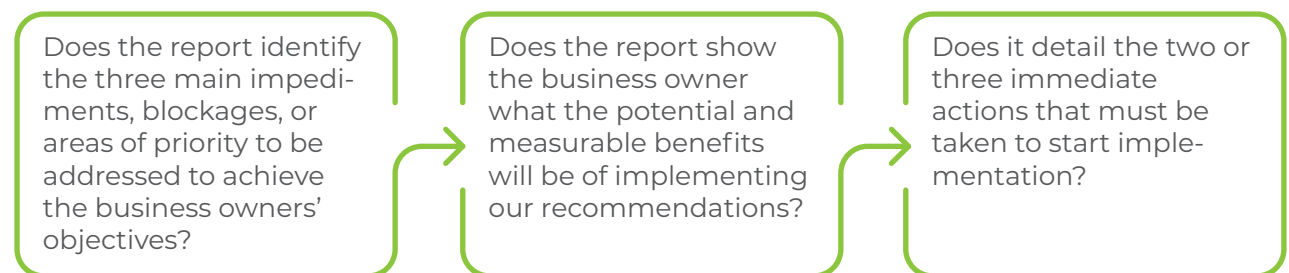


## Raffrey Consulting Business Review Process

### How We Usually Work

Raffrey Consulting helps business owners get a broader perspective on their business using proven tools, which usually starts with an initial Business Review Process. We sit down with the business owners, its senior managers and staff, and take them through a structured question and answer process that covers every aspect of business operations. We also review the key reports that the owners and managers rely upon to run the business. This technique is in effect a voyage of self-discovery for the owner, and by the end of it he or she is usually much more acutely aware of the key areas of focus to move the business forward.

Our reports document the process in detail and provide a clear record of every significant issue raised. But we go further by applying three tests to our reports:



This gives our reports a focus on the practical and do-able, rather than overwhelming the business owner with a raft of actions that, in all probability, they will struggle to implement. The other critically important feature of our reporting structure is the Business Potential Analysis, which enables business owners to get a good understanding of the financial benefits that will flow from implementing the report recommendations. Once the initial review is completed, Raffrey Consulting Partners are then able to work with the business owners to fashion solutions to the key problems, drawing on their own areas of experience, or those of the client's existing service providers.

### Help With Implementation - The Real Raffrey Consulting Difference

As most business people know through hard experience, getting the right plan is only half the battle, and sometimes not even that. Achieving real change in any company, big or small, requires management focus and time that is often hard to come by even in large companies. This is where Raffrey Consulting's unique skills come to the fore. Because our team members are all successful business leaders from their previous careers, they are available to actively drive change projects on their way. Engagements of this sort might last a few weeks, or they may go on for longer, and in some cases Raffrey Consulting personnel have taken on interim management roles to help business owners actively manage the business more effectively over a longer period of time. Whatever the form of ongoing engagement, Raffrey Consulting is here to help business owners with the critical phases of implementation.

## Why Raffrey Consulting?

Raffrey Consulting offers an unconventional business advisory approach. Our business philosophy is underpinned by four very simple values:

- We will only offer our services to businesses that we believe we can genuinely assist.
- We respect and admire the energy and ambition of the owners and managers of businesses, and we are dedicated to helping them accelerate the realisation of their vision.
- We understand the trust that is extended by our referral sources and will never do anything to jeopardise the relationship that our referrers have with their clients.
- We believe that our team, from widely divergent commercial backgrounds, can add most value in those areas where business owners are typically least experienced – in other words, where they need it most.

## Raffrey Consulting's Business Review Process - Overview



*\* In conjunction with other service providers*

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