

提高利润率



本书中的技巧和工具能帮助你更好地评估企业业绩，并获得更高的利润率。

[英] Anne Hawkins &
Clive Turner 著
雷秀云、雷玉侠 译

上海交通大学出版社

英汉对照管理袖珍手册

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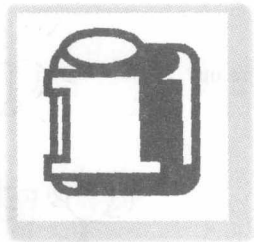
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INTRODUCTION

导 言

INTRODUCTION

ASSESSING PERFORMANCE



How does your business shape up?

Is it financially fit - or flabby?

Could it do better?



HOW DO YOU ASSESS AND IMPROVE BUSINESS FINANCIAL PERFORMANCE?

导言

评价业绩



你的企业状态如何？
从财务上讲，它是健康的，还是软弱无力的？
它能否做得更好？



您如何评价并改善企业的财务业绩？

INTRODUCTION

TOO MANY OPTIONS?



There are plenty of people out there willing to give you advice.

Offer discounts!

Reduce stock!

Outsource!

Confused?
Not sure which way to turn?
How do you evaluate these options and make the right decisions for **your** business?



导言

选择太多吗？



周遭会有很多人乐意给你提建议。

打折！

减少库存！

外包！

糊涂了？

不知何去何从吗？

如何权衡这些可选方案并为企业做正确的决策呢？



INTRODUCTION

IMPROVING PROFITABILITY

THE METHOD



This Pocketbook can help you improve your business performance by following this programme to financial fitness:

- **The Health Check** - Measuring Financial Performance
- **Fitness Programme** - Improving Financial Performance
- **Keeping in Shape** - Shaping your Business for the Future

导言

提高利润率

方法



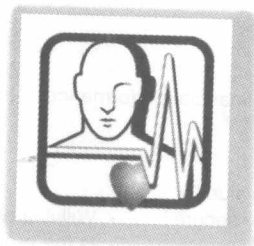
这本手册教你通过以下方案,取得财务上的健康发展,从而提高企业的绩效。

- 体检——评价财务业绩
- 健身计划——改善财务业绩
- 保持体形——让企业为将来而塑身

NOTES

笔记





HEALTH CHECK
MEASURING FINANCIAL PERFORMANCE

体 检
评价财务业绩

MEASURING FINANCIAL PERFORMANCE



WHO AND WHY?

All parties have an interest in financial performance:

- Will I be paid?
- Will I get a dividend?
- Will the shares go up in value?
- Is the business financially secure?
- Will it survive?
- Is the product guarantee worth the paper it's written on?

There are appropriate financial measures for each of these. But where do you **start** measuring?



评价财务业绩 谁,为什么?



各方面对企业的财务业绩都很关心:

- 会付我钱吗?
- 我能拿到红利吗?
- 公司股票会升值吗?
- 该企业财务上牢靠吗? ——企业能生存下去吗?
——产品质量保证是否是一纸空文?

上面的每一项都有适当的
财务手段可以衡量。
不过首先衡量哪一项呢?



MEASURING FINANCIAL PERFORMANCE

THE ULTIMATE QUESTION



What really tells you how your business is doing?

Start with the ultimate question:



Would you be better off putting your money in the bank?

Start with **PROFITABILITY**.