
ESS BIZ TOOLS – ADVISORY INTRO PRODUCT PACKAGE

We have pleasure in submitting an overview of the contents of the **“ADVISORY INTRO PRODUCT PACKAGE”** developed by **ESS BIZTOOLS**.

The **“ADVISORY INTRO PRODUCT PACKAGE”** is designed to assist bookkeeping and accountancy firms to offer a range of **ADVISORY SERVICES** to assist SMEs, Charities, Not-For-Profit, Sporting Organisations to improve their business operations and **“scale up”** if that is the Organisation's strategy.

Included within the **“ADVISORY INTRO PRODUCT PACKAGE”** is a range of resources including:

A. PREPARATION FOR ADVISORY DELIVERY

- **“ADVISORY INTRO”** training resources to assist with the introduction of **“Advisory Services”** to your team
- SME Needs Analysis
- Client profile form particularly as it relates to the delivery of advisory services
- Library of articles that a member can badge and send to clients (300 papers covering 50 subject headings)
- Articles that can be used by a member to market/promote specific services to the member's clients and prospects
- SME mentoring and coaching resources
- SME seminars for members to deliver (if they wish)
- BUSINESS PLUS + newsletter (a monthly promotional newsletter for members to badge and send to clients and prospects – a promotional activity for the delivery of advisory services)

B. UNDERSTANDING YOUR CLIENT FROM AN ADVISORY VIEWPOINT

- The delivery of advisory services requires an in depth knowledge of your client's affairs. In our experience this in-depth knowledge might not have been developed from bookkeeping and taxation compliance services.

Our suggestion is that you conduct a **“Due Diligence Review”** of your client's affairs to gain a **“1 INCH WIDE / 1 MILE DEEP KNOWLEDGE OF YOUR CLIENT'S BUSINESS”**

- Due Diligence Review on business operations utilising the **“Due Diligence Review Product Package”** developed by **ESS BIZ TOOLS**
- Proposal and Quotation Forms for the supply of various services including quotation checklists
- Business Plans are as important for business people as maps are for tourists. We recommend that you discuss with your client the benefits of allocating some **“quality time”** for a review of the business operations, aspirations of the owner, for the preparation of a Business Plan. The **“Advisory Intro Product Package”** includes the introductory business planning material to assist you in this process.

C. PREDICTIVE ACCOUNTING REPORTS

- Predictive Accounting Reports comprise:
(NB – This product package does not include a subscription for a Budget and Cash Flow Software Package. **ESS BIZTOOLS** has an arrangement with PlanGuru Inc a leading developer of budget and cash flow software developed by an accountant. We can introduce you to the PlanGuru representative in Australia if you wish. The PlanGuru software is a component of the **ESS BIZTOOLS Financial Forecasting Package**.)
- **Budgets** for all business operations
Review of Chart of Accounts to ensure items included in Budget Forecasts are the same as within the Financial Accounts \.
- **Key Drivers** of important subaccounts:
 - team members – salaries – fringe benefits
 - raw materials inventory requirements
 - energy requirements based on production targets
 - completed stock inventory
 - sundry debtors
 - work in progress
 - sundry creditors
 - capital expenditure projects
 - research and development activities
- Cash Flow Forecasts
- Projected Balance Sheets

D. BUSINESS SYSTEMS

- 52 Week Business Enhancement System
- Bookkeeping System Review
- Internal Control System Review
- Daily Business Reports
- Weekly Performance/Profitability Report and Key Performance Indicators
- Asset Control and Safeguard
- Cash Control/Banking Monitoring
- Administration

E. FINANCIAL ACCOUNTS

- Monthly Financial Accounts for all business units
- Comparison of monthly Financial Accounts with Budget estimates
- Key Performance Indicators and Business Metrics – Monthly Report
- Balance Sheet analysis – monthly
- Debtors/Debtors' Days Outstanding

- Creditors/Creditors' Days Outstanding/Key Creditors Analysis
- Work In Progress Analysis
- Cash Flow Position
- Working Capital Analysis
- Preparation of **"Rolling Forecast"** for amendments to Predictive Accounting Reports
- Preparation of monthly Financial Report for submission to client

F. IMPLEMENTATION OF VIRTUAL CHIEF FINANCIAL OFFICER SERVICES FOR ADVISORY INTRO SERVICES

- Alerting CEO to funding requirements as revealed from the updated Cash Flow Forecast
- Identification of government grants that the client might be interested in
- Implementation of special project activities as agreed with client
- Assisting the client on the identification and implementation of business improvement initiatives

G. TRADIE BUSINESS REVIEW

- Tradie charge out rate calculator to determine charge out rates for productive hours required to earn targeted profit
- Review of tradie businesses performance relating to Key Performance Indicators and Benchmarks

H. GOVERNMENT GRANTS

- Preliminary advice to your client on strategies required to be able to claim **Research and Development Income Tax Rebate**
- Preliminary advice on the **Export Market Development Grant**
- Preliminary advice on the potential for the client to apply for the **Industry Growth Program**
- Review of **Grant Update Reports** prepared by **ESS BIZTOOLS** to determine grants that might be suitable to a client

I. CAPITAL RAISING

- Preliminary advice on capital raising potential under **section 708 of the Corporations Act**
- Preliminary advice on the **Early Stage Innovation Company Capital Raising** process
- Preliminary advice on **Crowd Sourced Funding Equity Raising Process**

J. BUSINESS ACTIVITIES

- Buying a business

K. WORKING CAPITAL

- Debtors Management
- SME Debtors Systems Manual
- Identification of Cash Conversion Cycle for Your Client – discussion as to whether improvements can be made – monitoring of performance

L. CORPORATE GOVERNANCE

- Introduction to **Directors Duties and Responsibilities**
- Introduction to **Committee Members Duties And Responsibilities For Not-For-Profit Organisations, Charities And Sporting Organisations**

M. BANKS

- Relationship with banks
- Change of signatories
- Change of office bearers

N. AUSTRALIAN SECURITIES AND INVESTMENTS COMMISSION (ASIC)

- Return of allotment of shares
- Share register
- Transfer shares
- Annual return