

Berkhamsted based Accountants and Business Advisors, Rickaby & Co, were thrilled with a recent testimonial received from clients Beth and Beej Parmar of The Valiant Trooper, an award winning pub and restaurant in Aldbury, near Tring (www.thevalianttrooper.co.uk).

The firm had been working with Beth and Beej to help them develop their business and determine where they would gain the greatest returns, whether that investment was financial or purely in time terms.

Having utilised Rickaby's business modelling software to identify the main focus areas for the next twelve months, Beth and Beej were able to change many of the variables by small amounts to see the effect these changes could have on their business and its profitability.

The final paragraph of the testimonial was a ringing endorsement of the service provided and the relationship that had developed between all parties involved: '[Rickaby & Co] are so much more than just another firm of accountants – they have helped us to understand our business and what drives our profitability. I have no doubt that if we had not used their services over the past months, we would not be in the position we are today.'

Since receiving the glowing testimonial, Chris Baranov and his team have been appointed to act on behalf of several similar businesses and are relishing the opportunity to help their owners fight back at a time when so many pubs and restaurants are closing their doors.

'If pubs and restaurants really understand their business and where their profit areas could be, it is possible to flourish, even in the current market. Our free consultations, coupled with our supportive, honest approach are proving very popular amongst both landlords and restauranteurs who really want to be successful.' says Chris.

Rickaby & Co can be contacted on 01442 873236 or via their website at www.rickaby.co.uk