

Accounting for Market Gardeners



HYDE COOPER WELLS
A C C O U N T A N T S

"Build your Business ... Grow your Wealth"

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"Having an accountant who understands the mechanics of the horticulture industry can potentially give you a commercial advantage. Over the years our team of accountants have mentored dozens of market gardeners through the various stages of their business life cycle, from start up right through to sale. They bring experience, technical knowledge and most importantly, an intimate understanding of your industry to the table."

Malcolm Wells - Director

Running a market gardening business requires patience, skill and knowledge. It can be physically demanding to plant, produce and harvest vegetables, fruits, flowers and other plants on a commercial scale. There are also environmental considerations plus you might need to negotiate with wholesalers, restaurant owners and the public. It can be tough given the seasonal factors but having an accountant who understands your business can give you a competitive edge. Our Principal, Mal Wells was raised on a dairy farm so he understands the seasonality, risks and issues confronting market gardeners.

Of course, the growing importation of fruit and vegetables into this country has placed further pressure on prices and production costs seem to always be on the rise. Many market gardeners are worried that locally grown produce will slowly be replaced on the supermarket shelves by cheaper imported food from New Zealand, China and the US.

If you're thinking of starting your own business as a market gardener there are numerous issues to consider. As business start-up specialists we can help you with everything from your branding to your business structure, site selection, lease, business plan and cash flow budget. One of our biggest points of difference compared to other accounting firms is our marketing expertise and we believe marketing could be the difference between gloom and boom for most business owners. We can assist you with your branding, website design and construction and even help you with the production of your videos and social media campaigns. You'll find we are not your average firm of accountants who just 'keep the score' and we are here to help you accelerate your business and financial success.



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"As accountants we operate in a crowded market place. We recognise the fact that your marketing can be the difference between gloom and boom whether you sell your produce at markets, online, direct to restaurants or even schools. In fact, it's our services beyond compliance that really distinguish us from other accounting firms."

Malcolm Wells - Director



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Here at Hyde Cooper Wells we are different to most accounting firms because we view the tax return as the start of the client process, not the end. We want to help you minimise the time and cost associated with bookkeeping and tax 'compliance' work so together we can spend more time working ON your business and your marketing.

We are advocates for cloud accounting solutions and ultimately our mission is to help you fast track your business success with a range of tailored accounting, financial, tax and marketing solutions including:

- Start-Up Business Advice for Market Gardeners
- Advice regarding the Purchase or Sale of your Business
- Tools including the Start-Up Expense Checklist and Templates for a Business Plan, Cash Flow Budget, Letterhead and Business Card
- Advice and Assistance with the Establishment of Your Business Structure
- Tax Registrations including ABN, TFN, GST, WorkCover etc.
- Preparation of Business Plans, Cash Flow Forecasts and Profit Projections
- Accounting Software Selection and Training (Xero, MYOB etc.)
- Preparation and Analysis of Financial Statements
- Preparation of Finance Applications
- Bookkeeping and Payroll Services
- Tax Planning Strategies
- Marketing Assistance including your Branding, Brochures etc.
- Website Advice & Assistance - Development, Content and SEO
- Wealth Creation Strategies and Financial Planning Services
- Market Gardening Industry Benchmarking and KPI Management
- Vehicle & Equipment Finance (Chattel Mortgage & Lease)
- Payroll, HR Advice & Employee Relations and Workplace Laws
- Advice & Assistance with Pricing your Services
- Recession Survival Strategies
- Advice regarding Business & Risk Insurances
- Business Succession Planning



No task is too big or too small for the team here at Hyde Cooper Wells and if you're a committed and ambitious business owner we invite you to book a FREE, one hour introductory consultation to discuss your business tax, marketing and financial needs.

Call us today and let's get to work on your business so it's more profitable, valuable and saleable.