

client focus

“ Work with an accountant from the beginning, they can help you set goals for your business ”

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Q&A

with Amy Jones,
founder of **greta-mae**

In this edition of Client Focus we meet Amy Jones founder of **greta-mae**, an Award winning independent Interior Design Studio based in Mid Wales. Working across Wales, Cheshire, Shropshire, Liverpool, and beyond, **greta-mae** offers a bespoke and client-focused design service for residential and commercial clients.



Kim Cleminson-Jones

We have been working with Amy for a couple of years, in that time it has been exciting to watch her company grow and the successes she has enjoyed.

As we enter a new financial year, we met with Amy to discuss her goals, not just in business, but on a personal level too. Ultimately, you need your business to assist in achieving your personal goals as well as your business ones, otherwise what's the point of all your hard work!

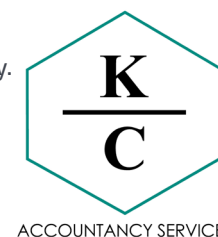
We discussed the various services we can offer to assist with goal setting, management and then data analysis and reporting to monitor progress and ensure the goals are reached. We will be working far more closely with Amy this year, producing quarterly management reports and progress monitoring during face-to-face meetings.

Key Performance Indicators (KPI's) are different for every business, for example some businesses would like to analyse leads converted to customers to ascertain the effectiveness of advertising spend or even just simply monthly revenue or average order rate.

We start with goal setting and then a plan on how we can achieve them. This gives us a clearer understanding of the KPI's you will need to monitor.

If you would like work more closely with us on a quarterly basis, please get in touch today.

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Accountancy Software Top Tip

If you feel that you are capable to do your own accountancy or bookkeeping, my tip would be to ensure you have the correct systems for you. This can be the software package you choose or the procedures you put in place to do the general bookkeeping to then pass on to a qualified accountant but either way careful research and consideration should be given to systems as it will save you a whole lot of time and money in the long run.

We can offer great discounted prices on QuickBooks subscriptions, using our discount doesn't mean you need to use all our accountancy services. We can also advise on apps that integrate with QuickBooks that will assist with running your business, bookkeeping, and planning.

Get in touch and find out how we can help with your software.

If you are a current client and would like to be featured in a future edition of Client Focus, then please don't hesitate to get in touch with our team:

info@kcaccountancyservices.co.uk

Tel: 01691 674792

Making Tax Digital ProAdvisor

I'm ready with QuickBooks

Amy from greta-mae interior design discusses how it's incredibly beneficial to have someone to help guide you and take you on the journey from a start-up through to an established business and the challenges of navigating a relatively new business through covid.

Hey Amy! As a business owner, what is it that motivates and drives you?

Having the freedom that comes from being self-employed, having an unlimited earning potential.

If you had to describe your life as a business owner in three words, what would they be?

Creative, challenging, and rewarding!

What has been your biggest success and what have you found most challenging?

Winning the Homebuilding & Renovation awards for our own renovation. That and managing to navigate a relatively new business through covid. The most challenging was covid and not knowing at the beginning how it would affect my business and if it would survive.

What advice would you give other business owners who are starting out?

Work with an accountant from the beginning, they can help you set goals for your business and help you work out how to get there.

How did you start working with KC Accountancy Services, was there a reason they stood out from other accountants?

I liked that **KC Accountancy Services** were on my doorstep, so I could pop in and see them if I had any questions. Kim is also very approachable and explains things to me in a way I can understand.

Why do you think it is important to work with an accountant, how has your relationship with KC Accountancy Services benefited your business?

It's important because without a healthy balance sheet you don't really have a business, so having someone there to help guide you and take you on the journey from a start-up to an established business that is profitable is incredibly beneficial.

What are your future plans for greta-mae interior design?

I am looking to increase the profit in my business so I can employ more staff, Kim and I will be meeting quarterly to make sure my business is hitting its KPIs to enable me to grow my business, increase my staff and deliver a higher wage for myself.

Thank you Amy!

For more information on greta-mae and the services they offer visit: www.greta-mae.co.uk

