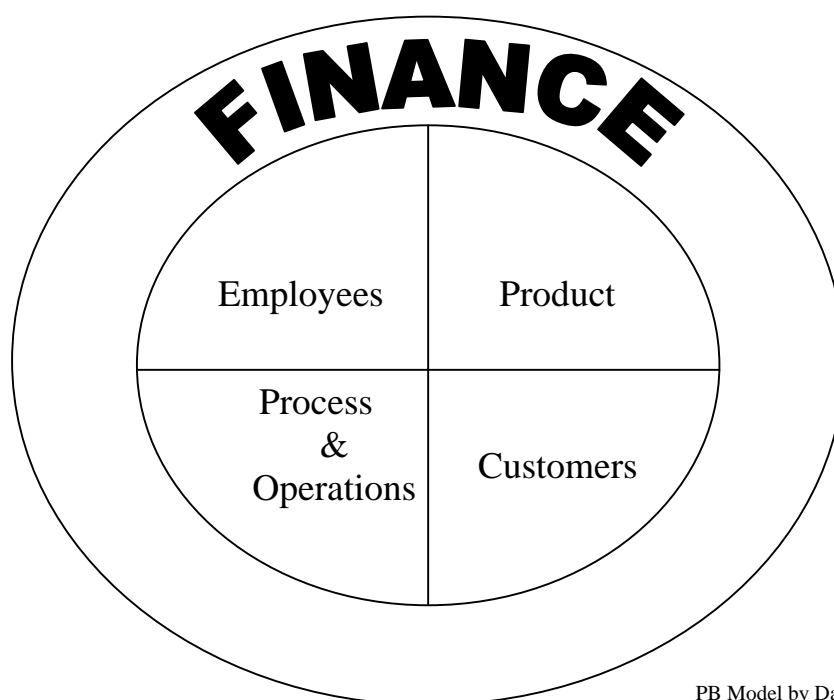


### The Perfect Business Model

If you speak to older professionals especially businessmen, they will explain business the “old school” way “Business = Money” and with out finance your business venture will not work.

I proved this wrong, my first business that I ran after graduating from university was started with around £4,000 and at the end of the first year I was doing business with around 90 household names e.g. KFC and Subway.

I achieved this not because I had money/finance behind the company but from having a good product that suited a wide audience, backed up by lean processes and the right people in the right places.



PB Model by Dave Audley 2007

The PB Model I have developed should be used by people when setting up a new business, a subsidiary of the business or project.

Yes Finance is important, hence why it completes the outer ring, but lets be honest you can have all the money in the world but without either a good product, customers in mind, the right employees or the correct processes you will never be able to turn that money into profit.

#### Employees:

Every business needs the right employees to turn the expenditure and costs to profit and positively affect the bottom line. Once someone is a member of your workforce, regardless of their job you must recognise they have the potential to affect your company either positively or negatively. Working with your employees to nurture and grow their knowledge and experience is essential for driving your business forward.

Product:

Without a product that meets the consumer's needs and expectations you will never be a market leader. Your product is what you're selling and hence drives the revenue streams into your business; therefore it has to be right.

Process and Operations:

Without the correct process and operations in place your business will leak money. Processes and operations need to be relevant, up-to-date, lean and cost affective. With these measures in place you can be certain that you will maximise your profits and reduce unwanted costs.

Customers:

Customers are the people with the money and you want that money, thus your route to these potential people needs to be up-to-date, direct and cost affective. You need to know that you can market successfully to them and deliver your products in good order, therefore increasing your businesses reputation and profits.