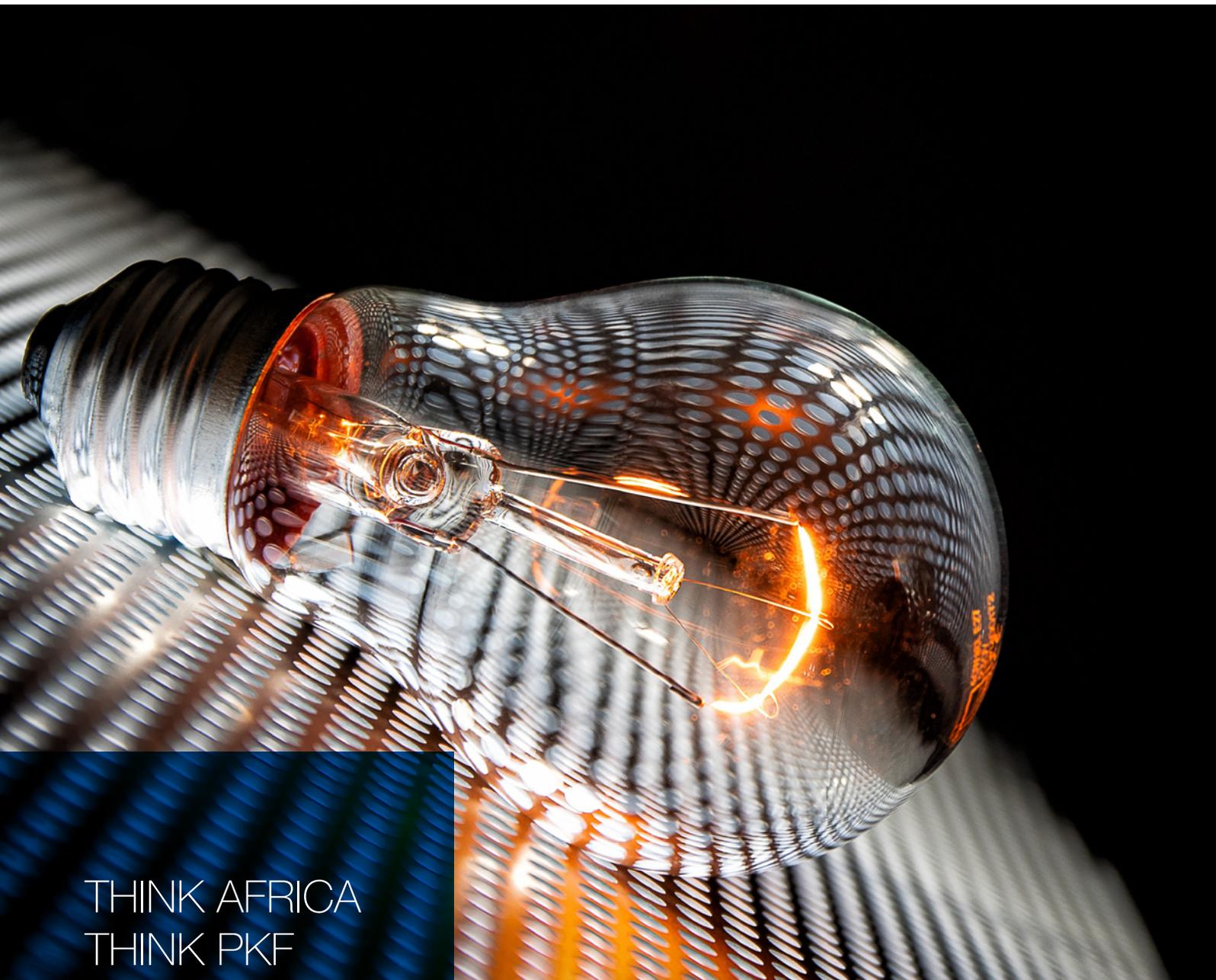


# Growth Advisory



THINK AFRICA  
THINK PKF



# Do you have a strategic partner in your business?

Managing a business successfully is not an easy task. The journey can be lonely and challenging at times, especially if you are a key decision maker.

Even an established business can sometimes lack the necessary external strategic support and expertise to maintain objectivity and optimise growth. In the process a business stagnates, the same problems reoccur, and old growth patterns remain.

# What is the solution?

## Meet our PKF Growth Advisory

Your strategic partner and sounding board with a big picture approach. We offer so much more than just a review of historical results.

We assist and guide you to utilise real-time management information to facilitate sound strategic decision making. Our aim is to be a supportive accountability partner that can help you accomplish growth across multiple facets of your business.

### OUR UNIQUE APPROACH

We don't believe in makeshift short-term interventions. We follow a more sustainable long-term approach that is tailor-made to your unique circumstances.

Our cutting-edge Growth Advisory HUB provides you with more than just the commitment of a dedicated and highly qualified business advisor. It also ensures the additional support of specialised partners and our worldwide network of experts.



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# Benefits

By joining us your business gains access to a host of fantastic benefits:



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The backing of a long-term strategic partner that is vested in your business



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Clarity on the future direction of your business



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Improved analysis and structuring of your business



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Access to new ideas and concepts to test in your business



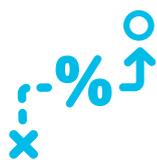
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Scientifically proven scenario planning for added financial security



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Improved risk management and analysis



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A more pro-active tax planning approach

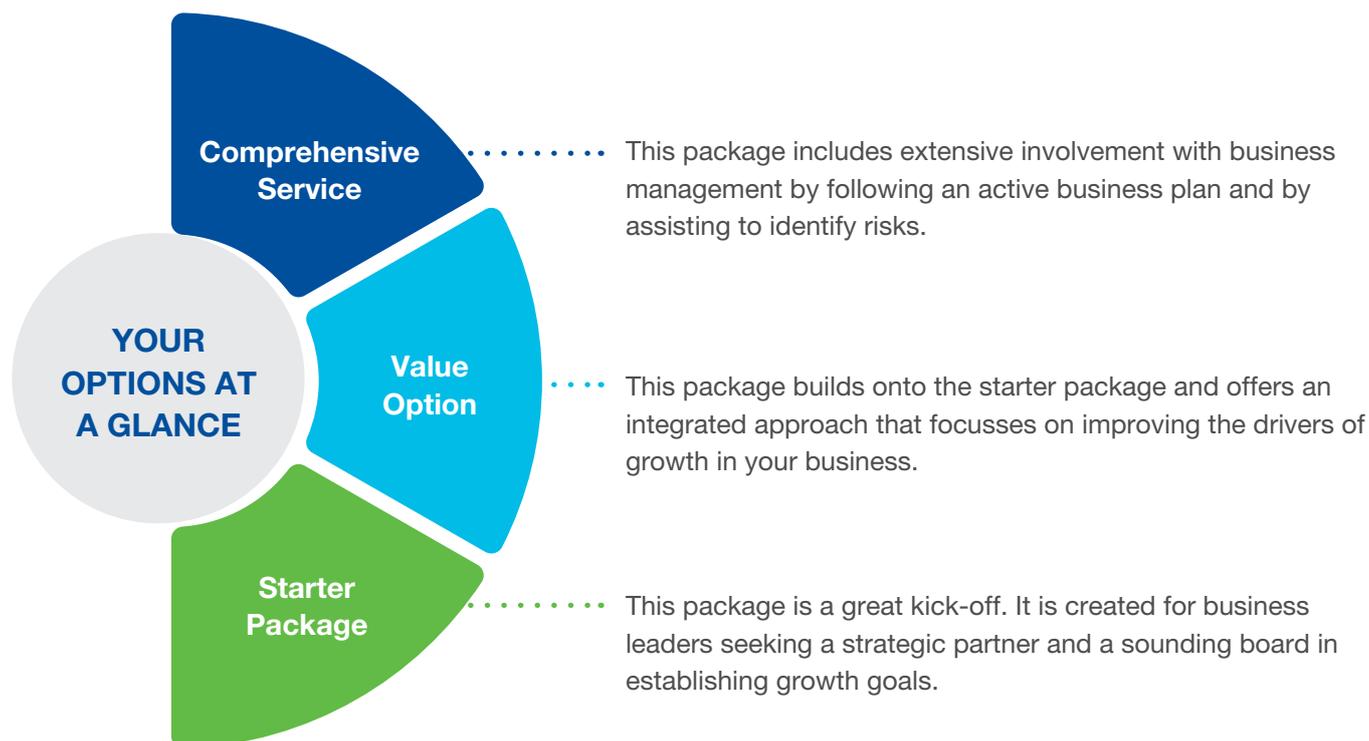


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Enhanced knowledge of the best utilisation of time and money to grow profits

# Choose an option that suits your needs

Here is a quick overview to help identify the best option for you.



## Your options in detail

	Comprehensive Service	Value Option	Starter Package
Business model analysis	✓	✓	✓
Scheduled strategic meetings	✓	✓	✓
Goal formulation & planning	✓	✓	✓
Profit diagnostic review	✓	✓	✓
Focus on improving profit drivers	✓	✓	✓
Monitoring & accountability	✓	✓	✓
Access to Growth Hub	✓	✓	✓
Holistic value approach	✓	✓	✗
Forecasting & scenario planning	✓	✓	✗
Live business plan	✓	✗	✗
Profitability assessment	✓	✗	✗
Risk management diagnostic	✓	✗	✗
Driving shareholder value	✓	✗	✗

# Package Descriptions

## Starter Package

### Business Model Analysis

We will document your business model to help us visualise and better understand the critical segments, challenges, and building blocks of your business.

### Scheduled strategic meetings

Our strategic planning days will help you identify what you want to achieve and how to get there. We work with you to create a roadmap that will give you a clear picture of how to build the business you want.

### Goal formulation & planning

This step has a dual purpose:

- To assess the performance of your business
- To determine and understand future aspirations and vision for your business

At the end of our sessions, you will have a clear picture of what needs to be done, as well as how and when to do it. We create a Prioritised Strategic Action Plan, giving you a roadmap of the way forward.

### Profit diagnostic review

Through this powerful process, we can identify key actions and show you how to improve your profits. In this process we explore the nine profit drivers.

### Focus on improving profit drivers

We utilise our unique profit diagnostic software to focus on nine distinct profit drivers in your business. We actively work on each driver of profit to implement and test ideas to achieve the results we anticipated in the profit diagnostic session. This means that we will constantly measure and test results until we reach the desirable outcome.

### Monitoring & accountability

One of the keys to success is to take action. You need to do certain necessary things to move you toward your goals. Unfortunately, this is harder than it sounds, and your goals can be deterred by day-to-day challenges.

Having an external person holding you accountable will help you get the right things done.

We will schedule a monthly call with you to help you work through your strategic action plan and provide help and support. This external support will make it more possible to achieve your personal and business goals.

### Access to Growth Hub

Our specialist Growth HUB will take your business to the next level. Our partners are among the best in their field and will help you manage risks and maximise enterprise value.



## Advanced Option

### Holistic value approach

Your strategic partner will follow a broad picture approach whilst diving into the control room of your business. While keeping limitations in mind, external role players will be identified, evaluated, and validated for feasibility to maximise your profits.

### Ad-hoc business advice

You have unlimited access to our team of strategic specialists for advice on any ad-hoc matters. Feel free to call us whenever you like, knowing that you'll never be charged additional fees for our time.

### Forecasting and scenario planning

This service will give you an early-warning signal if you are likely to face cash shortages.

Our forecasting option looks at each of your forecast profits, cash, and net assets, giving you a complete picture of what your business might look like in the future. In fact, this is such a powerful business planning tool that banks very often insist on it as part of raising finance.

As part of this forecast you will benefit from:

- Advanced modelling of debtor days so you can see the impact on cash flow if you change your payment terms.
- Advanced modelling of creditor days so that you see the impact on cash flow or improve utilising supplier payment terms.
- Comparing projections against actual results so that we can continually amend the forecasts considering actual performances. This means you will continually see whether you are on track to achieve goals.

### Management reporting & analysis

By weighing relevancy of numbers and establishing desired indicators, we design management reports that are authentic, practical, and relevant for making decisions.

## Comprehensive Option

### Live business plan

We will compile an interactive business plan that will document business goals and strategy with numbers and forecasting over different time periods. The document is updated regularly to retain its relevance as you grow. This will allow you the privilege to always keep your eye on the ball to monitor actual events versus planned goals.

### Profitability assessment

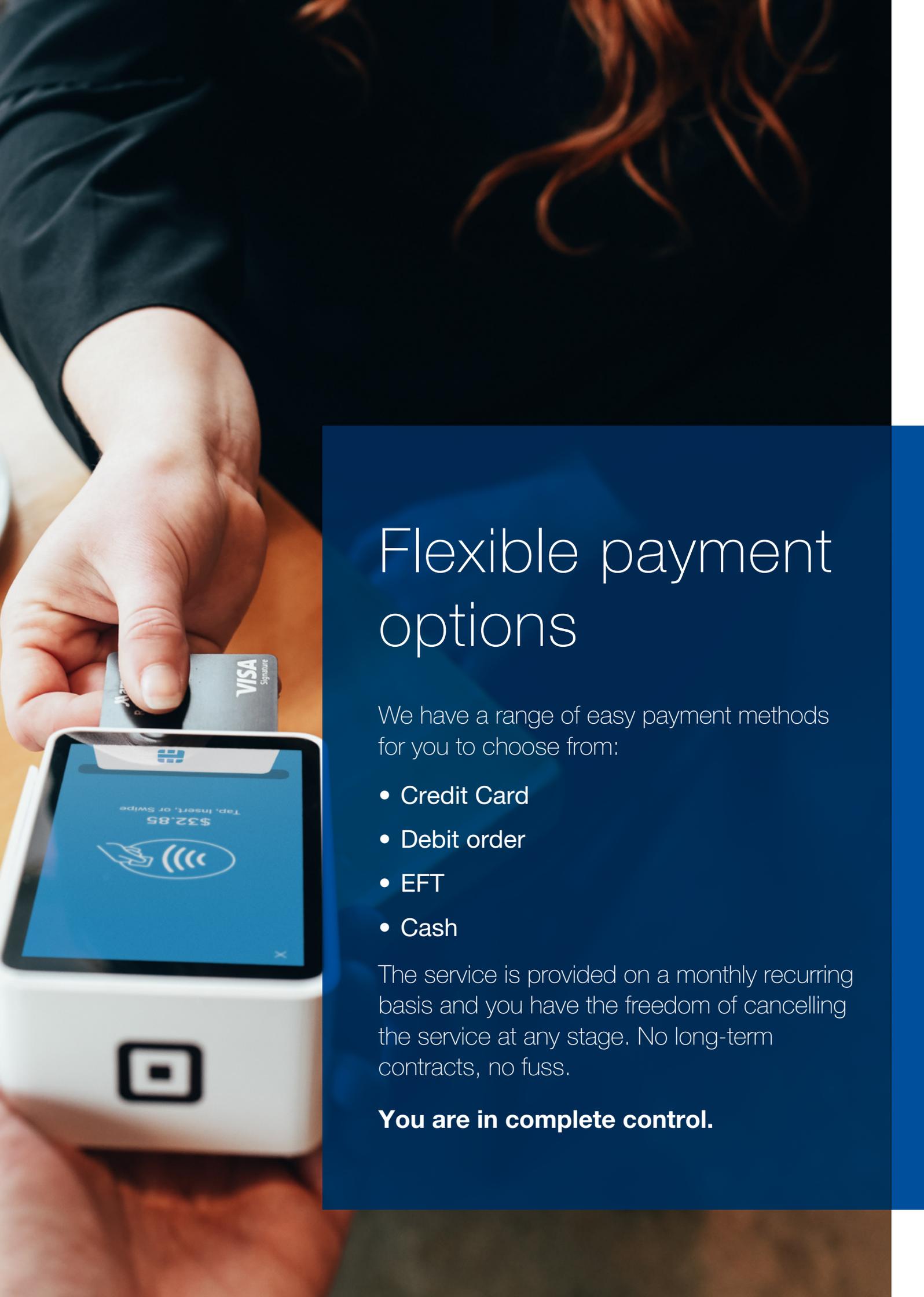
It is important to conduct continued computation of profitability and adjust strategies accordingly to optimise service/product line profit.

### Risk management diagnostic

During the business risk management phase, we will identify business risks and possible mitigation strategies to lower risk, and therefore improve investment value.

### Driving shareholder value

Building shareholder value is as important as being profitable and having a positive cash flow. We will help you to do regular valuations of your business to monitor shareholder growth. This will enable you to track the value of your business for future planning purposes.



# Flexible payment options

We have a range of easy payment methods for you to choose from:

- Credit Card
- Debit order
- EFT
- Cash

The service is provided on a monthly recurring basis and you have the freedom of cancelling the service at any stage. No long-term contracts, no fuss.

**You are in complete control.**

# PKF in Africa



**61**  
offices



**39**  
firms



operating in  
**27**  
countries



**2,654**  
professionals



**188**  
partners



right people  
right size  
right solutions

Please note: This information in this brochure was correct at the time of going to print.  
However, it might be changed or adapted by the partners at any given stage.

Growth Advisory Brochure PKFG 01/20TS

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