

Improve your business performance with a Virtual CFO

Key performance reporting
Strengthened capital position
Enhanced cost management
Financial modelling



Understanding your business so you can make successful management decisions

3s Synergy Group have experienced CFOs that can provide targeted services to your business to enable you to make better business decisions. Through the use of cloud based business applications our CFOs can work seamlessly with your business.

It is a common issue for SME businesses that many have difficulty accessing quality financial management professionals. Their budget is unlikely to support the cost of a full time professional. In fact, they may have a need for a highly skilled finance professional for a few hours per week. The time consuming support activities can then be undertaken by less skilled (and less costly) staff.

Our staff are “practical CFOs”. They have many years experience working with SME businesses. We understand the limitations of SME businesses. They are not corporates. Our recommendations focus on the things that can be done with existing resources and that will provide meaningful outcomes.

PERFORMANCE ENHANCEMENT - IF YOU DON'T MEASURE IT YOU CAN'T MANAGE IT

Performance management relies on having timely accurate information that enables management to understand how the business is performing against established objectives.

There are a number of elements to the effective development of performance reporting systems. Barriers such as poorly designed general ledgers, errors in the timing of recognition of income and expenses, incomplete accruals and provisions and an absence of non-financial data need to first be resolved.

Examples of performance reporting include;

- Key performance measures.
- 3 way forecasting
- 3 way reporting
- Variance and mix analysis
- Performance ratios



PROJECT ACCOUNTING

Project delivery is notorious for cost blow outs. Accurate project accounting can achieve two important outcomes. Firstly, it will enable projects to achieve higher returns. Secondly, it will provide important learnings that enable future projects to be costed more accurately.

STRATEGIC MANAGEMENT

Strategic planning is a critical activity in all businesses. Successful implementation will rely on an understanding of what progress has been made towards strategic objectives. Reporting on the strategy implementation provides this understanding.

Practical financial management for SME businesses

Our CFOs are experienced in working in SME organisations. They understand what works in practice in SME organisations as opposed to what works in theory. We commonly refer to our CFOs as “practical CFOs”.

RISK MANAGEMENT

What impact would the loss of a key customer have on the business? What impact will a significant increase in the cost of a key business input have on profitability? What conditions would see the business breach its current lending covenants. These and many other questions should be addressed and contingency plans be ready to put in place.

CAPITAL MANAGEMENT

All businesses need to be appropriately capitalised to ensure they are not distracted or prevented from achieving effective work practices. Access to the best suited sources of capital is critical to business success. Understanding the various options and the capacity to provide quality financial modelling is key.

INVESTMENT READY

Achieving investment ready status should be an ongoing focus for every business. This will ensure the business can readily access debt capital or other types of investment capital.

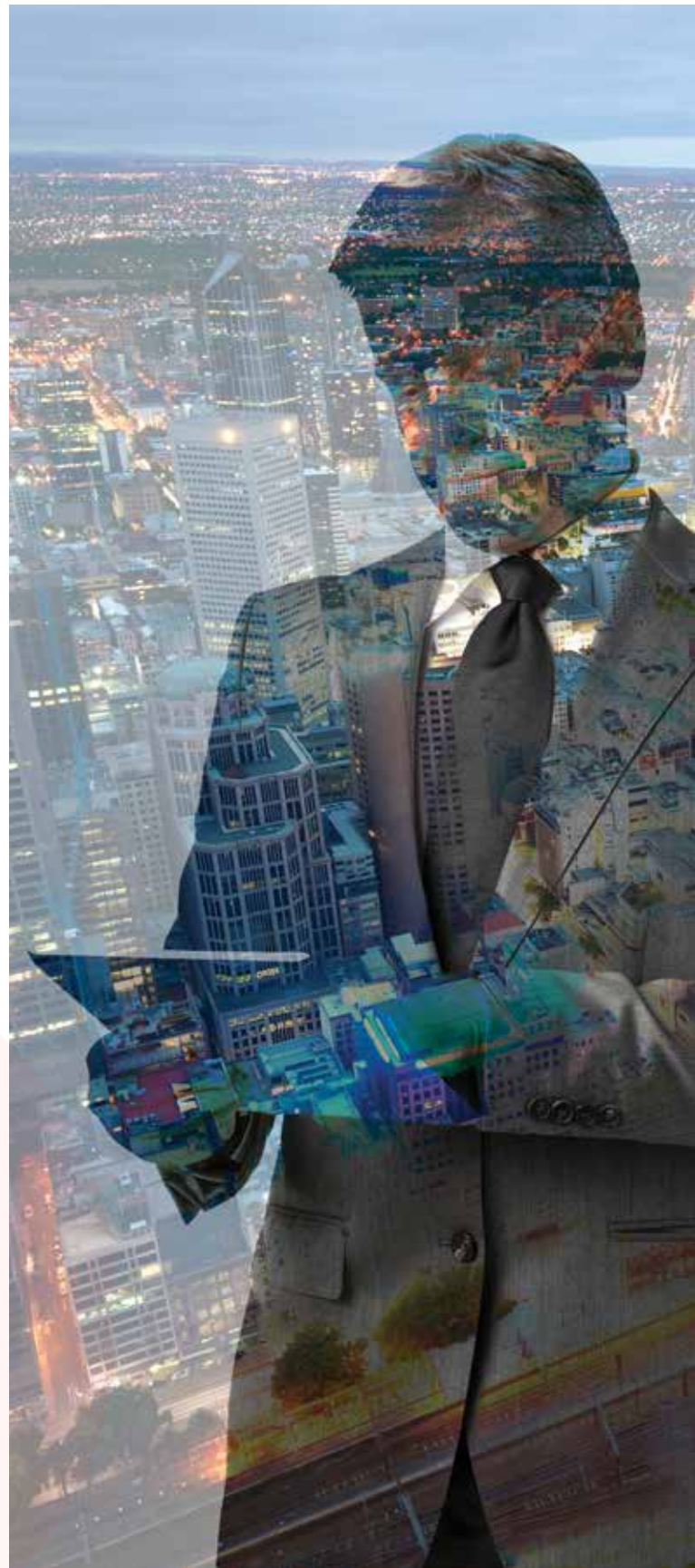
An investment ready business will always benefit from better management decision making, whether a major investment is being considered or not. When a major investment is being planned, the business is less likely to experience a deterioration in its core businesses as resources are redirected to the project.

- Investment proposals
- Employee share schemes
- Exit planning
- Acquisitions
- Disposals
- Mergers

SUPPORT - ADVISORY - TRAINING

Your virtual CFO can assist your business in a number of ways. These include:

- Fulfilling an ongoing role and becoming a part of your team
- Establishing reporting frameworks
- Training staff to undertake key financial management tasks
- Establishing cloud based business management systems
- Providing an ongoing advisory role as part of a strategic management team





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SYNERGY GROUP

Your Virtual CFO