



HUDSON ACCOUNTING

CHARTERED ACCOUNTANTS • REGISTERED AUDITORS

47 Upper de Waal Road Fish Hoek
PO Box 22455 Fish Hoek 7974
TEL: (021) 782-9640, FAX: (021) 782-9644
EMAIL: admin@hudsonaccounting.co.za
WEB: www.hudsonaccounting.co.za

Overview of services offered to business owners and directors

Our philosophy - THERE IS NO RIGHT WAY TO DO THE WRONG THING

PREDICT THE FUTURE BY BUILDING THE FUTURE THAT YOU WANT. ONE SMALL STEP AT A TIME.

Focus on recruiting and appointing the right people

- Moulding a high-performance team
- Fulfilling our customer's needs

We want to reduce uncertainty and risk.

- Develop a business plans - sound, simple steps to meet goals
- Structure by installing basic systems, procedures and policies
- Aim for balanced profit growth (building blocks method)
- Set a budget to guide your sales and control your costs.

We promote a structured approach with minimum surprises.

- Cash flow should be predicted and anticipated.
- Install the discipline of executing plans meticulously
- Create a specific culture which attracts and retains the right people

GETTING TO THE ROOT OF THE PROBLEM / ANALYSING THE CURRENT REALITY

- To determine exactly why your business are not optimally developed.
- We use "Business Diagnostic Tools"
- We use financial analysis
- There are usually both internal and external factors contributing to not being optimum.
- Reasons for failure to reach optimum is rarely due to one single cause.

Once we have assessed the needs we can suggest a plan to structure the business for optimum profit.

WE VALUE LONG-TERM RELATIONSHIPS. SOME OF OUR SOLUTIONS are:

- Performance improvement - what to change, what to change to, and how to cause the change.
- Leadership advisory & mentoring - to grow, the leader has to grow first.
- Strategic workshop – chair or develop a business plan and projects as outcome
- Business development - step by step process to build and grow your business.
- Budget process and modeling
- Tailored training for SME owners / directors

WHY MENTORSHIP?

- Research identified a need with SME owners for further managerial development. Star athletes, pro golfers, acclaimed performance artists and business legends are all often supported and surrounded by mentors and specialist advisors. A sport coach will make us focus on the game and will make us run more laps than we feel like. A mentor will listen, tell it like it is, give small pointers as to the game and competition and guide you to success.
- The role of the mentor is to release and develop the mentee's own resourcefulness. A mentor will guide to gain the right experience in running a successful business. Merely giving advice implies the mentor 'knows best', and it also leads to dependency – the opposite of what the mentor is trying to achieve.

APPRAISALS FOR SME OWNERS / DIRECTORS

- Executives deserve and expect ongoing feedback, about the implementation of his / her responsibilities whether formal or informal. It is very difficult to be truly objective about yourself. We can assist and help to shape your development in a balanced, focused and continuous manner.

NON - EXECUTIVE DIRECTOR / CHAIRMAN

- SME owners often have to cover the 3 rolls of shareholder, director and manager all at the same time. Management meetings tends to be around urgent operational problems.
- The 3 roles of (1); shareholder (value of the business), (2) director (strategy, risk, governance and continuity) and (3) manager (lead, plan, organize and control) all focus on different aspects and timelines in the business.
- If you add an experience director to your board meeting - the focus and mood of the meeting will change from operational to strategic, and from the urgent to the important. This will be influenced by setting the agenda, the year program and governance structure in order to become an effective and efficient board.

SOME OTHER BUSINESS CONSULTING SERVICES OFFERED

- Valuations (for Income Tax, shareholder agreements and other)
- Due diligence for new investments or other fact finding reports