

«First Name» «Last Name»  
«Job Title»  
«Company»  
«Address 1»  
«Address 2»  
«City»  
«State»  
«Postal Code»

**You could be losing hundreds of pounds each month  
without even realising it!**

Dear «First Name»:

Waiting until year-end for your accountant's report might be too late. You could be in for a rude awakening when you discover your financial health is not what it should be.

Without having a clear picture of your stock surpluses or deficiencies and gross profit, you could end up, like an estimated 20% of all start-ups - **out of business within one year** – even if you're a seasoned pro with many years in the business!

You have shown an interest in getting more information on one of the best stock auditors in the area - a 36 year industry veteran with a history of bringing business owners, like yourself, some pretty outstanding results. So let me get straight to the facts:

Using the most up-to date and sophisticated software, I can provide you with over 30 management reports that will give you an exact picture of how your business is performing – **The same day!**

**And...For 20-30% cheaper than any other stock auditing company  
in the area.**

Now, you may believe that stocktaking is purely for the identification and prevention of fraud by bar staff. **But this is not the case.** Periodic stock takes are a **health check** on your business, which enables you to identify problems **during the course of the financial year - and take action immediately.**

Imagine how much easier life would be, knowing exactly where your business stands on a month to month basis. Having this information at your fingertips gives you the tools **to manage your business much more effectively.**

**Why pay someone else when I can do it myself?** Good question. Conducting your own-stock takes *will* accurately identify wastage, gross profit, surpluses and deficiencies. **But this is only half of the solution.** Reconciliation back to till reports and identifying where the stock/money has gone is where the true picture lies. This is a time-consuming task, which requires years of experience to perform accurately. By handing it over to a qualified professional, you will not only gain

peace of mind, but you'll also free up your valuable time. So you can put all your energies back into doing what you do best - or perhaps even take a well-earned, relaxing holiday!

With over 36 years of stock control and stock accounting experience, I have gained profound industry knowledge and solid expertise. I can help you hang onto your well-earned cash and give you sound business advice. And this comes with a proven track record -

### **36 years in the business and retention of 100% of all clients!**

**Another bonus:** I am currently the only stock-auditing company in the area that will undertake menu costing and provide gross profit information for each menu item. And with 3 levels of service – **starting at just £75**, you can choose the most cost-effective level that suits your individual needs.

A review of the services you will enjoy:

- Over 30 management reports available the same day
- Periodic stock taking and till reconciliation for both liquor and food stocks
- Food menu costing
- Up to date, sophisticated software used to accurately quantify the value of allowances & wastage
- Calculation of gross profit
- Calculation of surpluses and deficiencies for the period
- Help in deterring staff pilfering and product alteration
- Reports in hard copy or e-format, compatible with your spreadsheet or accounting software
- Handover/takeover stock valuations
- Unlimited phone support
- Advice on stock relate issues
- Unscheduled site visits

I am confident you will find these services beneficial, so I would like to offer you a **FREE** no obligation quotation on all our stock auditing services. Contact me today at **01526 354 498** to find out how I can help your business become more profitable and stress free.

Best regards,



Ron Nicholson  
Senior Stock Auditor

**P.S. Call by November 6<sup>th</sup> and I will undertake your initial stock take, FREE of charge.**