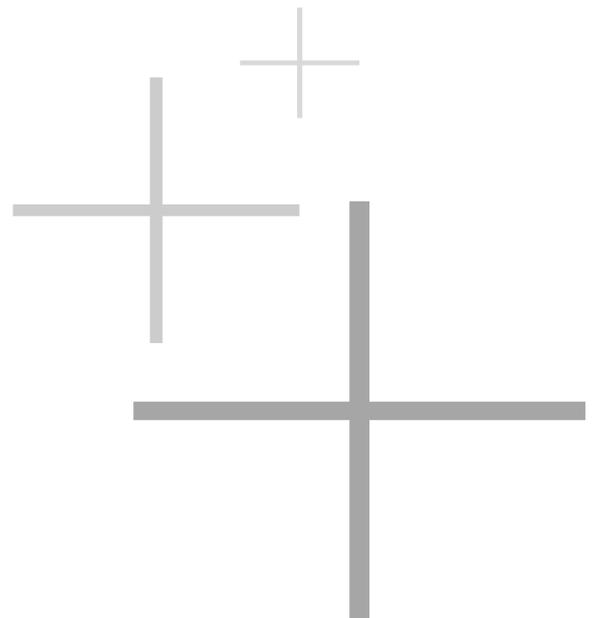


Baskin Clarke Consulting

1. The Strategic Growth Package



Who is this package targeted at?

This package is designed for the small business owner (less than 5 employees) who has recently started up a small business or wishes to grow their business. It is a modular course, and the client is required to complete practical assignments after each session. This makes the consulting services more affordable.

What does it involve?

The client is given a combination of sound business development and accounting advice, and is guided to build the foundations to a profitable business. Baskin Clarke uses a simple 4-step approach to helping small businesses to grow:

Step 1 Begin with the end in mind.

Step 2 Formalise the plan.

Step 3 Measure performance.

Step 4 Systemise.

Step 5 Implement projects designed around the four basics for growth.

After completing the program, monthly mentoring is available at an attractive rate. This often provides the motivation required to maintain the momentum.

The Package

Modules	Purpose
1. First consultation	<ol style="list-style-type: none">1. Review and discuss the 3 major challenges the new business faces.2. Identify the specific needs of the client.
2. Getting started	<p>Step 1 – Begin with the end in mind.</p> <ol style="list-style-type: none">1.1. Construct a vision statement;1.2. Establish 5 year goals1.3. Identify the Critical Success Factors;1.4. Strengths and Weaknesses1.5. Opportunities and Threats1.6. Homework assignments.
3. Working on the business: A	<p>Step 2 – Formalise the plan.</p> <ol style="list-style-type: none">2.1. Construct a project-planning matrix, using the information from "Getting Started".

Modules	Purpose
Working on the business: B	<p>Step 3 – Measure Performance</p> <p>3.1. Determine how to measure the performance in the critical areas;</p> <p>3.2. Design a system to regularly monitor the performance;</p> <p>3.3. Homework assignments.</p>
4. The systems approach	<p>Step 4 – Systems.</p> <p>4.1. Draw a flow chart of critical processes</p> <p>4.2. Identify blockages</p> <p>4.3. Design systems to alleviate blockages</p> <p>4.4. Homework assignments.</p>
5. Implement Projects	<p>Step 5 – Four basics for growth.</p> <p>5.1. Devise “early yardage” strategies to:</p> <ul style="list-style-type: none"> ■ Increase the number of customers ■ Increase the transaction frequency; ■ Increase the transaction value; ■ Improve the efficiency of each process.
6. Mentoring	<p>Step 6 – Telephone / fax / e-mail support.</p> <p>6.1. Ensure that the client implements the agreed strategies by:</p> <ul style="list-style-type: none"> ■ Mentoring and after-care at critical times; ■ Regular follow-up; ■ Review of progress and action.

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Cost and Duration

A detailed proposal and costing will be drafted after an initial interview

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