



June 2008

## 4i Systems Update for June 2008

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### Dear Reader,

The past month was very busy indeed! Two fantastic organizations are joining forces with 4i Systems to create a world class organization. Their profiles are included in the June Updates.

Further, I am delighted to share an article I wrote that deals with the biggest challenges faced by small businesses today. This information was gathered from years of experience in public accounting and consulting as well as many research sources. I hope you find it applies to your own business!

### June Updates

I am very excited to introduce the following companies that will form a strategic alliance with 4i Systems:

#### Web site designer: Match-co Enterprises Ltd.

***Match-Co. Enterprises Ltd.** is the brain child of its founders as they were tired of the day to day rat race needed to financially survive. It was created as a vessel for the many business adventures, and learning opportunities that will arise while building context, knowledge and the networks needed to succeed, and reach the ultimate goal of being financially free.*

*Match-Co. was developed with the mission to inspire ideas and business opportunity, through building relationships, and personal growth.*

Website: [www.match-co.com](http://www.match-co.com)

Email: [wade@match-co.com](mailto:wade@match-co.com)

#### Data management and storage: Fortress Data Vaulting

*Fortress Data Vaulting specializes in business continuity services. We identify unforeseen risks and provide solutions that secure and protect a business in the event of an unexpected business interruption or shutdown. Fortress provides business continuity training, remote backup services and the BRICK (Business Recovery Insurance Claims Kit) as services designed to assist companies implement business continuity processes.*

Website: [www.fortressdatavaulting.com](http://www.fortressdatavaulting.com)

Email: [info@fortressdatavaulting.com](mailto:info@fortressdatavaulting.com)

### Small Business - Big Challenges

New and small businesses face big challenges in terms of covering the high cost of staffing and capital investments to suit their needs. They must therefore adopt more creative strategies to ensure success and profitability.

In today's competitive environment, business owners need to rely on having at their disposal skilled and talented staff. The problem lies in the proportionately high costs that are associated with attracting and keeping such employees. Often, the costs of payroll make it prohibitive for the business to actually turn a profit. On average the percentage of payroll costs to total revenue for a small business is between 35% and 50%. Once the other operational costs are taken into account, there is not much left for the owner to take out as a salary or to reinvest into the business. And this is before taxes are factored in.

Office Technology can be great for improving the professionalism and efficiencies at which a company operates. Unfortunately, there are several things that hinder the realization of the true benefits of technology. In most cases, company personnel are not properly trained on the use of the office technology - especially accounting software. This could result in loss of productivity, loss of critical data to viruses or inadequate filing or backup and, most importantly, loss of valuable time away from actually running the business. It can also be expensive and time consuming to train staff and owners on the use of computers and all the various forms of productivity

software.

Other expenditures that can shrink the profit margin of a small business owner are office furniture, telephone, Internet charges, rental of meeting rooms, storage, printing, postage & courier, etc. These are all things that are very necessary for running a business now and into the future, but can certainly make it difficult for a small business to be profitable.

The solution: **Leverage**

The ability to leverage off the organizations or the people that provide a specific product or service will give business owners more time to focus on the activities that enable them to grow a profitable business. The error many entrepreneurs make is to try to do everything themselves or use cheap, unskilled labour to run their company. In the short term, this may seem to be the best strategy because it does not cost much, is easy to implement, and it is immediate.

When you leverage the time and skills of experts, you will experience growth with little effort on your part. Find a person or company that fills a need in your business. If you trust that person or company and they sincerely care about growing your business, chances are that they will be your leverage. If they understand that the better you do, the better they do, this is a person or company you may want to work with.

If you trade your time for money, and time is limited, the money you can make is also limited. The only way to increase wealth beyond your own physical and economic limits is to use leverage. If you could get access to a virtually unlimited pool of time, energy, skills and money how fast do you think your business could grow? If you align with companies that apply the concept of leverage, results will not cost much, is easy to implement and is immediate.

Coupled with professional guidance, establishing mutually beneficial relationships will make your business highly successful. Seek those organizations that share your vision and can provide the leverage you need to attain your business goals.

*David Maifrini, CMA*

#### About 4i Systems:

*4i Systems provides accounting, information systems and administrative management for small businesses. Our vision is to give small businesses access to the best management systems and professional staff for a fraction of the cost. We are a team of fully qualified and versatile professionals that will keep small businesses operating smoothly, allowing the owners and managers to concentrate on their areas of expertise. For business owners, it is like having a corporate head office for about the cost of a single entry-level employee.*

*To learn more about 4i Systems and the services we can offer to your business, please visit our web site or contact me directly through e-mail.*

**Sincerely,**

David Maifrini, CMA  
4i Systems  
[www.4isystems.com](http://www.4isystems.com)

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