



## Small Business Case Study

# Financially Developing and > > Growing Your Business

**L**et's *Talk Business* shares insights through a variety of Australian small business owner case studies and their stories of trials, tribulations and success.

This month, we delve into the second part of our two story series with emphasis on the F representing 'Financials' from my SOMFAT business acronym and model.

### PC Wizardry Meets Small Business Needs

Like many small business owners, Thea Dimitropoulos drew upon skills and confidence developed while working in the corporate world to start her business, PC Whiz Computer Training.

Qualified with teaching and business degrees from the University of Wollongong, Thea worked her way through school in her family's businesses. After six years with Pacific Power, she accepted a redundancy package that gave her the time and money to make her business dream a reality.

Thea's initial business plan was to build PC Whiz into a micro support business for Microsoft software

products training adults and children. Early days for PC Whiz ([www.pcwhiz.com.au](http://www.pcwhiz.com.au)) were focused on providing an array of products and services that generated varying revenue months not uncommon to many Jack-of-all-trades businesses today.

*"the best thing that happened to Australian small business is GST, it made managers look closer at their business finances on a quarterly basis"*

### GST Helps Build the Business

In 2000 with the introduction of the Goods and Services Tax (GST), numerous requests for training in MYOB expanded her business and is now, an integral revenue stream. Thea learned to cull areas that were not cost effective and ultimately, focused on the growth of the Microsoft and MYOB training segments for adults.

With determination to see the business grow, Thea's service mission has always been to help her clients find peace of mind. Paying attention to customer needs and focusing on new market accounting and financial software programs has seen PC Whiz grow from strength to strength.

Having now developed corporate client relations with the NRMA, the NSW Police Force, Caltex, Leichhardt Council, DHL Freight Services and smaller businesses, Thea's story is an inspiration to others who are starting out from scratch.



Thea Dimitropoulos  
Owner, PC Whiz

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# PC Whiz Computer Training - Small Business Case Study

## Investing in Technology

The trends of small business today require research and continuous upgrading of key hardware needed to effectively run powerful software programs and their applications.

The real benefits of upgrading technology includes CD Writers or USB Flash keys for backing up all company data. The simplicity and affordability of digital cameras, mobile phone integration and Palm Pilot products plus the instant access to high speed cable and ADSL have

### Seven PC Whiz Training Tips

- **Research:** Ask a reputable trainer/dealer for help and speak to other industry colleagues to find out what is working for them.
- **Know your needs:** This will dictate the products best suited to your business.
- **Upgrade:** Keep pace with software changes and new hardware applications.
- **Set up your new system professionally:** Financials are too important to trust to an amateur or someone unproven.
- **Get training:** Be prepared for a learning curve. A few hours of training with a professional can get your business on the right track with little downtime.
- **Use IT support:** While most current programs are user friendly, use all the IT and follow up support available to you.
- **Know your financial position:** To drive your business forward, you must know the key numbers on the dashboard of your financial vehicle and than make adjustments and improvements as needed.

opened up countless opportunities on the internet unlike any other time for small business operators.

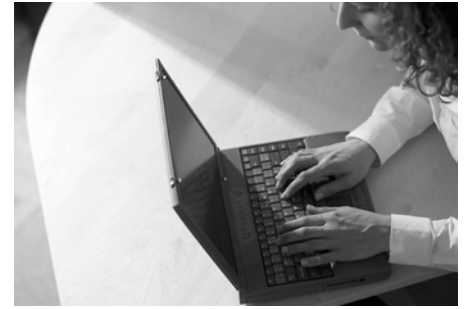
***“access to debtor and creditor records, tracking of customer orders and cash flow projections that help business owners plan or adjust accordingly”***

## Financial Success Systems

With the introduction of GST, the onus on business operators has become one of greater accountability in all financial areas. BAS, PAYG withholding tax and superannuation all need to be present and accounted for in business today.

PC Whiz has evolved to help business operators in several key areas. First, helping them to understand where their core business is from a profit and loss and balance sheet perspective.

Secondly, helping them with government requirements of maintaining GST payments, BAS requirements, payroll and superannuation accountabilities all through their own software.



Last but not least, access to debtor and creditor records, tracking of customer orders and cash flow projections that help business owners plan or adjust accordingly.

PC Whiz has learnt that bright people who don't fully understand their new software, rarely seek help and primarily, to avoid embarrassment rather than the actual cost.

Integrating technology changes can be an incredible boost allowing more time for making profits and having fun as the real benefit of owning one's business.



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*Specialising in MYOB training setup and support, Microsoft Office Applications, and Desktop Publishing*

**PCWHIZ**  
COMPUTER TRAINING

## NEXT MONTH'S CASE STUDY

Expanding on our SOMFAT business model for 2004 we will examine another Australian Business success story. You will learn about a 120 year old Victorian business with a unique advantage built into their market.

### About the Writer

An accredited professional speaker, Rob Salisbury served two years as President of the NSW National Speakers Association of Australia, leading the team that rebuilt NSW into the largest speakers chapter of 65 worldwide. He is

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