



# case study Intasign Australia

## The Company

Intasign Australia is in the business of creating signage which meets their clients' ever-changing needs. Their range embraces both traditional vinyl, illuminated and directory signage as well as specialist projects designed to support and enhance their client's business strategies. They hold a reputation for high quality workmanship and have been in the industry for more than 30 years.

The business was using both MYOB and Job Cost systems. With a view to gaining a clearer understanding of their fixed and variable costs, gross margins and breakeven turnover, they sought to establish an accurate method of analysing historical business data gained from information stored across both systems.

## Solution

The business owner, Trevor Davis, engaged Practical Business Support to assist. Our consultants worked to gain a sound understanding of Intasign Australia's business drivers and processes. It was essential to establish the correlation between hours billed to a project and payroll hours paid by employee. This then fed into materials and labour by job and would reveal profit by customer or type of work. The next step involved a review of the production (Job Cost) and finance (MYOB) systems and required analysis of sales invoices, material and labour costs. PBS then developed a method of extracting data from both systems and developed a tailored database which would cater to Intasign Australia's specific needs, so that specifically designed summary reports could be developed.

## Results

Working closely with Intasign Australia, PBS was able to provide the following key results:

- ✦ Clarity regarding non-billable hours for employers
- ✦ An improved understanding of production costs
- ✦ Clarity and direction regarding cost recovery
- ✦ Opportunities to improve data collection

## Comments from Intasign Australia

" PBS have been able to provide us with an invaluable link between our accounting and production systems. With their assistance, we have been able to identify specific areas where we can improve our productivity and profitability, as well as giving us a greater understanding of the overall symmetry of our business.

I would recommend PBS to any business owner or manager interested in improving that all important bottomline figure."

**Trevor Davis**  
Managing Director  
Intasign Australia



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