

Strategic Business Review

This service is designed to assist the directors of small and medium sized enterprises (SMEs) meet their legal obligations – properly termed their “fiduciary duties” – in managing their companies for the benefit of all stakeholders. These are defined as shareholders, employees, creditors and “the wider community”.

Actually what that means is that we will help you make as much money as possible and to do so legally, decently, honestly and ethically.

The directors/owners/managers of SMEs are usually so involved in the day to day running of the business that they don't have the time to take a step back and consider the wider picture. Where are we? Where are we trying to get to? How are we going to get there?

Forget all the buzzwords and hype the fact is the core function of any business is to make a profit. OK, we have to do it within legal and ethical parameters. It might well be possible to make a large profit robbing banks (that has something to recommend it these days) but in general there is no need for a business to go to such drastic measures to ensure or improve profitability.

Our Strategic Business Review is designed to deliver sustainable, profitable change by whatever means works best for your business.

The Process

The process starts with a detailed review process designed to provide us with an in-depth understanding of your business, its history, its current position in the market and its future ambitions.

Initially we will telephone you and ask you a detailed series of questions about your business. Please allow at least 2 hours uninterrupted time for this. We will then research your business sector and check out your competitors to make an initial scan and evaluation, so when we have our face to face meeting we have real knowledge to build on.

In that meeting – allow at least 5-6 hours – we will really get down to business. We will focus on the essentials of what's right, wrong and potentially exciting about your business and your market. By the end of the meeting we will have clarified key issues, and will be ready to plan to move your business forward.

We will go away to consider and research your actual market, your management and financial resources, and your strengths and weaknesses. We will engage in interviews with your clients, prospects, staff, and will carry out a lot of data analysis.

Then we will produce a detailed Business Development Strategy, with recommendations on how to implement it and a concise Executive Action Plan.

It's a document that we hope will become well thumbed - a practical, action oriented document that helps you keep your business on the right track.

But we don't stop there. We provide detailed Action Plans - tasks, responsibilities, timescales, budgets - that you can implement, perhaps with us providing an ongoing "un-appointed non-executive director" role or an annual update, typically at 75% of the rate below. It all depends on you.

Fee: £5,000 + expenses
£3,000 + expenses for companies with a turnover less than £300,000