



Business Advisory

C&N Business Advisory

'Tailored business improvement solutions through proactive and practical advice...'

Business Improvement

Marketsure, is a family owned marketing company, in existence for several years, but was in financial difficulty and faced closure if something was not done.

Problem: the company had severe cash flow and profitability problems, and faced liquidation soon after the client approached us.



C&N Business Advisory commissioned an Enterprise Connect Business Review in order to receive a free consultation for the company which couldn't pay for it. The review highlighted several pressing issues, including:

- Lack of a strategic plan
- Lack of governance and accountability
- No manufacturing quality control
- Poor HR policies and procedures
- No real sales and marketing strategy
- Poor book keeping and financial reporting

Once the review was complete, C&N Business Advisory facilitated a Grant to allow our engagement to implement the Review's Action plan.

Results: We worked with the client for a year and achieved a remarkable turnaround in strategy and governance, accountability, wastage control, sales and marketing strategies and financial performance. The company is now making a profit and has improved cash flow. We continue to work with the business owners as mentors.

The engagement of C&N Business Advisory allowed the company to have a professional review of its current position at no cost to it and then to obtain a grant to allow it deal with the issues it faced. These actions have seen the business turn around and build into the future on a solid structure

Virtual CFO

XYZ Winery recently acquired a manufacturing Winery and associated Cellar Door as signature outlet for its product.

Problem: the owners had extensive experience in hospitality, but none in manufacturing. They needed a financial controller to create processes and bring some order to the company, and to help it grow.

C&N Business Advisory introduced

- Stock Control
- Cost Control
- Budgetary Control
- New job control software with associated financial reporting
- Governance process allowing a meeting / communication process and accountability
- Reporting process so the Directors could see progress

Results: Business now has structure, accountability, stricter accounting controls, and a reporting process. It also has a Strategic Plan which all employees are aware of, and can follow.

The employment of C&N Business Advisory brought structure to the business and allowed the business to grow and prosper

Succession

ABC Equipment Hire is a family owned and operated company.

Problem: The father wants to retire but he is not confident that his sons can take over the reins. They needed to bring in someone independent to try and make sense of the situation, and create a solution for the family.

C&N Business Advisory:

- Analysed the business structure
- Discussed with all family members their role, present and future
- Created job or position descriptions for senior personnel
- Built a business plan for future operation of the business

Results: The business now has a plan that all family members are familiar with and each senior member has a position description that they are happy with. In this case the business also employed an independent General Manager reporting to a Board of family members. The engagement of C&N Business Advisory as an independent arbitrator allowed the business to create a path into the future and stopped the slow destruction of the family business, not to mention the family.

Please call 1300 250 122 or visit www.chan-naylor.com.au for more information

CARING FOR YOU, YOUR FAMILY & BUSINESS FROM GENERATION TO GENERATION



WE UNDERSTAND BUSINESS OWNERS' NEEDS

We understand that most business owners get bogged down working *in* their business and neglect working *on* their business where they can do most good. That's where our team of qualified professionals (Accountants, Business Consultants, Project Managers, Planners and Analysts) can help.

Working closely with the business owners C&N Business Advisory provides a full business improvement service by reducing waste, improving efficiencies, driving profitability and maximise overall business performance and value.

OUR DIFFERENCE

The C&N Business Advisory difference lies in our proactive and practical approach when providing tailored business improvement solutions.

We are willing to be as involved at any level or degree to suit business requirements. Whether that looks like delivering sophisticated but easy to read diagnostic reports or stepping in to provide hands on management at a strategic, operational or project-by-project level.

We simply do not provide 'advice' and walk away, 'We hold your hand through the journey' as long as it takes and we will even implement the strategies we recommend for your business.

C&N Business Advisory is a division of Chan & Naylor - National Property, Business, Tax-Accounting & Wealth Advisory Group. This gives our clients access to a comprehensive suite of financial services including specialist property and business tax accounting, Financial Planning and Mortgage Brokering within the group Australia-wide.

"The investment that you make in the health of your business is one of the most important investments you will make..."



BUSINESS IMPROVEMENT

- Business Diagnostics
- Vision and Strategy
- Business Planning
- Financial Review
- Process and systems analysis
- Lean manufacturing review
- Marketing plan
- Customer review
- Staff HR help
- Interim CEO / COO / CFO
- Efficiency improvement
- Continuous improvement



MANAGEMENT EXPERTISE

- Hands on Management
- Strategic Management
- Management Reporting
- Operational Management
- Project Management
- Financial Analysis & Forecasting
- Interim CEO / COO / CFO

SPECIALIST INDUSTRY KNOWLEDGE

- Food and Beverage
- Agriculture
- Brewing / Wine / Juice
- Food Processing - citrus / dried
- Not for Profit organisations
- Hospitality
- Transport
- Business Recovery - via receivers / managers

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