



EUNIS Conference

The difficult we do now...the impossible takes a little longer!

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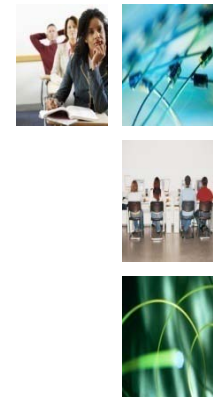
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...(1) do you know your business?



...(2) do you know your numbers?



Microsoft Excel - BalanceSheetImage1

File Edit View Insert Format Tools Data Window Help

Type a question for help

100%

B4

MONTHLY BALANCE SHEET SCHEDULES							
My Company name		2006					
Money Figures Expressed As >		\$1					
New Fixed Assets		95,000					
MONTHLY BALANCE SHEETS	31/12/05	01/01/06	02/28/06	03/31/06	04/30/06	05/31/06	06/30/06
ASSETS							
Previous month end							
Cash plus Short term Securities	317,505	487,876	284,111	274,141	406,383	267,711	
Accounts receivable	967,500	917,076	991,475	1,090,187	1,061,221	1,159,933	1
Inventories	642,550	694,966	746,064	824,006	809,766	885,244	
Notes receivable	0	0	0	0	0	0	
Prepaid expenses and other current assets	8,000	10,000	0	0	0	0	
TOTAL CURRENT ASSETS	1,935,555	2,109,917	2,021,650	2,188,335	2,277,369	2,312,887	2
Long term securities	50,000	60,000	0	0	0	100,000	
Investments at cost	75,000	85,000	0	0	0	0	
Property, Plant & Equipment							
At Cost	682,709	682,709	717,709	717,709	717,709	777,709	
Accumulated depreciation & amortization	96,570	102,070	108,153	114,237	120,320	127,403	
Net Property, plant & equipment	586,139	580,639	609,556	603,472	597,389	650,306	
Investments/Advances to subsidiaries	10,000	12,500	0	0	0	0	
Other non-current assets	43,500	44,567	53,500	52,500	49,500	57,500	
Deferred charges	1,000	5,000	0	0	0	0	
Deposits & other assets	15,000	25,000	0	0	0	0	
TOTAL ASSETS	2,716,194	2,922,623	2,684,705	2,844,307	2,924,258	3,120,693	3
LIABILITIES							
Accounts payables	461,500	541,223	585,130	643,386	626,291	684,548	
Short term loans	150,000	150,000	150,000	150,000	150,000	150,000	
Long term debt-payable within 12 months	20,000	30,000	0	0	0	0	

Ready CAPS

... (3) are you trusted?



... (4) have you empowered the team?



... (5) can you see over the horizon?





... the new normal?

85



6





....3 more new normals!



Smartphone Adoption

US mobile users by device, m

	2010	2011	% Change
Smartphones	45.4	69.5	53
Mobile Phones	188.6	164.5	-13
Total	234	234	

Source: comScore.com

- Adoption of mobile devices to access internet is faster than any other technology shift in history
- Internet access by smartphones will soon eclipse the desktop
- Mobile ad spending continues to ramp explosively

Source: Morgan Stanley



... 1968 Olympics





... 5 key issues

... know your business

... know your numbers

... strive to be trusted

... empower the team

... see over the horizon



Marshall's 5 Factors

http://www.ja.net/janetnews-online/five_factors.html

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