

Expert advice for *your* business journey.




Do you have an appetite for growth when it comes to your business, and want to tap into the knowledge of a team of experts, rather than committing to an in-house CFO or team?

As a business owner, opportunity is everywhere, but your time is precious and your resources are limited. That's why we're here to offer financially-minded business advice to help you achieve your goals.




Our key services in this area include:

-  Virtual CFO
-  Profitability Planning
-  Benchmarking
-  Business Health Checks

TRADITIONAL APPROACH

-  Internal bottlenecks
-  Reliance on one individual
-  Cost of hiring internal CFO/team

BUSINESS ADVISORY

-  Streamlined and flexible working solutions
-  Team of experts backed by a robust industry network
-  Scalable and cost efficient

How it works

We fill the CFO gap by empowering you to take back your time, redistribute your resources, and lower your stress levels.

We get to know the ins and outs of your operation through regular communication, guiding strategic improvements and sharing insights for smarter financial decisions.

Our guiding philosophy

To identify what your business uniquely requires, we follow an overarching philosophy to problem solving, which includes:

DIAGNOSE

Review performance in relation to key business outcomes.

STRATEGISE

Build tactical and strategic plans for short and long-term goals.

IMPLEMENT

Support your team in rolling out plans, budgets and reporting.

MONITOR

Continuously assess the impact of the strategy and support where necessary.

MEASURE

Ongoing assessment and valuations of your business' progress and success.

Are you planning a new venture, growing or future-proofing an existing operation or exiting a business that's been in your family for years?



Call: (07) 3394 2311
Email: mail@hoffmankelly.com.au



Virtual CFO: Take back your *time*






Our CFO Program allows you to access the knowledge and expertise of an external or virtual CFO when you need to.

This program provides you with specialised financial management advice and support to build an industry benchmark performing business in a way that is tailored to suit your needs.

The program supports you on the critical financial elements of running a successful business including growing sales, managing key operating costs and improving profit and cash flow.

The key outcome is to provide you with accurate financial information and reports in a timely and affordable way, so you can focus on growing your business.

Virtual CFO services we provide:

-  Accurate financial reporting
-  Annual budgeting and forecasting
-  Benchmarking and KPIs
-  Regular meetings
-  Access to specialists
-  Goals and action plans



Profitability planning: Prepare for a *better* future

Our business profitability plan will allow you to identify opportunities for profitability improvement and provide you with a financial plan for your business for the next 1 to 5 years.

Going through the process of building a business profitability plan will enable you to review your business goals, capacities and capabilities, and will allow you to look at your business from different perspectives.

It will also assist you with the overall business strategy and support you through any changes in the business.

A business profitability plan will provide you with:



Assessment of your financial position and performance



Better management planning and decision making



Ability to monitor your business targets and meet business goals



Ability to identify improvement opportunities by looking ahead



Ability to create various business models

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Benchmarking: Know your industry

Looking to enhance your understanding of the industry you operate within, and equip yourself with the tools to thrive within a competitive landscape?

Benchmarking allows you to assess your business' performance against comparable competitors in the market.

Our benchmarking program supports you on the critical financial elements of running a successful business, including gaining an independent perspective about how well the business performs and drilling down into performance gaps to identify strengths to leverage and areas for improvement. The key outcome is to enable business owners to keep a competitive edge in an ever changing economy.

Benchmarking analysis we provide:

- ✓ Business profitability
- ✓ Revenue comparison
- ✓ Growth rates
- ✓ Profitability/Margin comparison
- ✓ Key metrics



Business health check

We believe all businesses can benefit from a proactive evaluation of performance that allows business owners to be focused on what is important and where to next.

It will help you understand where your energy is best spent to achieve the best performance results.

The key outcome is to enable business owners to feel empowered in their business decisions by having a clear direction forward to achieve their business' needs. Completing a business health check will help you to understand where the business is succeeding and equally where there might be areas of improvement to focus on.

ANALYSIS OF KEY BUSINESS CRITERIA

Assess and evaluate the strengths and weaknesses of your business considering key criteria such as, Business Performance, Growth and Value, Team and Management, Risk and Competition

DETERMINE BUSINESS PRIORITIES

Analyse and identify the top three priorities for your business moving forward to provide a clear focus, empowering you to get on with what is required to succeed.

IDENTIFY KEY OPPORTUNITIES AND IMPROVEMENTS

Are there key areas in your business you are concerned about or know need improvement? Do you have a clear understanding of the opportunities that exist?

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