

# FORTUNITY INSIGHTS

Believe your business is capable of more?

## BUSINESS BENCHMARKING



# BENCHMARKING: GIVING YOUR BUSINESS THE COMPETITIVE EDGE

When we compare your business performance against your industry peers, we're able to identify key areas where your business performance doesn't stack-up, or conversely, where you've got a competitive edge by being ahead of the pack.

## UNDERSTANDING BUSINESS PERFORMANCE

The differences between you and your competitors usually relate to structure, process, discipline and accountability. With the power of benchmarking, your data is arranged to help you identify your business's best (and worst) practices. That allows us to develop action plans to help you improve your low performing areas.

## WHERE DO THESE REPORTS COME FROM?

Fortunity has access to national benchmarking research and is able to compare your financial results against others in your industry.

## IDENTIFY BUSINESS PERFORMANCE ISSUES QUICKLY AND EASILY

Our 'traffic light' style reports enable quick and easy identification of the areas where your business is outperforming the industry, and those areas requiring further investigation.

## WHAT DO I NEED TO DO TO OBTAIN BENCHMARK REPORTS?

Answered simply, nothing. These reports will be included as standard once your financial statements are completed. And if you'd like them more frequently, simply call or email your Fortunity Business Advisor.

**Benchmarking is another value-added service for Fortunity business customers. If you have any questions about Benchmarking reports, or any other Fortunity Insights™ product, please call us on 02 4304 8888 or email us at [insights@fortunity.com.au](mailto:insights@fortunity.com.au).**

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