

Course fact sheet

021 – Do you really know how much money you make? - Understand the profits, cut the losses and get to grips with your margins.

Date	27 th January 2010 1 day from 9.30am to 4.30pm
Cost	£130 including refreshments
Location	Regents College, Regents Park, Central London For directions and transport links please visit our website
Tutors	Louisa Bell

Course content

Running a successful garden design or landscape business involves an interaction between design, construction, knowledge of materials, evaluation of time-scales, client liaison and man management. However, the understanding of your finances – like good brickwork – is essential to build a profitable and professional landscape and design company.

You know you need to find time to understand the profitability of each client and site and manage your overheads. Passing on receipts and invoices to a bookkeeper or accountant won't help you truly understand your business and manage your sites effectively. So how do you do this and keep your day-to-day business running?

We'll help you avoid that sinking feeling when there's not as much in the bank as you'd hoped! This busy seminar aims to give you

- The confidence to price your projects according to your overheads and margins,
- The ability to understand your monthly management accounts,
- Simple and effective ways to produce accounts and understand your profitability,
- Simple mechanisms to plan projects in advance,
- The power to fully understand your business and how to find profitability, and
- An opportunity to save money on accountants!

This one-day course is especially designed to help landscape contractors and garden designers understand their finances and feel confident about producing and interpreting their accounts, profits and margins.

About the tutor

Louisa Bell runs Bell Design Associates and City and Country Gardens, a large landscaping company, building projects throughout Sussex, Surrey and London. Before taking up design and construction Louisa was the Financial Director of a multi-national office products company. She believes in the professionalism of the landscape industry and that financial management should be just as important as design and landscaping skills.

Refreshments

Morning coffee, lunch and afternoon tea will be served.

Enrolment

To enrol on this course go to our website www.lcgd.org.uk and click on short courses.

To be placed on our mailing list for more information about our courses as they become available please email info@lcmd.org.uk or call 01932 567 841

www.lcmd.org.uk