



Business Advisory

Perks.

Integrated business services

We mean Business

Every business arrives at a point where there is a need for outside knowledge or assistance. Issues of lack of implementation, growth, competition, productivity, profitability, acquisition and other critical factors demand an injection of external thinking or simply an independent opinion to gauge the condition of your business.

Perks Business Advisory services include practical advice and solutions for your business. We aim to help grow and improve your business and prepare it for the future. Operating a small business, especially in the beginning, is hard work and long hours, but with our help it can be a lot less stressful as we guide you through the many potential pitfalls.

Our consultants have a diverse range of experience and skills and use a 'hands on' approach to help you focus on your business and implement strategies to get positive results. We pride ourselves on having close working relationships with our clients. This allows each assignment the benefit of original thinking to design solutions specifically for the circumstances, backed by our years of experience with small businesses in a multitude of industries.

The current business environment is highly competitive and ever changing. With proven fundamentals, combined with new and innovative thinking, Perks Business Advisory services can ensure that your business not only survives in these challenging times, but also thrives.

Our Business Advisory services are targeted at helping you **work on your business rather than in your business** and add value to your bottom line including:

- Due diligence and feasibility studies
- Business valuations
- Strategic and business planning
- Government grants
- Business systems and process review (personnel, operational, management)
- Profit improvement
- Succession planning

A business partner that works as hard as you

When you first started your business, your focus was just that. Getting started.

But as your business grows and evolves, you'll need a finely tuned strategy to achieve your peak performance.

At Perks, we'll help you do this. We're not just accountants who take stock of your current financial situation. We see ourselves as key partners in your business development and success, able to identify and build upon your business' strengths for the future.



Drawing on our knowledge and expertise, we'll work closely with you to bring out the very best in your business.

It's no secret that the business environment is now more competitive and demanding than ever before. It's becoming all the more complex with greater opportunities and even greater challenges.

Today, the ability to be strategic, dynamic and responsive takes on even greater importance and is the difference between a business that thrives and one that merely survives.

So whether you need a stronger strategic business direction, improvement in efficiency or greater profitability, we can assist you in obtaining your business goals.

Services at a glance

Need	Service
Buying a business?	Due diligence and feasibility studies Business valuations
Growing your business?	Strategic and business planning Government grants
Are you confident that your business is really running as effectively and efficiently as it could?	Business systems and process review (personnel, operational, management) Profit improvement
Have you thought about the future ownership of your business?	Succession planning

Description of Services

We want to make sure you know what you are getting into before you merge or buy a business. We'll assess the risks and opportunities of business acquisitions through our due diligence and feasibility studies. These services range from limited scope reviews to extensive full scale research and analysis. Our extensive report will include recommendations in relation to purchase price and business improvements.

We calculate the true value of a business using a method specific to the business' industry. We'll assist you with maximizing the value of your business, plus help you become more attuned to considering the factors in the timing and negotiation of selling or buying businesses.

Our strategic planning process can help your business define its strategy or direction, making decisions on allocating resources to pursue this strategy, including its capital and people. We will develop a Strategic Plan which clearly defines strategies and actions that need to be undertaken to achieve your goals. Perks will take a hands-on approach in assisting you with the implementation of the strategic plan.

Grants and other funding programs are available for business activities such as expansion, research and development, innovation and exporting. We can identify what grants are available for your business and assist you with the application.

We will assess all aspects of your business from operational to human resources in order to identify gaps or opportunities for improvement. Our aim is to make a difference to how your business runs.

Improving your net financial result isn't a simple matter of cutting costs and raising prices. We'll help you identify areas requiring improvement and develop strategies to enhance your bottom line profitability and increase your cashflow.

The decision to retain or sell your business has major ramifications. It affects you, the other owners, your respective families, your employees and your community. We'll help you create a succession plan that enables a smooth transition with less likelihood of disruption to operations. By planning your exit well in advance you can maximise the value of your business and enable it to meet future needs.

Fiona Hele

“With the marketplace presenting more opportunities and challenges than ever before, the role of strategic planning and implementation of this plan gains greater importance when competing in today’s business environment.”

Qualifications:

- Bachelor of Commerce
- Member of the Institute of Chartered Accountants

With more than 15 years experience, Fiona Hele heads up Perks Business Advisory, providing strategic and business advisory services to SMEs.

Fiona’s primary areas of focus include strategic and business planning, business valuations, succession planning, human resource issues, profit and process improvement and due diligence.

Strongly passionate about SMEs, Fiona works closely alongside business owners to achieve both a short and long term perspective, whilst balancing the unique challenges of business and family dynamics.

Actively participating in her clients’ management and board meetings, Fiona plays a pivotal role in their ongoing business strategy and direction. Her longstanding relationships with clients have developed solidly on an honest and candid approach, offering clients an independent and objective source of business advice.

Fiona takes a hands-on approach. Her focus is the implementation of strategies to get positive results. Her aim is to make a difference to how your business runs.

Thanks for taking a moment to read about Perks
Business Advisory.

To get your game plan set, give me a call on 8273 9300
or email me directly at fhele@perks.com.au

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Perks Business Advisory



Fiona Hele

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