



What is BusinessNAV?

BusinessNAV is a business systems and software company. We specialise in cash flow and sales & marketing metrics for growth companies. We cater to corporate groups, franchising networks, and provide consulting platforms to middle market and their advisors.

We have two main products, CashflowNAV and MarketNAV, which are supported by Training and Implementation services.

CashflowNAV

CashflowNAV is a financial success system. What makes CashflowNAV unique is the simplicity of a single number to determine whether your next dollar of sale is going to make or cost you money.

The system provides solutions for the **5 Financial Must Do's**

1. Know your cashflow structure - ALWAYS
2. Develop a budgeting & forecasting process – when do you next run out of money?
3. Have quality in the accounts – do you have a way of ensuring they are right?
4. Be timely with your accounts – do you have a deadline for monthly reporting?
5. Have a review & decision making process – do you have a monthly meeting process?

"CashflowNAV gives us a system for managing and projecting our cash flow and it integrates with our existing accounting package easily. It has become an essential tool in the management of our business"

James Marriott, General Manager, Ozbuild Materials (2009 BRW Fast 100)

MarketNAV

MarketNAV is a unique system for reporting marketing results. It enables people to overcome the challenges of measuring the effectiveness of marketing activities and its impact on cashflow. It is unique in the way it classifies business-marketing activity into six key areas based by leverage.

The first 4 P's can be obtained from your accounting, CRM or point of sales systems. MarketNAV provides a solution for the **5th P of Marketing** – Promotion.

1. Product – What is selling?
2. Place – Who is buying?
3. Price – What is making money?
4. People – Who is selling?
- 5. Promotion – What is working?**

"Having a plan for getting people through the door, and converting those to sales is key for us! We once cancelled a very expensive campaign after MarketNAV reporting determined that very few sales were being generated from it, saving the company \$200,000."

Will Ramsay, Director, Billy's

Winner of the Best House / Homewares & Recreation Retailer at the 2008 American Express Rewards for Excellence

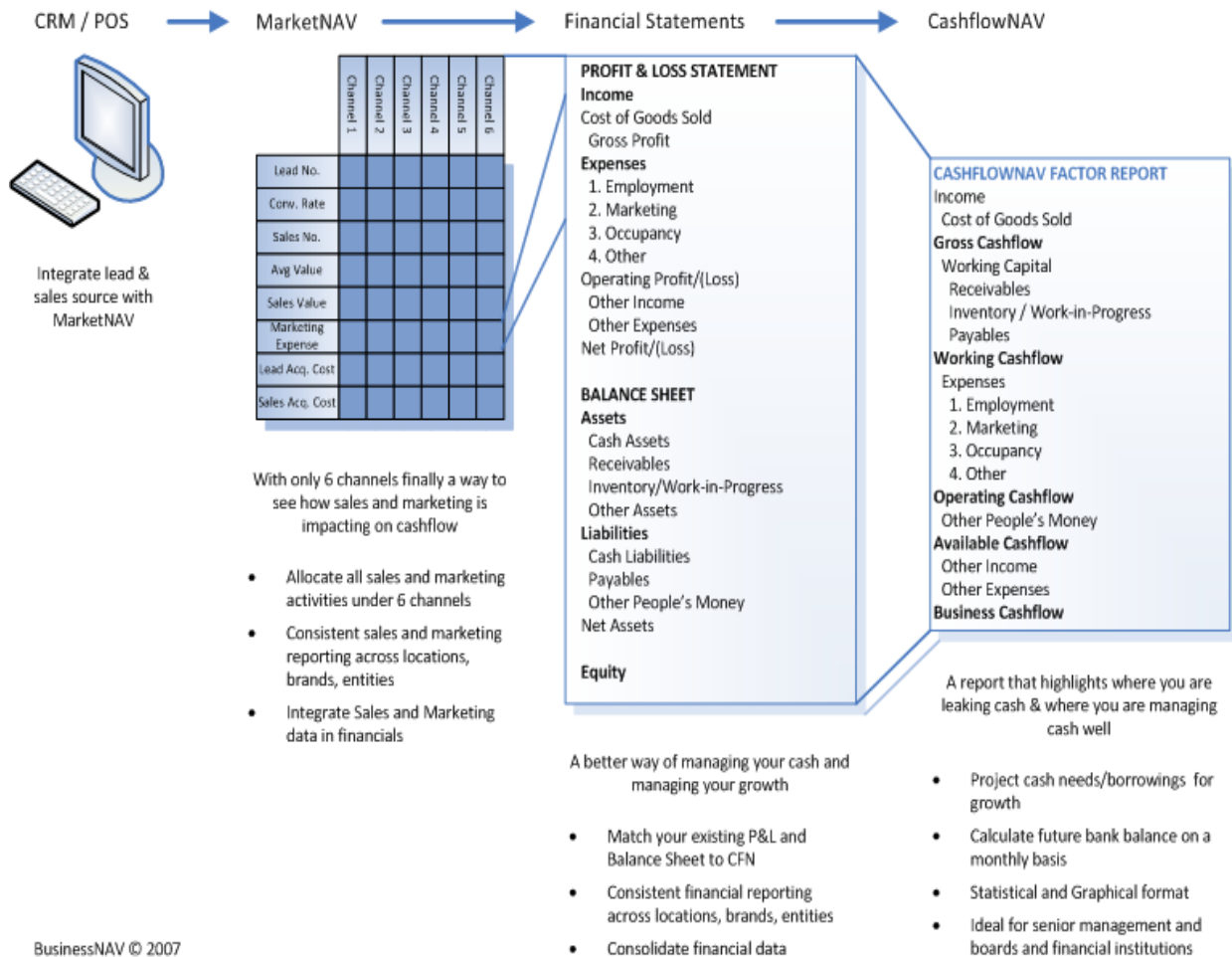
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What services are offered?

- Register online and access your financial or marketing information from anywhere and anytime
- Participate in training to learn how to use the product and analyse your data
- Implement your monthly reporting, meeting and planning system to ensure your information is reliable, timely and useful
- Integrate with existing business systems



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Contact us to find out how CashflowNAV and MarketNAV can be integrated into your business

Phone: **1300 BIZ NAV (249 628)**

Web: www.BusinessNAV.com



Why BusinessNAV?

- A system for reporting meaningful financials and marketing metrics across the company
- Consolidate data across multiple locations, brands and entities
- A marketing scenario tool that allows you to play with conversion rates and sales forecasts
- Provide access to data to head office or consultants at a flick of a switch

Benefits

- Availability anytime and anywhere
- Simplifies financial management and due diligence
- No need to download software and have a compatible operating system
- Ability to consolidate multi outlet entities with ease
- Easy to understand management reports that help you make decisions on business growth
- Consistency of financial and marketing data across entities to facilitate performance comparisons
- Compatible with accounting packages (automatically uploads MYOB and QuickBooks files)
- System for linking lead and sales sources with financial data



Our People

Don Graham BCom FCPA

An accountant by trade, Don has 19 years experience in corporate, accounting and business services firms. He has spent several years perfecting this system and applying it successfully to many businesses.

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Jane Cleeve BBus MBA ACIS AAIM

Jane brings a wealth of commercial experience in developing systems and processes for organisations, which enables us to confidently deliver well-supported products.

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