

Newmarket News

Information Management, Business Management and Wealth Management



November 2002

RAC

Moving from A to B

RAC Ireland, a long-standing client of Newmarket Partnership, are following the example set by their business advisors by moving on to bigger and better offices.

With over 90,000 members and a 28% share of their target market, the RAC is experiencing rapid growth and equaling the market share of their nearest rival. Such is the extent of their expansion that the new year will see the RAC move into a 4,000 square foot, 2 storey office in Main Street, Rathmines. The advantage for them, in addition to the extra space, will be a high street shopfront and the ability to advertise the range of their services to passing trade and bored commuters.

As well as their breakdown services, the RAC provides personal travel insurance, international driving licenses, dedicated assistance packages for company fleets and a school of motoring. New service lines will also be introduced in 2003.

So what is it that makes the RAC such a success story? In short, customer focus. By outsourcing their finance and accounting functions to Newmarket, it has been possible for the RAC to concentrate on becoming first choice to so many motorists. They put this down to:

i. Service quality.

Their service record speaks for itself. A recent survey of 700 members, who had broken down in the previous 24 hours, revealed 92% customer satisfaction.

ii. Continuous improvement

Members also benefit from an ongoing focus on matching services to client needs. Market research, questionnaires, surveys, and focus groups keep the



Gerry O'Reilly and Lorcan Claffey joined by Mark Staunton, President of South Dublin Chamber of Commerce in cutting the ribbon at the official office launch of Newmarket's new premises in Calmount Park, Ballymount on October 24th. Thanks to all of you who joined us to celebrate this special event!!

RAC informed of what their members want.

When asked to prove that their members really influence the services offered, RAC can give lots of examples. Cover is car-based because their research showed that that is what customers want (other motoring organisations offer person-based cover). RAC prices are the most competitive in their sector. The school of motoring, part of the largest driving school in Europe, is unique in offering the only driving simulator in the country.

So whether the era of penalty points has made you more aware of motoring issues, you feel on the verge of a breakdown or you just want to experience the RAC service for yourself, there are lots of reasons to consider joining the RAC.

RAC are offering Newmarket clients the added attraction of a 20% discount on all of their breakdown cover packages.

If you want to find out more, their website is www.rac.ie or you can call them on 1890 483 483.

Seminars Series on Improving your Business!!

Newmarket will be running a series of seminars in the new year on topics of business interest. Our plan is to address the following:

1. Who are your profitable customers?
A new way to look at your business
2. Getting the cost base right – innovative ways to save money
3. Credit control – getting the cash in faster
4. Dear Bank Manager... – getting the most from your banking relationship in changing times
5. Getting value from IT

The Improving your Business series is free and will run from 8am to 9.15am, with dates of the programme to be advised.

If you would like to suggest topics of interest that may help develop your business, please call us on 01 429 3600 or email us on info@newmarket.ie



CONFUSING SIGNALS...

- Stock markets in turmoil...
- Property market activity high...
- Car sales down...
- Consumer confidence low...
- Interest Rates at all time low...

As they used to say in the American Comedy show Soap, "Confused? You will Be...!!".

Our other favourite comment is that trends continue until they Stop!

This is particularly appropriate to property at the moment. It is currently getting a lot of interest because other investments are doing badly and interest rates are low. Trends have been good so people are continuing to invest. Once you get too much investment you will get over supply which leads to lower occupancy & sales values. The trend then changes. This is already clear in the commercial office and industrial market and in the London residential market.

So what is the action plan for business in these confusing times?

Many businesses do well in recession while others go bust in boom times. **However, sound business principles always apply.** Of course your strategy may alter but if you can offer your customers a different deal than your competitors at a cost effective price then you can expect a better return.

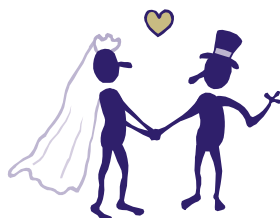
One of our clients is fond of saying that **the definition of madness is doing the same things and expecting different results!**

When we are busy we are not inclined to change. Now is a golden opportunity. Start by reviewing your business and how it has changed over the past few years particularly with products and customers.

Which clients generate you profit? Categorise them. How do you serve each market? Most businesses have the great 80/ 20 rule. 80% of business comes from 20% of customers. Often times the other 20% of customers require a lot of overhead to service them, are probably bad payers and are not growing their business.

Look at all costs. Don't accept anything as an overhead. Every cost is there to serve the (profitable) customer in a better way or else its redundant.

Be prepared to do things differently!!



Congratulations!!

A couple of big events have occurred in the Newmarket family which deserve a special mention!

Congratulations to our own Daniel O'Donnell, Gavin Elliffe, who has announced with much anticipation his engagement to Amanda Finnegan recently. We wish them both good luck for the big day and beyond...

Congratulations also to Lorcan Claffey whose wife Adrienne gave birth in speed record time to their son Ethan Jack on October 31st. Lorcan is absolutely delighted now with one of each, and we wish them both many sleep-filled nights!



Quote of the Moment

The Chinese use two brush strokes to write the word 'crisis'. One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger - but recognize the opportunity.

Richard M. Nixon 1913 - 1994

Budget 2002 Watch this space...

Budget time is again upon us and we are all asking what bad news can we expect? The old reliables seem to be certain but other likely rumoured targets could be PRSI income level and benefit in kind. We have thought of a couple of others but don't want to give Charlie any ideas!!

Newmarket in conjunction with the South Dublin Chamber of Commerce and the Bank of Scotland Ireland Ltd., will be holding a **Budget Briefing Breakfast at the Newlands Cross Golf Club on Thursday December 5th from 8.15am-9.30am.** Anyone interested in joining us for this event please contact us on info@newmarket.ie or 01 429 3600 before Friday November 29th to secure your place. Similarly, if you are interested in receiving our Budget Brief by email or fax on the big day please contact us with your details.

WELCOME TO OUR NEW CREW

Welcome to our three new members of staff, Paula Travers, Niamh Dunning and Tracy Armstrong. Paula originally from Donegal town joins us as a Senior Chartered Accountant, having completed a Bachelor of Commerce Honours degree at NUI Galway and becoming Chartered in 2000. After working in both Germany and London she has spent her last seven years in Dublin, and she joined the ranks of Newmarket during the summer. Niamh, from Dublin, studied a Bachelor of Arts in Economics and Finance at NUI Maynooth. She joins Newmarket as a trainee Chartered Accountant, after spending an eventful summer inter-railing around Eastern Europe. Tracy, from Castleknock, Dublin, joins us as a trainee Certified Accountant having completed an Honours Degree in Accounting and Human Resource Management at NCI in Ranelagh. Also bitten by the travel bug, Tracy spent her summer in Stockholm, Sweden.

Every effort has been made to ensure the content contained herein is correct. However you should seek professional advice before acting upon anything as Newmarket Partnership cannot accept any responsibility for actions taken on the foot of this information.