

Spending money to make it

WHEN you think you have got a good product the trick is to market it and sell it. Atlantic Global, the Cleckheaton-based business software company, has pinned its future on doing both.

Apart from the specialist area of accounting, Atlantic Global says it can do everything else. In particular, it can take in time management, expense and planning and also manage contractors, risk and information.

Its Corporate Vision product works out this sort of detail and puts it on a plate for senior managers who need to have a more strategic view of the business.

Spending on sales and marketing can have an effect on the bottom line. Atlantic almost doubled its spending on these items to £392,000 in the half to June 30, according to figures out yesterday. There's another £500,000 earmarked for the second half.

The upshot was underlying taxable profits of £212,000 against £322,000 last time. There's no interim dividend but there is promise of a final.

The shares finished down around 17 per cent at 49.5p, well off the year high of 84.5p with full-year expected of above £400,000, well adrift from last time's £676,000.

The company is going through a tough period. If it is to grow it needs to beef up marketing and sales. In the short term, this costs money.

Atlantic Global has always believed in its products. New management in key areas will be expected to deliver. Chairman David Cox says on marketing: "It's not too much of an exaggeration to say we've had to start again."