

MANAGEMENT SOLUTIONS



PHARSYDE SOLUTIONS

Solutions that make life better

Welcome!

Welcome to Pharsyde!

This booklet has a really quick overview of our management support services, to give you an idea of what we can do to take your business to the next level.

Pharsyde was born out of pure luck - our founder, Tamryn, was in the right place at the right time and she was brave (or stupid) enough to take a chance. She was a good accountant and figured that running an accounting firm would be easy enough - boy was she wrong!

There is SO much more to running a business than being good at your core skill.

So, after many mistakes and lots of very hard lessons, Tamryn evolved Pharsyde into a complete support base for small business owners.

We want to help you stay in business. We want to help you grow. We want to help you THRIVE.

We solve problems. Even ones you never knew you had.



Want to take your business to the next level?

You started your business because you were passionate about something.

We seriously doubt you were passionate about administration and business-building! But in order to have a successful business, you need to work on all facets of business - not just the one thing you are good at.

Most business owners have two dreams when they open a business: they want to impact the world in some way, and they want to create freedom for themselves.

Sadly, owning a business almost always results in you having *less* freedom than before, not more. There is SO much to running a successful business, and it is impossible to do it all alone. It's also easy to have things running "fine" and not realise that you could have so much more!

We come alongside you and help you create a healthy, sustainable and growing business by teaching you the things you need to know, helping you create the systems and processes that are vital to survival and providing you with all the tools you need to build a business that can exist without you. A business that makes your dreams come true, without sucking the life out of you!



Planning for growth

Many businesses fail. And most failures are due to running out of money. This even happens to businesses that, on the surface, are making a profit. It can sometimes happen despite growth. Growing too fast – sometimes referred to as over-trading – can lead to cash shortages and failure.

The common reasons businesses fail in the first five years:

- A confusion between profits and cash, and the delaying of tracking cash until it's a critical problem — small business start-ups are very prone to simply running out of cash
- An inability to build a profitable business model without an understanding of revenue, expense drivers and product margin
- Failure to create and communicate concise value propositions in a clear and compelling way
- No real differentiation in the market, which makes price the only competitive advantage
- Emotional pricing instead of strategic pricing; reacting to gut feel and emotion rather than data
- Not communicating with customers to understand their needs, leading to a lack of understanding of the market
- Lack of strategic business planning
- Rapid expansion leading to over-spending and running out of cash
- A lack of systems and processes for operations, as well as sales and marketing (both are important)



It doesn't get any easier after five years. Growth brings opportunity, but also a new set of problems to tackle

The solution is having a plan. It's having a strategy. It's understanding the numbers and having access to accurate forecasting, budgeting and planning for future cash flow needs. Having access to regular management information in real time, and an understanding of the difference between cash and profit, will help you to avoid business failure. And it will help you to build a more successful and profitable business.

So we offer a complete real-time management reporting solution to help you.

Every month we produce detailed business management reports for you and help you to understand and interpret the numbers. You benefit from:

- Business management information, which will help you understand exactly what is going on in your business
- Analysis of financial trends, to help you make better business decisions and improve your profits
- Regular review meetings. We'll even attend your board meetings if needed, as a resource you can call upon for business advice, acting as a facilitator or sounding board for your ideas
- Help with setting your business, and even personal, goals. After all, your business is part of your life
- Help identifying and tackling the major challenges facing your business



Whatever your business, you will find one of our Management Reporting bundles to suit your needs. . To help you identify the best option for you, book a Zoom call with us and we will walk you through all the options.

We also do Strategic Planning!

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

This service is for ambitious business owners who want to get better results. Some of the key areas that we may cover, if they are important, to you include:



- How to set and achieve your personal and business goals
- How to identify and tackle the major challenges facing your business
- How to sell your products and services for what they are really worth
- How to win more customers - and earn more money from them - than ever before
- How to never lose a customer again because of customer service

Ensuring Your Foundation is Solid

You need the peace of mind that comes with having every "i" dotted and every "t" crossed. We help you set up the backbone of your organisation so that you can sleep deeply at night, knowing that you are fully compliant in every way possible.

That involves more than simple accounting!

Director Duties Training

As the owner of a business you are legally required to comply with a long list of duties and responsibilities. It's a hassle, and global governments are quick to penalise if you miss one.

The scary thing is, that most business owners *don't even know* all of their legal responsibilities!

We can teach you all the things you need to be doing to ensure that your business - and you - are 100% compliant and that you are being the absolute best CEO that you can be.



Smoothing Operations

So now you know where you are headed and you have the foundations of a legal business in place. The next step is to ensure that your operation runs smoothly. You want your machine to be as efficient as it can be, costing as little possible and maximising your returns!

Here are a couple of the ways we can help you achieve this.

Business Architecture Consulting

Business Architecture is about understanding, enabling and integrating the building blocks of an organisation to unlock the realisation of its strategic and financial objectives. In plain English? It's about understanding how your business works and setting up all its systems in such a way that you easily and efficiently achieve your goals.

Our amazing certified Enterprise Architect will use various models and analytical approaches to provide you with a blueprint to reduce complexity, improve efficiency and to help you easily make informed decisions for organisational change and development



System and Process Development

A slightly simplified and watered down version of business architecture development.

We will help you review, streamline and document your internal processes and procedures so that your business is ready for growth. This isn't just about increasing sales, this is making sure that if your sales do grow, your business and your team are ready to deliver!

Cash Planning and Management

Forecasting and budgeting help you plan and will give you an early-warning signal if you are likely to face cash shortages. Our forecasting service 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. This is a powerful business planning tool that banks very often insist on seeing as part of a finance application. But you shouldn't really be doing cash planning for the bank, you should 100% be doing it to move your business forward!



Stock Control

Stock control and management will help you keep track of stock levels to ensure you never hold too much stock (which ties up cash) or run out (and miss out on sales). We can set up a stock management system that simplifies purchase orders, transfers and stock-takes. If you need to keep a tight handle on your stock, then this is for you.

And we even have an option that includes us coming to do stock-take for you, who wouldn't want that?



Full Asset Management

More than just a list of assets. We can assist in the tagging and tracking of your company assets in addition to the creation and maintenance of your complete asset register. We do annual on-site audits and reviews, inclusive of annual insurance reviews.

Profitability Advisory

Are you maximising your profitability?

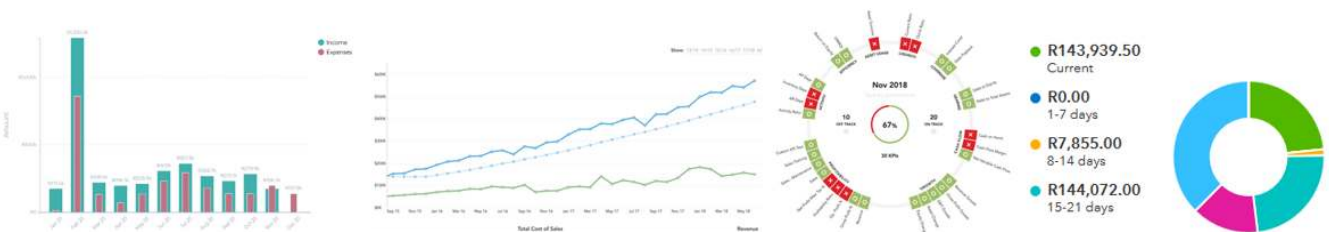
We help you to assess the 9 drivers of profit and make sure that you are earning the absolute most that you can earn. We also do cost and efficiency assessments to make sure that you are not wasting money or resources.

Performance Mangement

We helped you put a plan in place, and we've helped you smooth your operations - but how do you track the results?

We can also help you create KPIs (Key Performance Indicators) that actually work for you and your business and we will help you to track and measure them and analyse the results.

Because the only way you can continually improve, is if you are measuring performance!



We're not done just yet...

In addition to all the services above, we also offer training in the following areas:

Lean Coaching

Lean Coaching is about helping people to reach their potential, thus optimizing their own performance and the value that they then add to the organization. When leaders learn and practice lean coaching, a culture of continuous improvement becomes pervasive and long-lasting.

Transformation to a lean management system takes significant time and practice. Accordingly, Lean Coaching consists of regular sessions to develop continuous improvement skills and it is so incredibly worth it!

Good Governance

Knowing your directors duties is your first step, but implementing them AND running a business in a moral and ethical manner is what Good Governance is all about.

Its about being the best business owner you can be - having a positive impact on everything and every person that your business touches.



Business Building

If you are brand new to business and finding it all overwhelming, then we can take you through the entire process of creating a business: step by step and principle by principle.

You will learn everything you need to know in order to build a sustainable, strong, growing business that has a positive impact on the world around it.

Burnout Coaching

Business ownership is hard. Really hard.

78% of new business owners suffer from burnout within one year of opening their business! Seventy eight percent! That's a high percentage.

If you are new to business, we help you build in such a way that you never find out how awful burnout can be. If you are already burning out, then we help you stop and turn around your burnout - and make sure that it never happens again.

It's all about building a business that truly gives you freedom!



And More:

And because our entire company focus is all about making your life simpler and better, we also have amazing affiliations with other marvelous people who can help you with any of the following:

- Administration (we know some amazing Virtual Assistants!)
- Digital marketing
- Design and photography
- System automation
- Project management
- Coaching and Mentoring

So, no matter what the problem is facing your business right now, please give us a shout and let us know - if we can't fix it ourselves, there is a good chance that we know somebody that can.

Thank you for taking the time to read through our offerings, we hope it means that we can help you make your dreams come true!





PHARSYDE

S O L U T I O N S

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Or you can book a consultation, [here](#).

