



# Business Health Check for SMEs

## Are you making as much profit as you could be?

We offer a comprehensive business health check specifically tailored for SMEs in the creative industry. Whether you are an advertising agency, graphic design studio, communications consultancy or marketing company - We can help you to evaluate the profitability of your business and of each individual project. By examining key areas of your business, we can help you identify and reach your true profit potential.

Our experts specialise in helping creative businesses identify and maximise the profit potential within their business.

## Components of the health check

- Working capital
- Cashflow
- Debtors and days outstanding
- Profit and loss review
- Partner agreements
- Succession strategy
- Maximising billable hours
- Profit potential
- A day in your business interviewing your team and examining your financial health

## Outcomes

- Written report which includes a business review, profitability analysis, recommendations and a suggested business model.
- 2 hour presentation by the experts outlining the result of your health check and recommendations for your future business success.

## Fees for services

\$4,500 + GST which includes the business health check, written report and 2 hour discussion on how to implement recommendations within your business.



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# Our Experts

## Jeff Herrick, Shirlaws

Jeff was most recently the CEO of the Australian arm of the international business coaching organisation Shirlaws. He held this position since joining the company in 2004. Using Shirlaws' methodology, Jeff coaches clients on how to generate higher turnover while managing growth.

Jeff's experience of over thirty years has included launching a number of companies. In 1999 he was one of the founding partners of a technology-based business listed on the Australian Stock Exchange with a market capitalisation of around \$35 million. Prior to joining Shirlaws, Jeff was managing consultant for SL Corporate Finance in the UK, and was involved in raising working capital and mergers and acquisitions for SMEs. He has held senior management positions in the IT&T industry in Australia, including managing director of DELL Computers.



## David Price, Instinct Systems

David Price has been with Instinct Systems for 10 years, providing the installation and training to help businesses get up and running and teaching clients how to get the best out of their business management software.

David previously worked at Westpac, running their National Accounting Operations and Small Business Advisory Service. He was also formerly employed by Crocodile Communications Advertising Agency. A qualified Accountant and MBA, David draws on his previous experience to quickly get his head around the needs of his clients and shows them how to improve their bottom line.



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