facility just worked so brilliantly for us."

"Invoice Discounting is a great service, I simply send through copies of the invoices and up to 80% of the money is in our account two days later", he said.

"Allan Howe, the Queensland State Manager has become a close business associate who is genuinely interested in our success", he concluded.



IN THIS ISSUE

- A Partnership with a Difference
- Is Email Killing Your Productivity?
- Cash Resources Celebrates 20th Birthday
- Adelaide Engineering Company Returns to the Fold

A Brisbane based company, MacMed Healthcare is growing from strength to strength with a little help from Cash Resources.

The company was established in 2000 and became a distributor for the Spenco Healthcare International range of pressure prevention products.

The owners of the company, Stan McCloud, who had 20 years corporate experience with IBM and his wife, Del, who has a nursing and corporate background recognised the enormous potential of this market. As Stan

A Partnership

with a Difference



After 30 years in the textile industry and running my own clothing business for 22 years I decided after being responsible for two major restructurings of well known Australian brands, it was time to move to China and learn more Chinese or find another industry that had growth.

After a failed bid to buy a major textile company in administration our investment group engaged John Hetherington a business broker to find a suitable business outside textiles.

Many opportunities were looked into, but one by one our group disintegrated, until I tightened the brief to a manufacturing business similar to textiles but not suffering from imported competition and over supply. With two of us remaining of our original group of six, we got down to a short list of three good manufacturing businesses for sale. I believed the sleeping giant and potential shining star was Shop Fitting and Building Services, a company successfully trading for over thirty years and with a substantial client base of Coles, Target, Mr Minit and Reece to name but a few. The demise of Franklins had badly hurt the business and the owner was past retirement age with his wife wanting more of his time.

The numbers were looked at but my would be partner was wriggling off the

hook and being non-committal and I could not buy the business and fund the initial working capital on my own. I was working with finance broker Geoff Tempest, who had helped me in my clothing and textile re-structuring days. I realised the benefit of owning my own business 100%, but the numbers were still looking beyond my financial capability even after extensive negotiation with the vendor.

“We have grown our turnover by 80% within two years and have recently relocated the business to accommodate further growth...”

Geoff and I worked up a scheme that if we could get a factoring company to commit to our project and by providing a 2nd mortgage on my property, they would provide the necessary initial working capital. We would replace the working capital advance with our invoices for discounting over the next eight months at a percentage off each invoice. The flexibility of Cash Resources enabled this to be done. I liked the people at Cash Resources from the first meeting, giving me the comfort that our theory would work in practice, they talked about the practical application of the funding and the flexibility of the “Pay Down” provided it met an acceptable minimum. After

finalising the purchase and after a tough but good initial period, we paid back our working capital advance within the first six months. We have grown our turnover by 80% within two years and have recently re-located the business to accommodate further growth in premises almost twice our original size.

Cash Resources were again asked to help, as re-location costs were high with new equipment also in the equation. Mark Butler, Business Development Manager for Cash Resources and myself put up a proposal to Alan Kaye the Managing Director of Cash Resources who had an approval back to us in 24 hours. I could then get on with the move knowing costs would be covered. We have introduced another major customer and our turnover is now in excess of double the turnover from when the business was purchased 22 months ago, with the gross profit retained at a similar level. The support of Cash Resources strategic alliance and partnership in understanding our needs has meant I now own 100% of my business.

I have had a lot to do with factoring companies over the years and on balance Cash Resources are exceptional in their delivery of flexibility and prompt funding of invoices. We must of course do our part and get our payments to them from our customers on time to minimise our costs of funds. Not only do Shop Fitting and Building Services have a partnership with a difference with Cash Resources it's a partnership that has made all the difference to me.

***John Collingwood
BGV Enterprises Pty Ltd.***

Is Email

Killing Your Productivity?



Is your email killing your productivity? Then it's time for some basic email management.

Checking email, reading email and answering email can take up hours of time if you let it. But only if you let it.

The first rule of email management is to let your email program manage your email as much as possible. Email management starts with setting up and using filters. If you're using an email program such as Outlook, you can configure email rules to send your spam directly to the trash - meaning that you don't waste your time reading and deleting it.

The second rule of email management is to NOT respond to your email on demand. You don't need to see every piece of email the second it arrives. If you're using an email program that announces the arrival of new email, turn off the program's announcement features, such as making a sound or having a pop-up screen announce the arrival of email.

Checking email on demand can seriously interfere with whatever other tasks you're trying to accomplish because most people will read email when they check it.

The third rule of email management is closely related to the second rule: DON'T read and answer your email all day long. You may get anywhere from a handful to hundreds of emails each day that need to be answered, but they don't need to be answered immediately, interrupting whatever else you're doing. Instead, set aside a particular time each day to review and answer your email. Schedule the hour or whatever time it takes you to answer the volume of email you get and stick to that schedule as regularly as possible.

And don't answer your email at your most productive time of day (the fourth rule of basic email management). For most people the most productive work

time is the morning. If you start your work day by answering your email, you lose the time that is most creative. If writing a piece, for instance, it takes twice as long to compose it in the afternoon or evening than it would in the morning, when you feel fresh and alert.

...don't answer your email at the most productive time of day

Answering email, on the other hand, isn't usually a task that calls for a great deal of creativity. So by ignoring email until the late afternoon, and answering it then, you get the dual benefit of saving the most productive time for other more demanding tasks, and not continually interrupting whatever other tasks you are trying to accomplish.

What time of day is your most productive? Scheduling less demanding tasks such as checking, reading and answering email outside of your "best" working time will help you make the most of your working day - and that's good email management.

Cash Resources Celebrates **20th Birthday**



In November, Cash Resources will celebrate its 20th Birthday.

Cash Resources commenced operations in 1985 with two staff in premises on Canterbury Road, Surrey Hills in Melbourne's Eastern Suburbs.

The company grew rapidly and spread its operations interstate, opening offices in Brisbane, Adelaide and Perth in 1987

with Sydney opening in 1996.

Today Cash Resources operates its head office from state of the art premises in Richmond, Victoria. It now employs 40 staff nationally and assists hundreds of Australian small to medium businesses with debtor finance solutions.

[Cash Resources Directors From Left Bob Pethard, Alan Kaye and Marcel Kaye](#)

Adelaide Engineering Company

Returns To The Fold



When Cash Resources opened its South Australian office in 1987, its first client was an Adelaide engineering business.

The business had been established eight years earlier to provide general engineering services to the Holden Plant and also the Grain industry in South Australia.

The owner had taken on another shareholder, however, they were constantly tendering for new business and needed the capital to grow.

Cash Resources was able to step into the breach and provide an Invoice Discounting facility.

As the owner of the business explained, "We were fortunate to win two major tenders with the Grain Terminals in Portland and Geelong". With the help of Cash Resources, our business continued to grow to the point they had no need to utilise the facilities.

The business continued in this vain until it experienced lean times over the past couple of years. The owner had to buy out one of the other shareholders so cash was tight.

According to the owner, "I had taken my finger off the pulse, we had significant taxation arrears and things were pretty desperate", he said.

"Having utilised Cash Resources previously, we had no hesitation in contacting Cash Resources again and the turnaround has been rapid.

We are now back on track, we are tendering for more business, I have the taxation office off my back and I have been able to dispense with the bank overdraft I had previously put in place", he said.

Need Help?

Are you finding it difficult juggling your cashflow or do you need extra funds to grow your business? Maybe you know someone who needs help.

You may be very surprised how simple, painless and inexpensive it is to get a business moving again. Call your nearest Cash Resources Office today.

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