

## *Financial training For non financial staff*



*The financial training specialists*

### **Market day (profit and cashflow)**

I live in Swaledale: the northernmost Yorkshire dale, miles from anywhere. Nearest supermarket: 30 minutes. Nearest station: 45 minutes. Nearest bookshop: 25 miles.

But we do have a market in the village every Friday: only 3 minutes away! Fresh fruit and veg; cheese; meat and fish; every week, winter and summer. And it's a good financial business model too. They're all cash sales, and they'll buy on credit, so cashflow will be excellent.

All the traders have a van and trailer, so the capital investment is significant, but probably less than having a shop.

Business overheads will be much less than a shop. There's the market pitch to pay for, and the cost of running the van and trailer. The rest is profit: no shop rental; business rates; etc. The only other cost is wastage, and that comes down to predicting what customers want.

Excellent cashflow; low overheads; low capital investment: how many of these boxes does your business tick?

What I can't get in the market I buy in Leyburn, just over the hill. Favourite there is Campbells. It's a Costcutter store, but with an excellent deli and meat counter, and a knack for stocking delicious, enticing products. I always come out of there having bought more than I planned, but looking forward to eating it! If marketing is providing the customer with what they want, before they know they want it, Campbells have the best marketing I've come across.

Come and visit Swaledale: see how your business compares!