**ESS BIZTOOLS’ BUSINESS ADVISORY SERVICES STARTER PACKAGE**

Ideally suited to small accountancy firms looking to provide their SME clients with regular informative newsletters and to follow up with easy to read informational papers.

The "Business Advisory Services Starter” Product Package" includes:

**Package Content:**

1. **Business Advisory Services Training**

(Our Premier Training Package to acquaint you and your colleagues with the **ESS BIZTOOLS’** system. We suggest that you review the material in one hour sessions as soon as possible after you commence your subscription to **ESS BIZTOOLS**)

This is thirteen step training program:

* Introduction to Business Advisory Services
* Getting organised for Business Advisory services
* Offering Business Advisory Services
* Team Training for Business Advisory Services
* Leadership Strategies for Business Advisory Services
* Marketing Strategies for Business Advisory Services
* Review of Product Services that could be Offered
* Use of SME Needs’ Analysis
* Selection of products to be offered Product Champions
* Planning Seminar to launch Business Advisory Services
* Selling Business Advisory Services
* Implementation of Business Advisory Services
* One on One Meetings for Business Advisory Services

1. **ESS Papers**

Access to 343 papers – From the **ESS BIZTOOLS** Library (approximately 550 papers in total - attached is a list of the papers included in the Bronze Package).

1. **Client Seminars/Webinars**

There are 35 Seminars; Bronze subscribers have access to 12.

Seminar Organisation Material:

* The Beginning of Business Management
* Business Bookkeeping
* Business Management – Firm Foundations
* Management of the Business of Business
* Family Businesses
* Buying A Business
* Differentiate Your Business
* Setting Prices and Fees
* Key Performance Indicators
* Characteristics of a Well Run Business
* Introduction to Family Businesses
* Early Stage Innovation Company
1. **Client Mentoring and Coaching Modules**

There are 12 modules; Starter subscribers have access to 4.

* Purchasing or Commencing Business
* Introductory Management
* Preparation and use of Periodic Financial Accounts
* Family Business
1. **Business Plus Newsletter**

(A marketing resource for your firm - each article has a *“call to action”*/commercial information for your clients).

Business Plus+ is produced monthly (February to December) with two additional editions being produced in May - "Federal Government's Budget Effects on SMEs" and "End of Year Tax Planning". Business Plus+ includes information on business development items, which will encourage your clients to use a wider range of services from your accountancy business. We also enclose links to the appropriate **ESS BIZTOOLS** material that contains additional information on the subject matters raised within Business Plus+ for internal reference.

1. **Debtors’ Management**

Debtors’ management is an enormous problem for the majority of small/medium enterprises in Australia.

The Australian “debtors’ days outstanding” is the “longest in the world!”.

This package assists accountants/business advisers to implement strategies to improve Debtors’ Management Systems, thus reducing the investment in debtors and debtors’ days outstanding and contributing to a Cashflow improvement for small/medium enterprises.

1. **Survival In Difficult Times Product Package**

This product package contains a detailed evaluation process based on 38 questionnaires which will enable you to evaluate the performance of virtually any type of business.

1. **Industry Specific Advisory Product Packages**

This package includes calculators for:

* Determination of charge out rates for Tradies to assist in generating targeted profits.
* Retail pricing calculator to facilitate an analysis of product mixes and mark-ups to assist retailers to generate targeted profits.
* Professional services firms charge out rate calculators to assist professional firms to calculate charge out rates sufficient to generate targeted profits.
* Business Health Checks – for five business groups at present.
* Clothing Retail
* Commercial Building Industry
* Pharmacy
* Supermarkets
* Road Transport
1. **SME Debtors’ System Manual**

This product package assists accountants/business advisers to professionalise the management of debtors for small/medium enterprise clients.

Conduct a Due Diligence Review periodically and update the manual or mentor your client’s team members as required.

1. **Training**

**ESS BIZTOOLS** will provide **2 x 1 hour** training via Zoom for an individual firm.

Business Advisory Services Implementation Training - commencing in mid-June to be delivered 12 times in the year - a monthly article, video, website article and links to supporting **ESS BIZTOOLS’** papers, seminars/webinar material to give your firm an ongoing selection of Business Advisory Services that you could promote and offer to your clients/prospects so that you are proactively delivering information to alert your clients that you’re delivering Business Advisory Services to assist them in their businesses.

Business Advisory Services Briefing (a monthly 30-minute Zoom conversation on “Business Advisory Services”.

Members’ Webinar (a monthly training update on Business Advisory Services and Government Grants for businesses).

1. **Members’ Alert**

Our monthly special newsletter to our members.

1. **Money Back Guarantee**

If after 60 days, you are not completely satisfied with **ESS BIZTOOLS**, we will gladly refund your subscription.

**PRICE:**

* 12 monthly payments of $219 per month (inclusive of GST) (Totalling $2,628 inclusive of GST)

**or**

* Up front discount subscription for twelve months $2,100 (inclusive of GST)

Should you require additional support or assistance **ESS BIZTOOLS** will provide the following:

1 hour Training Session**: PRICE: $440 (inclusive of GST)**

3 x 1 hour Training Sessions: **PRICE: $1,221 (inclusive of GST)**

6 x 1 hour Training Sessions: **PRICE: $2,376 (inclusive of GST)**

12 x 1 hour Training Sessions: **PRICE: $4,488 (inclusive of GST)**

**BUSINESS ADVISORY SERVICES STARTER PACKAGE**

**ACCESS TO PAPERS**

001 - Beginning in Business

001-001 - Small Business Overview

001-002 - Pitfalls In Starting A Business

001-003 - Business Set Up And Purchase

001-004 - Rating Chart To Assess Your Strengths And Weaknesses

001-005 - Who Can Assist Small Business Operators?

001-006 - Have You Got Enough Money To Go Into Business

001-007 - What Makes A Business Successful?

001-008 - Small Business Restructure Rollover

001-015 - Co-Ownership Agreements

001-020 - Hints On Buying A Small Business

001-031 - Payroll Tax

001-032 - Land Tax

001-033 - Introduction To Insurance

001-050 - Sources Of Finance

001-060 - Weekly Performance Estimate Reports

001-070 - Purchasing A Business Checklist

002 - Bookkeeping Systems



003 - Business Entities

003-001 - Business Structures

003-010 - Sole Trader

003-015 - Partnership

003-020 - Discretionary Trusts

003-025 - Unit Trusts

003-030 - Companies Incorporated Before 30th June 1998

003-035 - Companies Limited By Guarantee

003-040 - Companies

003-041 - Unlisted Public Companies

003-045 - Early Stage Innovation Companies

003-046 - Self Assessment For Early Stage Innovation Company

003-047 - Participant's Workbook for ESIC Seminar

03-055 - Crowd Sourced Funding - Equity Raising Overview

003-056 - Crowd Sourced Funding - Post Capital Raising

003-070 - Associations Incorporation Act

004 - Business Systems

004-001 - Why Keep Records?

004-002 - Stationery, Books And Filing Checklist

004-003 - Using A Computer For Record Keeping

004-010 - Business Records

004-011 - Systems Required To Obtain A Taxation Deduction For Motor Vehicle Expenses

004-020 - Records Required For Financial Year End

004-040 - Flowchart Of Retail Business Operations

004-060 - Systems For Business

004-070 - Internal Control and Systems Review

005 - Accounting Reports & Terminologies

005-001 - Accounting Terminology

005-002 - Ratio Analysis

005-003 - Working Capital Control

005-005 - Sundry Debtors

005-010 - Work In Progress

005-011 - Stock Management

005-015 - Trading And Profit And Loss Statement

005-016 - Trading And Profit And Loss Statement Ratio Analysis

005-025 - Balance Sheet

005-026 - Balance Sheet Ratio Analysis

005-030 - Statement Of Source And Application Of Funds

005-033 - Interpretation Of Financial Accounts

005-035 - Budgets And Cashflow Forecasts

005-036 - Cashflow Management for SMEs

005-050 - Management Departmentalised Accounts

005-051 - Profit Centres For Owned Premises

005-060 - Sundry Creditors

005-080 - Bank Account

005-090 - Loans

005-091 - Hire Purchase Agreements

005-092 - Leases

005-093 – WorkCover

005-095 - Provision For Personal Leave and Holiday Pay

005-096 - Provision For Long Service Leave

006 - Operating A Successful Business

006-001 - Personal Leadership Capacity And Development

006-010 - Break Even Calculation

006-036 - What Makes You Different - Your Competitive Edge

006-073 - Introduction To Key Performance Indicators For SMEs

006-074 - Using Key Performance Indicators To Create Value For SMEs

006-075 - Performance Measures For Key Performance Indicators

006-076 - Check List For KPIs That Might Be Suitable For A SME

006-077 - Sample of KPIs

006-080 - Characteristics Of A Well Run Business

006-081 - Steps Needed To Achieve Business Success - An Overview

006-085 - Business Evaluation for SMEs

006-090 - Benchmarking For SMEs

007 – Media

007-001 - Creating Effective Media Relations

008 - Marketing

008-001 - Marketing - An Overview

008-005 - Marketing Yourself - Key Points

008-010 - Direct Marketing

008-040 - Marketing For Small Business

008-050 - Development Of A Marketing Plan

008-060 – Sponsorship

009 - Business Planning

009-001 - Business Plan Overview

009-003 - Business Planning Benefits And Suggestions Re Preparation

009-005 - Guide To The Preparation Of A Business Plan

009-006 - Why Do Strategic And Business Planning?

009-008 - Business Plans - Key Points To Be Included

009-010 - Planning Your Business - Small Business

009-020 - Planning To Succeed

009-021 - What Is A “Swot” Analysis?

009-053 - Sundry Work To Be Undertaken As Part Of The Business

009-070 - Monitoring Implementation Of The Business Plan

009-080 - Writing The Plan To Make Your Business A Winner

009-081 - Use Of The Business Plan Questionnaire To Assist In Writing The Business Plan

009-082 - Strategies For Making Profits

010 - Family Businesses

010-001 - Family Businesses - What Are They?

010-005 - Family Businesses - Making Them Work

010-006 - Planning The Family Business

010-007 - Family In The Business

010-010 - Disputes In Family Businesses

010-011 - Marriage Breakdown - Effect On Family Businesses

010-020 - Business And Family Investments

010-030 - Directors Of Family Companies

010-036 - Bringing In Outside Management

010-060 - Business Structures For Family Businesses

010-064 - Family Charter/Constitution

010-066 - Estate Planning In Family Businesses

010-067 - Retirement Planning In Family Businesses

011 - Banks And Financiers

011-001 - Banks And Financiers - An Overview

011-010 - Finance Applications

011-020 - Relationship With Banks And Financiers

012 - Taxation

012-001 - Taxation In Australia - Introduction

012-005 - Australian Business Number

012-009 - Research And Development Tax Incentive

012-011 - R and D Eligibility Check List For Tax Incentive

012-015 - Tax Planning For Business People

012-016 - PAYG Withholding Payment To Employees

012-017 - PAYG and Labour Hire Arrangements

012-018 - PAYG Voluntary Agreements

012-019 - PAYG Withholding - Payments to Businesses Who Have

012-020 - Capital Gains Tax - Introduction

012-021 - Capital Gains Tax Concessions For Small Business

012-023 - PAYG Instalment System

012-025 - Fringe Benefit Tax - Introduction

012-030 - Turnover Under $75,000 - Specific Taxation Issues

012-031 - Turnover $75,000 to $2m - Specific Taxation Issues

012-035 - Turnover $2M To $20M Specific Taxation I

012-045 - Company Tax

012-046 - Discretionary Trusts - Taxation Treatment

012-047 - Unit Trusts - Taxation Treatment

012-048 - Family Trusts - Rules Applicable To Discretionary

012-049 - Checklist For A Discretionary Trust To Determine Whether It Should Be A Family Trust

012-050 - Tax Assessments

012-051 - Family Trusts - Rules Applicable To Unit Trusts

012-058 -Tax Incentives for Early Stage Investors

012-060 - Planning Can Help You Reduce Income Tax

012-066 - Taxation Time - Records That The Business Systems Should Be Able To Produce

012-067 - Personal Services Income

012-068 - Employee Share Schemes

012-070 - Tax Audits

012-071 - Hints On Handling A Tax Audit

012-072 - Questions To Be Asked By The ATO

012-073 - ATO Small Business Benchmarks

012-075 - Types Of Questions Asked In A Record Keeping Audit

012-076 - Types Of Questions Asked In A Tax Business Audit

012-081 - Tax Planning - Sale Of A Business By An Individual

012-091 - Tax Planning - Purchase Of A Business

012-092 - Buy Sell Agreements Tax Effects

012-095 - Taxation Compliance Questionnaire

013 - Corporate Governance

013-001 - Corporate Governance Issues Affecting SMEs

013-005 - Director’s Checklist

013-010 - Corporate Duties To Be Allocated

013-030 - New Director Information Pack

013-070 - Company Secretary's Duties

015 – Exporting

015-001 - Exporting Overview

015-030 - Austrade

015-070 - Export Finance Australia Overview

016 - Legal

016-001 - What Legal Advisors Can Do For You?

017 - Human Resources

017-001 - Planning To Hire A New Employee

017-002 - Advertising For Employees

017-003 - Why Would Applicants Want To Apply To Your Business

017-004 - Reviewing The Applications

018 – Customers

018-001 - Customer Service

020 - Goods And Services Tax

020-001 - Goods And Services Tax An Overview

020-002 - GST As It Affects SMEs

021 - Business Planning Questionnaire

021-001 - Review Of Business

021-002 - Financial Analysis

021-003 - Business Situation Analysis

021-004 - Business Objectives

021-005 - Resources

021-006 - Uncontrollable Environmental Factors

021-007 - Computers And Other Technology

021-008 - Products/Services/Supply Chain

021-009 - Industry And Market Research

021-010 - Experience

021-011 - Customers/Clients

021-012 - Location

021-013 - Competitors

021-014 - Marketing

021-015 - Advertising

021-016 - Manufacturing

021-017 – Suppliers

021-018 - Quotes/Proposals/Orders

021-019 - Costing

021-020 - Business Pricing

021-021 - Packaging

021-022 - Sales

021-023 - Distribution

021-024 - Operating The Business

021-025 - Exports

021-026 - Staff Development

021-027 - Staff Training

021-029 - Imports

021-030 - Human Resources

021-031 - Debtors

021-032 - Stock

021-033 - Work In Progress

021-034 - Benchmarking

021-035 - Budgets/Cashflow Forecast Preparation

021-036 - Taxation

021-037 - Periodic Financial Accounts

021-038 - Budgets/Cashflow Forecasts Monitoring

021-039 - Bank Relationship

021-040 - Business Funding

021-041 - Organisational Matters

021-042 - Research And Development

021-043 - Insurance

021-044 - Quality Assurance

021-045 - Business Structures

021-046 - Board Of Advice/Directors

021-047 - Advisors

021-048 - Legal

021-049 - Public Relations

021-050 - Business Outlook In Your Area

021-051 - Management

021-053 - Company Administration

021-054 - Annual Review

021-055 - Risk Management/Contingency Plan

021-056 - Sensitivity Analysis

021-057 - Writing The Business Plan

021-058 - SWOT Analysis

021-062 - Succession Planning

021-063 - Personal Plan

021-064 - Business Relocation

024 - Insurance

024-001 - Insurance - An Overview

025 - Time Management

025-001 - Managing Your Time

026 - Superannuation

026-001 - Superannuation An Overview

029 - Risk Management

029-004 - Risk Management - What Is It?

029-005 - Risk Management for SMEs – Introduction

030 - Computers In Business – 3 papers – No Access

030-001 - Computer Terminology

030-005 - Data Security Overview

030-006 - Computer Data Security

036 - Selling A Business

036-001 - When is the Best Time to Sell?

036-050 – Valuation of a Business

037 - Cost Control

037-001 - Cost Control An Overview

037-005 - Accountancy Fees

037-007 - Administration Service Charges

037-008 - Audit Fees

037-009 - Agent's Commission

037-010 - Bank Charge

037-015 - Cleaning

037-022 - Depreciation

037-028 - Electricity

037-040 - Insurance Expense

037-041 - Interest Expense

037-047 - Lease Payments

037-048 - Legal Costs

037-051 - Loss On Sale Of Fixed Asset

037-052 - Land Tax Expense

037-055 - Maintenance And Warranty Agreement Cost

037-064 - Pest Control

037-070 - Rates (Local Government)

037-072 - Rent External

037-074 - Repairs And Maintenance

037-078 - Security Expenses

037-091 - Valuation Expenses

037-092 - Water Rates And Charges

038 - Networking

038-001 - What Is A Network?

038-002 - Introduction To Networking

040 - Investment Readiness

040-001 - Preparation For Investment Readiness

050 - Succession Planning

050-050 - Succession Planning - Why Is It Necessary?

050-051 - Financial Considerations In Succession Planning

050-052 - Succession Problems

050-053 - Management Issues In Succession Planning

050-054 - Financing Succession

050-055 - Checklist For Succession Planning

051 - Personal Property Securities Act

051-005 - Personal Property Securities Register

055 - Professional Selling

055-010 Who Is Your Sales Person?

060 - Non-Government Grants and Assistance

060-011 - Coal Industry Scholarship

014 - Government Grants and Assistance

014-001 - Using Government Grants

495 - Improving Your Bottom Line – 4 papers

495-003 - Identify The Services You Want To Receive From Us

495-011 - Crowd Sourced Funding Equity Raising Package

495-012 - Sick of Borrowing Money Crowd-Sourced Funding Might Be The Answer

500 - Accountancy Business Development

500-001 - Creating Business Advisory Services For Clients

500-002 - Development of a Business Development Enterprise

500-003 - Team Building for a Dynamic Accountancy Firm

500-006 - Management of the Business Development Enterprise

500-010 - Business Development Strategies for Accountants

500-020 - Using The Accountancy Business Development Checklist

500-021 - Fixed Price Agreements For Accountancy Firms

500-030 - Chief Financial Officer's Report on Financial/Management Accounts

500-031 - Chief Financial Officer's Weekly Report

500-051 - Key Performance Indicators for Accountants

500-060 - Marketing Strategies for Accountancy Firms

500-070 - Turning Your Accountancy Business Into A Client Business Centre

500-071 - Future Services That You Can Offer Your Clients

500-072 - Deliver Non-Compliance Services That Add Value

500-073 - From Compliance To Business Advisory Services

500-074 - Opportunities From Digital Disruption

500-075 - How to Earn Fees from ESS BIZTOOLS

501 - Accountancy Business Development Training

501-003 - Introducing a Business Advisory Service Culture

501-010 - Financial Accounts Strategies

501-011 - Preparing Financial Accounts

501-012 - Management Accounts To Deliver Business Development Strategies

501-013 - Business Development Strategies Exercise

501-014 - Best Practice Business Unit

501-015 - Encouraging Client Business Units

501-020 - Work Papers

501-021 - Current Files

501-090 - Preparing A Client To Raise Capital

501-091 - Coaching A Client To Investment Readiness

502 - Accountancy Business Development Activities

502-011 - Approach to a Business Plan Assignment

502-012 - Work Code Numbers For The Preparation Of Business Plans

502-013 - Information Required From A Client To Prepare A Business Plan

502-015 - Business Plan Control Sheet

550 - Business Coaching

550-001 - Advice That Your Clients Want

550-010 - Preparing Financial Analysis Using Software Products

550-040 - Professional Selling for Improved Results

550-060 - Business Advisory Services Readiness

570 - Business Advisory Services

570 - Business Advisory Services Modules – 14 papers

570-001 - Introduction to Business Advisory Service

570-011 - Team Training for Business Advisory Services

570-013 - Marketing Strategies for Business Advisory Service

570-014 - Review of Products Services That Could be Offered

570-015 - Use of SME Needs Analysis

570-016 - Selection of Products to be Offered and Appointment of Product Champions

570-017 - Planning Seminar to Launch Business Advisory Services

570-018 - Selling Business Advisory Services

570 - Business Advisory Services Products - 18 Papers

570-034 - Debtors Management

570-036 - Business Evaluation Workshop

570-040 - Chief Financial Officers Services

570-042 - Business Planning Consultancy

**“ACCOUNTING SERVICES” INCLUDED IN**

**ESS BIZTOOLS BUSINESS ADV ISORY SERVICES STARTER PACKAGE**

| **Service** | **Located:** |
| --- | --- |
| Business Health Check | Included in Item 8 – Industry Specific |
|  |  |
| Management of Costs | Sections and Papers – Section 37Cost Control – 23 papers |
|  |  |
| Government Grants | Sections and Papers – Section 14Paper 014-001 Using Government Grants |
|  |  |
| Business Mentoring | Sections and Papers – Section 006Operating a Successful Business – 12 papers |
|  |  |
| Business Planning | Sections and Papers – Section 009Business Planning – 13 papers |
|  |  |
| Business Planning Questionnaire | Sections and Papers – Section 021Business Planning Questionaries – 59 Papers |
|  |  |
| Business Models | Sections and Papers – Section 500Accountancy Business Development – 17 Papers |
|  |  |
| Budgets | Sections and Papers – Section 005Paper 005-035 – Budgets and Cash Flow Forecasts |
|  |  |
| Cash Flow Forecasts | Sections and Papers – Section 005Paper 005-036 – Cash Flow Management for SMEs |
|  |  |
| Debtors’ Management | Included in Item 6 – Debtors’ Management |
|  |  |
| Work In Progress Management | Sections and Papers – Section 005Paper 005-010 – Work In Progress |
|  |  |
| Inventory Management | Sections and Papers – Section 005Paper 005-011 – Stock Management |
|  |  |
| Risk Management Strategies | Sections and Papers – Section 029Risk Management – 2 Papers |
|  |  |
| Human Resources Strategies | Sections and Papers – Section 017Human Resources – 4 Papers |
|  |  |
| Corporate Governance | Sections and Papers – Section 013Corporate Governance – 5 Papers |
|  |  |
| Succession Planning | Sections and Papers – Section 050Succession Planning – 6 Papers |
|  |  |
| Cash Management | Sections and Papers – Section 002Bookkeeping Systems – 24 Papers |
|  |  |
| Family Businesses | Sections and Papers – Section 010Family Businesses – 13 Papers |
|  |  |
| Exporting | Sections and Papers – Section 015Exporting – 3 Papers |
|  |  |
| Buying A Business | Sections and Papers – Section 001Beginning in Business – 16 Papers |
|  |  |
| Selling A Business | Sections and Papers – Section 036Selling A Business – 2 Papers |
|  |  |
| Leadership | Sections and Papers – Section 006Paper 006-080 – Characteristics of a Well Run Business |
|  |  |
| Dealing With Banks | Sections and Papers – Section 011Banks and Financiers – 3 Papers |
|  |  |
| Capital/Loan Raising and Investment Readiness | Sections and Papers – Section 040Paper 040-001 – Preparation for Investment Readiness |
|  |  |
| Application for Loans | Sections and Papers – Section 011Paper 011-010 – Finance Applications |
|  |  |
| Estate Planning | Sections and Papers – Section 050Succession Planning – 6 Papers |
|  |  |
| Business Valuations | Sections and Papers – Section 036Paper 036-050 – Valuation of a Business |
|  |  |
| Personal Property Securities Register | Sections and Papers – Section 051Paper 051-005 – Personal Property Securities Register |
|  |  |
| Superannuation | Sections and Papers – Section 026Paper 026-001 – Superannuation An Overview |