

CFO & Accounting Solutions

**“DOES MY BUSINESS
NEED A CFO?”**

Do I really need a CFO?

The role of the CFO certainly has gone through significant changes over time and has been transformed into what now is a multi-faceted role in any organization. Traditionally a CFO was seen mainly as the keeper of the financial records and the protector of a company's assets. However, today's CFO carries responsibilities in three main areas:

- 1) as a trusted advisor to the business owner or the company's CEO and a strategic partner across all functional areas of the enterprise;
- 2) as a technically competent leader of the organization's accounting and finance functions; and
- 3) as a respected manager of the organization's relationship with external parties.

Faster & Better Decisions based on Improved Information

- Strategic Planning
- Resource Management
- Forecasting
- Operational Effectiveness
- Risk Management
- Process Improvement
- Project Management
- Decision Support

Financial Marketing

- ⦿ Credit facility management
 - Financial Institutions
 - Third Party Creditors
 - Government Agencies
- ⦿ Supplier confidence
 - Pricing structure
 - Support growth
 - Credit worthiness
- ⦿ Due diligence preparation
 - Audit preparation
 - Investor relations
 - Regulatory compliance
 - Banking compliance

Risk Management

- ⦿ Insurance evaluation
- ⦿ Disaster recovery
- ⦿ Client credit evaluation
- ⦿ Enhancing ethical standards
 - Avoid concealing uncertainty
- ⦿ Internal control design
- ⦿ Key metric reporting
 - Identify trends, patterns & abnormalities

Setting Financial Strategy

- Treasury Management
- Budgeting/Forecasting
- Credit Options
- Financing Growth
- Safeguarding Assets
- Navigating Challenges

- High level management of the accounting and reporting function.
- Insightful review and analysis of financial position and results versus anticipated results
- Formal dynamic budgeting procedures to project planned business levels
- Coordination between operations and accounting to achieve the plan.

- ⦿ Round the clock availability with cost effective as needed fees
- ⦿ Collaborative team approach providing higher level service and diversified expertise