



the independent bulletin

Latest news from the Association of Cycle Traders
October 2008

This is the first issue of a 3 month trial publishing a monthly bulletin in BikeBiz. Taking the format of our popular quarterly newsletter – The Independent - this bulletin format provides a more regular update on the latest news, views and benefits from ACT and ActSmart. Let us know what you think and what else you would like to see.

Cytech news



- > New points structure for all Cytech courses launches very soon and will be the basis for a star rating scheme to promote accredited shops to the public.
- > Modular course structure now available to offer additional flexibility across all Cytech courses.
- > Course prices have been reviewed and new discounts available for ACT members.
- > Check with us to ensure the details of your accredited staff are fully up to date on our national Cytech database. Call 08704 288 404

Free job advertising works!

"We had high quality applications when advertising a vacancy for a mechanic. Within the first hour of our job listing going online we were contacted by two very good candidates."
South Downs Bikes, West Sussex

All Silver, Gold and Platinum members (retailers & suppliers) can have free job listings on our trade and public websites. Non-members can advertise jobs for just £50.

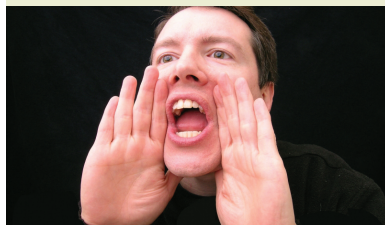
For details and to add a job listing visit: www.actsmart.biz/cycles/jobs or call 08704 288 404

"Retailers: what happened to your turnover in August?"

- > 29% = Turnover up 10 – 20%
- > 20% = Turnover up 1 – 10%
- > 19% = Turnover up 20% or more
- > 16% = Turnover down 1 – 10%
- > 11% = Turnover down 10 – 20%
- > 6% = Turnover down 20% or more

To see the latest poll visit: www.actsmart.biz/cycles

On the campaign trail



Over the next few weeks we are meeting with members of the Shadow Cabinet to promote the interests of our members and provide input to the Conservative election manifesto on issues regarding small business and independent retail.

For the latest political news and campaigning check out the Political Monitor: www.actsmart.biz/politicalmonitor

Promote your business - Promote your membership

- > Display your ACT window sticker and membership certificate
- > Get Cytech certificates out of the workshop and onto the sales floor
- > Get the Cytech logo on advertising to promote your skills
- > Make sure you have an up to date promotional shop listing on our national database – available to over 200,000 people every month
- > Get an "ACT Member" logo on your website, advertising and stationery
- > Link to our promotional website: www.TheCyclingExperts.co.uk

To request any of the above call us on 08704 288 404 or info@actsmart.biz

Come and see us at the Cycle show
Stand D2e

9-12 Oct 08 Earls Court 1

The profit crunch

Cycle retailers are outperforming the market but we need to work hard to protect profit



Over the past few months our turnover polls have shown cycle retailers consistently growing their sales in a tough retail market. However we cannot afford to lose out on the benefits of recession. This is the time businesses address inefficiencies and get leaner and meaner.

The cycle trade remains obsessed with the sales line, chasing market share at any price. In reality we face less threat than many sectors and we must capitalise on our current position by making sure our income is profitable.

Perhaps the fundamental problem is that too few retailers have sight of their profit and loss on a day to day basis. For every £100k of gross sales we may see just £33k of gross profit with inevitable further price increases putting us under more pressure.

The easiest route to greater profitability is to reduce overheads. Every £1 saved flows straight to the bottom line, but retailers too often bemoan that they haven't the time - to be more profitable!

Every overhead line on the P&L is under pressure and the one we must protect is our people costs. People are our single most valuable USP, our future and what sets us most apart from corporate retailing. So this autumn commit any spare time you have to becoming more profitable and a truly better business.

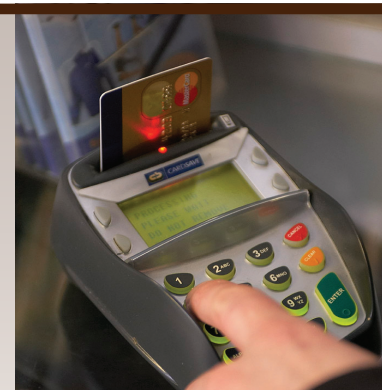
ACT and ActSmart offer a wide range of cost saving benefits to members, covering everything from card processing to insurance, energy, healthcare and retail finance. Contact us to see how we could help you.

Card processing - can we get you a better deal?

Over 400 outlets take advantage of our preferential card processing scheme with HSBC, generating £100 million worth of transactions every year. Could this buying power help you get a better deal?

- > Credit card rates from 1.17%
- > Debit card rates from 16p
- > £15 monthly terminal rental
- > No set-up fee
- > No need to bank with HSBC

These rates are also available to suppliers. If your annual credit card turnover exceeds £300k we'll set-up a direct negotiation which could help you get lower rates.



"We saved £1000 by switching to HSBC", Bunnys Bikes, Nottingham

For further details call us on 08704 288 404 or visit www.actsmart.biz/cycles/cards

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Trade website:
www.actsmart.biz/cycles

Public website:
www.TheCyclingExperts.co.uk

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