

Use **RETAILACCOUNTING™** to improve your profits and business performance.

Many retailers have difficulty in understanding their financial statements. And in some cases the business may have no idea of on-going profitability during the year other than relying on sales figures generated from a point of sale system.

Retailers can easily improve their profits and business performance without incurring any additional costs by focusing their decision making using well prepared financial information.

Michael Prasad Group Limited (MPG) has developed **RETAILACCOUNTING™** for members of the New Zealand Retailers Association.

This new service is designed to help retailers improve their profitability and business performance through the use of standard end of year financial statements that every business gets completed.

The three key areas of improvement for a retail business include:

- 1 Understanding the impact of discounting and when to use it
- 2 Improving gross profit margins despite low growth in sales and...
- 3 Better managing inventory levels to improve cashflow

Good decision making in these three key areas easily improves profitability in retail – bad decisions are generally made without any financial information and always have a negative impact on the business.

Choosing your Accountants is not always an easy decision but using an Accountant who has specialised retail knowledge and experience will provide you with the opportunity to improve your profits and business performance.



## About Michael Prasad...

Michael Prasad is a Chartered Accountant with over 20 years experience working with retailers to improve profits and develop strategies for growth.

He has a MBA with a specialization in retail and service businesses. He is the current Chair of the Auckland Branch of the New Zealand Institute of Chartered Accountants.

He works closely with the New Zealand Retailers Association and its members and is an approved benefit provider of accounting services to NZRA members.



michael prasad group  
specialising in business development

**RETAILACCOUNTING™**

Making  
**numbers  
count**

- **Hassle free** annual accounting service for retailers
- **Easy to understand** financial information
- Helps **improve profits**
- **Fixed fees** starting from \$200.00 plus GST per month
- **Free membership** to New Zealand Retailers Association for a year



**SIGN UP...  
NOW!**



Call the **NZRA Sales  
Team:**

**0800 472 472**