



In this newsletter we continue our well received article by the much respected, and now infamous, academics, professors Nots O Smart and M A Kaloss. With the upcoming Ashes cricket tour we preview our tipping competition. Having decided to exit spring, engineers and tooth washers we have some great deals to clear the last of the stock.



If you have any comments on our newsletter or suggestions for future content then please contact us at marketing@holdite.com.au



We have been exiting our limited range of washers for a little while. Below are a few of the more popular sizes that we still have in stock. The pricing is well below current levels so there are some bargains to be picked up. The pricing is already locked in so there is no need to make a special reference. Just add any lines to your next order. If you would like to see the full list just ask next time you ring or contact us at sales@holdite.com.au.

Code	Description	Pack Qty	Stock	Price/100
WIF5161	5/16x5/8x18g Washer Z/P	200	48,000	\$0.66
WIM121	1/2x1 1/2x14g MUD Z/P	200	23,000	\$3.00
WMF101	M10x21.x1.6g Washer Z/P	200	69,000	\$0.64
WMF8	M8x17.x1.2g Washer Z/P	200	173,000	\$0.40
WMF121	M12x24x2.5g Washers	200	9000	\$1.12
WMS12	M12 Sp/Washer (4.0x2.5)	200	15000	\$0.56
WMS16	M16 Sp/Washer (5.2x4.0)	200	14,000	\$2.68

The Nylox Gal Nylon Insert Nut Ashes Series Tipping Competition

We will be giving you the opportunity to win two cartons of beer (\$80 gift voucher). All you have to do is predict who is going to win the first test and guess how many runs Australia will score in their first innings.

We were going to ask how many runs a particular batsman would score but this far out who knows who is going to play? Michael Clark's back is still dodgy, there is no shortage of pubs providing plenty of



opportunity to punch someone on the nose and are the players handing in their homework?

To enter just click on marketing@holdite.com.au type Australia, England or draw plus the Australian first innings score. Closest to Australia's first innings total wins, assuming you picked the correct result. Alternatively write your entry on the bottom of any orders you fax to us. There is a group tipping sheet available just request it by email or the next time you call. Anyone who works for a merchant customer of Holdite may enter.

For the duration of the Ashes series
M12 Galvanised nylon insert nuts \$6.00/100
M24 Galvanised nylon insert nuts \$65.00/100

Small Business and the Current Economic Climate

In our last newsletter we published the first part of an article by professors Nots O. Smart and M.A.Kaloss, looking at bankruptcy as an alternative to struggling to run a business in these tough times. The response was quite surprising and by popular demand here is the second instalment.

In the last issue we examined how pricing plays a critical role in the slide to bankruptcy. Other factors play a considerable role and here we look at staff training and experience. Remembering we are trying to go broke so we do not want to retain customers and certainly not those who do not buy on price but prefer quality and service. As with pricing some simple steps can point you in the right direction:

1. Do you advertise your experience and knowledge in the industry? This must stop. Customers will think you know what you are talking about and come back again. You have to compete with the people down the road with no industry experience.
2. Are you sourcing hard to find products with ease? There you go again showing your competitors in a bad light.
3. Does your warehouse staff take pride in a close to zero error rate? This sort of attitude will not drive customers away. You cannot go broke so easily if you develop loyal customers.
4. Staff training has to stop. Competence throughout the business will have the wrong affect. The last thing you need if bankruptcy is the goal, is to establish a reputation for service, reliability and efficiency.
5. Staff loyalty. Are you looking after your staff too well. If you do not turn them over with great regularity you will end up with a group of people who know what they are doing – it won't help you go

The combination of these points with those on pricing will go a long way to achieving the stress free world away from red tape, bad debts, freight, rising costs, staff, competition, suppliers and customers. Of course how you pay your bills when you are bankrupt brings on a whole new world of stress. How you cope with that brave new world is well beyond the skills of professors Nots O. Smart and M.A.Kaloss.