

NAME:

DATE:

FINAL EXAM BUSINESS PARTNER B2



READING

1) Read the article and choose the correct answer a, b, c or d.

BOOSTING PROFITABILITY

Companies both large and small are concerned about profitability and yet they seem to manage to waste resources in every area. Small businesses are often so busy that they have no time to keep an eye on savings and although huge multinationals can afford accountants to keep track of spending, their companies often overlook small amounts of wastage. But these small amounts are multiplied many times and therefore can become extremely large sums of money.

It is therefore necessary to regularly reassess expenditure and look for ways to cut costs in order to boost profits. The changes required can seem obvious to outsiders, but not to those busy running the company. Often the first thing companies look at are overheads (indirect costs, i.e. money that a business has to spend on rent, electricity, etc) and direct costs (costs relating to a particular product or service). One overhead cost for most companies is the premises it uses. So, the first question is: are the premises being used efficiently or do they need to be smaller? Alternatively, could unused space be rented out to other businesses?

Other areas where overhead savings could be made are within the common processes and procedures, which can become disorganised across large organisations, and which should therefore be standardised wherever possible. However, once a system or practice has been standardised, the company must monitor how it is working and ensure that employees are following any new procedures.

Reviewing supplier contracts can also help to identify ways of reducing costs. A company should have the best deal available from all its suppliers and needs to regularly renegotiate terms with each one. However, a word of warning! Companies should be careful of cutting costs at the expense of quality. Using a cheaper supplier is the quickest way to disaster if the quality is affected. A reassessment of any finance deals and loans is also wise because cheaper deals may have become available.

Cost-cutting ideas are not the only way to improve profits, and increasing turnover and sales is vital. This can be done by re-evaluating the product or service and discovering new ways of getting the most out of existing sales. For example, could a premium version of those products be added or the product range extended? Another way to increase turnover is to focus on selling more to your most loyal customers. Knowing your customer base well and having a good rapport with them is very important. Finally, companies should try to remember their most valuable asset. Employees are often forgotten in the everyday operations of a business, especially in larger companies. Smaller family businesses with little spare cash realise they cannot survive for long if the staff are unhappy and unable to work collaboratively. In these businesses, management is still closely involved with the staff, but as a business grows managers tend to lose touch with the people who have built up the company and keep it going.

Therefore, in order to move forward, companies would be well advised to maximise the use of their skilled staff and focus on the value of employee contribution to the overall success of the business. By building talented teams and creating an environment of support and reward for employees, the company will achieve its goals, which will in turn lead to improved profitability.

1) In the first paragraph, we learn that

- a managers of smaller companies watch savings closely.
- b large organisations focus on profitability more than small businesses.
- c large companies might ignore what seems like insignificant waste.
- d small amounts of waste are unimportant.



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Karin Nielsen-Saines



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