



Your success is our business

Case Study

Impulse Entertainment is not your average SME business. You can tell that as soon as you walk in the front door and see photos in the reception area of the team enjoying great times together at their annual conferences in Hawaii, New Zealand and Disneyland.

The offices are modern, stylish and after a quick tour, you can tell why the team is happy working there. A beautifully appointed gym (complete with personal trainer and yoga classes every week), a café area with a chef preparing fresh meals daily, and a fully carpeted and air-conditioned warehouse, are just the beginning.

Trevor Thompson, Owner and Director of Impulse Entertainment has thoroughly enjoyed building this business from the ground up over the past 10 years. They are now the leading general distributor to main stream music suppliers, convenience outlets and service stations across Australia.

When he first began the business, Trevor was working from home with one other person (his business partner at the time). He travelled the majority of the year and gradually built up the business despite fierce competition and changes in technology.

Now he has a state-of-the-art office and warehouse facility (with room for further growth) and a team of 52 strategically placed around Australia. And with Impulse Entertainment on track to break revenue records this year, Trevor has every reason to celebrate his business success - he's worked very hard to get where he is today.

Trevor has been working closely with Colin Wisemantel, Director of PCS from the very beginning, being referred to Colin by his business partner. "Colin is a great guy - very personable, committed and really understands the needs of small business."

PCS has helped Trevor grow the business by providing advice and acting as a sounding board for making decisions such as dissolving a partnership, looking at buying other businesses and moving and investing in

premises as they outgrew them. PCS have provided sound tax planning advice and compliance services as well as advice on other areas of his business - including introducing external consultants to help with human resources issues as an example.

"I very much consider PCS to be our partners in business. Your accountant should understand your business issues and provide proactive advice to help you move forward strategically."

Trevor says, "I very much consider PCS to be our partners in business. Your accountant should understand your business issues and provide proactive advice to help you move forward strategically. As a small business owner you have to have someone to bounce ideas off, ask for a second opinion and get proactive information on taxation and financial issues affecting your business. If I've got a problem or need advice, I'd call Colin."

Trevor's life partner Dy is also on the team as Finance Officer and son Craig has recently joined as Financial Controller, working closely with the team at PCS, "I find PCS to be approachable, honest and dependable in their advice and service. I like that there is no pretence and they give it to me straight."

Trevor is working towards removing himself from the business as he looks to exit in a few years time. Working closely with General Manager James Livesey, he is mentoring his team and is very focused on the business remaining a market leader. He's currently getting ready for this year's conferences in Darwin and Dubai and making plans for Kuala Lumpur next year.

If you would like to learn more about the services PCS offer and how they can work with you to achieve *your* business objectives, please contact Marie for a complimentary, obligation free meeting on 07 3255 6511 today.