

Dear (Mr Mxxxxx)

How's business? And how much do you reckon your company's worth?

We've identified your company as a Top 100 performer in the UK Motor Dealers sector. You're one of the 100 leading companies whose financial performance and valuation is included in the latest Plimsoll 'Top 100 Analysis – Motor Dealers'.

You don't need me to tell you that success in business is all about making the right decisions. And this depends on having financial facts and figures that are accurate, up-to-date and ACTIONABLE.

Are you planning to sell your business in the near to mid-term? Maybe you're looking for a suitable acquisition target? Or, in the short term, you'd like to identify financial strengths and weaknesses either in your own company or in close competitors?

Whatever your plans, successful company Directors across the UK rely on Plimsoll's Top 100 Analysis to give them the financial information they need to make strategic business decisions.

The 'Top 100 Analysis – Motor Dealers' combines financial appraisal and company valuation in an easy-to-use graphical format which can be understood at a glance – even by those with no accountancy background!

So what's so special about the 'Top 100 Analysis – Motor Dealers' - and how can it help your business?

Plimsoll Major Company Analyses are the most comprehensive and respected publications of their type in the UK. The **'Top 100 Analysis – Motor Dealers'** is no exception. Covering the top 100 companies in your sector, the contents fall into two main areas:

- You can cherry-pick from 17 performance indicators in the **Sector Analysis** section. These include areas such as 'Best Trading Partner', 'Best for Gross Profit', 'Adding Value', 'Efficiency' and more.
- The **Company Analysis** section provides a detailed two-page summary of the financial performance for each company. As always, we include the past four years' accounts, identify potential takeover targets and, new for this year, we give advisory performance projections for the year ahead to generate optimum performance levels and, therefore, the best company valuations.

These are just some of the useful facts and figures on which you can base those major STRATEGIC decisions that could affect the long-term future of your company.

To give you an idea of the ***scope*** of all this information, here are some extracts from this year's **'Top 100 Analysis – Motor Dealers' for Wxxxxxx Group Ltd:**

- You are now the 69th largest
- You are the 57th most profitable
- You are named as an exceptional performer in 4 categories
- There are 5 companies that would make good acquisitions
- Slight 'tweaks' to your business could see its value rise

Remember, these are just a few extracts. The detail contained in the Analysis is far greater – both for your company and the 99 competitors listed with you! With the usefulness of this data extending into so many areas, its price of £000 is remarkable value for money for such a powerful strategic tool.

I would go even further and say that the 'Top 100 Analysis – Motor Dealers' is potentially worth many times its £500 face value - and is an investment which could easily pay for itself many times over!

TO ORDER: Simply sign the enclosed Order Form and fax it back on 01642 62xxxx. Order today and I will also include a FREE analysis of the 2,000 companies in your sector that did not make the Top 100!

Kind regards

David Pxxxx

Senior Analyst

PS. Order today to receive an analysis of the next 2,000 companies in your sector ABSOLUTELY FREE!

PPS. Your FREE bonus includes those 'rising stars' knocking on the door of the Top 100 – and you may even spot some enticing takeover targets!

HOW IS EACH COMPANY IN THE PLIMSOLL 'TOP 100' ANALYSED?

**Our approach goes behind the data to show you
what's REALLY going on with your competitors!**

You need the truth. How else can you make the BIG DECISIONS that could change your company's fortunes for years to come?

If you missed a rare opportunity to take your company to the next level, your fellow Directors wouldn't be too happy. Neither would your shareholders.

Companies thrive on momentum. The information in the Plimsoll **'Top 100 Analysis – Motor Dealers'** gives you the wheels to move forward:

- It gives you ACTIONABLE DATA. Facts and figures that will really make a difference.
- With the new Plimsoll Top 100 Analysis, you will be in possession of essential information about every major competitor in your sector.
- We're talking about PRICELESS INFORMATION that comes in a detailed two-page graphical format for every single competitor.
- The data is completely up-to-date and looks at each company's financial performance over the last four years.

It's time to take a closer look at how the Plimsoll 'Top 100 Analysis – Motor Dealers' can REALLY pay dividends...

In today's world, information is power. With high quality information at your fingertips, a world of opportunity opens its doors. Here are just some of the ways the Plimsoll Top 100 Analysis takes raw data and turns it to your advantage:

SWOT Analysis – with a killer difference...

The facts and figures contained in the Top 100 Analysis are all about opening doors to new opportunities. Being aware of the strengths and weaknesses of your competitors (as detailed in the Analysis) will form the basis of a new business strategy. It will catapult you into a position of commercial strength. Suddenly, you will have nothing less than an amazing secret weapon!

A red or rosy future? 3 ways to improve performance...

The Plimsoll Model projects the potential performance of every company over the next 12 months. This is based on previous years' accounts and uses one of three 'future business plans':

- **'Expansion'** for high-flying companies
- **'Consolidation'** where a company needs to reduce costs and improve overall profitability
- **'Tweak'** where small changes could deliver decent returns on assets employed

In all cases, of course, improved performance leads to optimal company value.

100 Company Valuations – What this means for you...

Knowing the approximate value of your company is always useful if you're thinking of selling up. To know the value of competitor companies, on the other hand, is worth its weight in gold!

The '**Top 100 Analysis – Motor Dealers**' suggests 5 'best fit' acquisition prospects - although other companies with equally suitable profiles may be identified elsewhere in the Analysis.

High quality information strengthens your hand – whether you're buying OR selling! – and places you in a better bargaining position. With such large sums of money involved (not to mention 'emotional capital'), the information provided by the Top 100 Analysis is invaluable.

PLEASE NOTE: Valuing companies is not a perfect science and – as with all data provided by Plimsoll – we would always urge you to seek professional accountancy advice before acting on any of our information.

'TOP 100 ANALYSIS - MOTOR DEALERS' – **EXTRACTS RELATING TO YOUR COMPANY AND ITS MARKETS**

As a Director of one of the Top 100 companies in the UK Motor Dealers sector, imagine how useful it would be to have a whole range of strategic financial information to hand.

To give you a taste of what to expect in the Top 100 Analysis, I have separated out the findings for WXXXXX GROUP LTD and the Top 100 companies in the Motor Dealers market:

A Summary of the Key Findings for **WXXXXX GROUP LTD**

- WXXXXXX GROUP LTD is now the 69th largest company in the UK Motor Dealers industry
- Your company is now also the 51st most profitable
- Your company has been named as an 'Exceptional Performer' in 4 categories
- 5 companies have been identified as the best acquisition targets
- The 'Future Plan' we have included shows how to increase the value of your company by 10% over the next 12 months.

'At-a-glance' Details of the **Top 100 Companies in Your Sector**

Latest results indicate that the growing domination of the Top 100 companies in the UK Motor Dealers industry is being driven by a group of 25 companies. These companies are growing faster than the other 75 companies and are taking

greater control of the market. The following are some of the key findings for the Top 100 companies as a whole:

- 25 companies have grown by more than 30%. These companies represent most of the increasing control the Top 100 companies exert over the rest of the industry.
 - In contrast, average growth among the Top 100 companies as a whole is 6.5%. What are these fast-growing companies doing so differently?
 - 13 companies are named in the analysis as 'The Best Trading Partners'. These are the best performing companies in the UK market.
 - The flipside of this is that many of the other companies are feeling the squeeze. Already, 23 of the Top 100 companies are now in danger and need to make changes to arrest the slide.
 - As the competition heats up, 28 companies are falling by the wayside. These companies are actually selling less than 12 months ago.
 - 28 of the Top 100 companies are sacrificing profits in the pursuit of market share. These companies are currently selling at a loss.
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SO WHO ARE PLIMSOLL?

For over 20 years, we've been providing expert solutions in financial analysis. What sets Plimsoll apart is our ability to present complex facts and figures in an easy-to-understand graphical format.

That means busy Directors, Managers and Company Owners can make important business decisions using up-to-date, accurate and easily accessible information.

Our company name 'Plimsoll' was inspired by Samuel Plimsoll who introduced a safe loading line – the 'Plimsoll Line' – for merchant ships in the 19th century. A century and more later, our founder applied the same principle to financial analysis.

Providing early warning signs of financial danger within a company is a concept that everyone in business understands. Recognising that, the Plimsoll Model was developed to deliver easy-to-understand financial analysis that requires no accountancy knowledge.

Since 1986, the company has developed and refined its range of services to meet the ever-growing demands of busy decision makers. Now into our third decade, Plimsoll is going from strength to strength.

We recently moved to a stunning new riverside development in north-east England, enabling us to house a workforce that's growing rapidly as 'Plimsoll power' spreads across the globe!

For more information, visit the Plimsoll website: <http://www.plimsoll.co.uk>

(Testimonials/quotes)

Print relevant quote on envelope.

Also use with mailer contents ie. on letter and other information sheets.

(Order Form)

ORDER YOUR TOP 100 ANALYSIS TODAY

***The 'Top 100 Analysis – Motor Dealers'
is available NOW for only £000!***

Order today and get a FREE analysis of the other 2,000 companies that did not make the Top 100 this year.

Remember: it's worth taking a look at those 'rising stars' who are knocking on the door of the Top 100. And don't forget the dozens of possible takeover targets!

TO ORDER:

1. SIGN & DATE BELOW

2. FAX BACK TO 01642 xxxxxx

Your Details: (Please check your details and amend if necessary)

Mr K J Mxxxxx
WXXXXX GROUP LTD
Cinster Road
Dorset

Signature:.....

Date:.....

Telephone No. (for courier purposes only).....

14-DAY MONEY-BACK GUARANTEE

If you have any problems with the Report, please do not hesitate to contact me.
In the unlikely event that we cannot solve the problem, the Report comes with a
14-day money-back guarantee.

Disclaimer etc.
