

NEW RELEASE

Retail Survival in Tough Times



HYMIE ZAWATZKY

Retail is under fire! Both large chains and small shops are battling to survive. It's tough out there for retailers. Business is changing with consumers challenging retailers to adapt to their needs and the way they want to live and shop. Shops are closing everywhere and traffic flow to many shopping centres is falling. Several shop owners are struggling to get out of their leases. Online shopping is impacting on sales, rental costs are increasing and soon the carbon tax will further drain the profits of even the most successful stores. In this climate, how can retailers, both big and small survive?

This book examines the following key issues:

- The impact of online shopping and how to fight back
- Negotiating a rental rebate from a landlord.
- Insuring that a supplier is giving the best deal.
- Using the techniques of ratio analysis to measure performance and ensure continuing support of the bank.
- Negotiating with the bank manager for a loan.
- Controlling cash flow and buying stock within your means.
- Maximising your profit from each square meter of store space.
- Using the technique of "break even analysis" to measure performance.

Retail businesses, already feeling the pinch, are facing further pressure with the Government's introduction of the Carbon Tax, that is due to come into effect on July 1, 2012. This tax may be the last straw for many, who are trying to come to terms with the additional costs they will have to absorb when it is fully operational.

This book examines the following aspects of retail costs directly affected by the carbon tax:

- Outgoings.
- Increases in store electricity
- How council rates and taxes are likely to increase.
- Annual rental adjustments.
- Present retail lease arrangements.

This guide also covers several other important issues such as:

- The impact of the tax on landlords.
- Details of incentives given by state and federal governments
- The safeguard legislation given to the ACCC to ensure that the system is fair and transparent.
- The impact on retailers who will not be able to pass on the additional costs to clients.

For all retailers who are preparing budgets for after 1 July 2012, or need to come to terms with the practical impacts of the tax on their business, *The Retailer's Guide to Carbon Tax* is a must read.

Hymie is a certified practicing accountant (FCPA) with many years financial and management experience, and has run his own consulting company, specialising in the retail and property industry. He is the author of the books: *Australia the Immigrants Guide*, *Retail Australia – Understanding the Finances of your Business* and *Australia: The Immigrant's Guide to Retail*, all of which have sold in Australia and Internationally.



Place of Books

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The Retailer's Guide to Carbon Tax by Hymie Zawatzky

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The Retailer's Guide to Carbon Tax



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