



A focus on your success...

CORPORATE SERVICES

“We have the range of specialists you’d expect from a much larger practice. The difference is that we provide a more personal and efficient service. Our hand picked experts, all with top tier experience, are supported by their own dedicated teams as well as a full service general practice department. This combination makes Carter Backer Winter a powerful tool for any ambitious and successful business.”

Peter Winter, Managing Partner

We have decades of experience in developing businesses as they progress through the business life cycle. Whether your business is on a fast track expansion plan, growing organically or consolidating, a Carter Backer Winter partner has the experience to be a powerful and valuable extra member of your team.

The Business Review is just one of the ways in which Carter Backer Winter will work in partnership with you. Another way is our “Five Ways to Profit Improvement” programme.

## The annual Carter Backer Winter Business Review

The Business Review is the annual strategic health check of your business. The outcome is a tailored set of recommendations to ensure your ongoing prosperity.

This beyond the balance sheet review has four critical components:

1. Compliance checklist - do you meet all the tax and HR legislative requirements?
2. Risk management - a comprehensive assessment covering all key issues from the security of your IT system to potential insurance claims and health and safety hazards.
3. Cash flow check-up - a review of your credit control and cash fluidity, as well as a check on the adequacy of your banking facilities.
4. Maximising profit - are you reaching your full potential?

This review, plus our experience, can make all the difference.

## Five ways to profit improvement and cash flow optimisation

We have a new and innovative computer model that allows us to illustrate the impact of the five key business drivers on both your profitability and cash flow.

We add your specific statistics to the model and then adjust each of the leveraging points. The results indicate what changes you can make to achieve your greatest profit potential and optimum cash flow.

We can also advise on implementing any changes you wish to make as a result of this process.

The model covers:

- Variations in prices
- Increasing spend per customer
- Expanding the client base
- Developing new products and services
- Achieving cost efficiencies

It's a simple process that focuses on your business' critical success factors.

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# Experience, the difference

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## Advice that expands with your business

When a major international consumer goods company first began trading in the UK we guided them through the complexities and around the pitfalls. Since then, we have assisted their growth into a household name with an annual turnover exceeding £20 million. In addition to being their auditors, we have assisted with the outsourcing of their payroll, HR and head hunting functions. We have also, more latterly, advised on complex issues such as tax efficient structuring and transfer pricing.

## Risk management

We advised a new business on risk management because of the unstable nature of their industry and the risks associated with rapidly growing start-ups. The goal was to protect the business as much as possible. We recommended that they divide their business into two separate companies. We created a holding company for all the business' assets and set up a separate trading company. Unfortunately the trading company overextended itself and went into liquidation. Thanks to our foresight, the holding company's assets were protected and the business was able to continue trading.

## Nurturing from start-up to market listing

From its early days as a start-up, we advised a computer animation artist training company. We ensured the business' safe start-up period and then went on to play a significant role in their success, advising on specialist areas from setting up accounting systems to ensuring maximised shareholder tax relief. In five short years the annual turnover increased from £0.3 million to £5 million with a presence in the US and Europe. We are now also advising on preparations for a possible market listing.

## Bespoke advice for entrepreneurs

When a client acquired a rundown entertainment business from a receiver, he had a ground breaking vision for its redevelopment. We advised on the process of developing and implementing a profitable business strategy and managing the risks inherent with any innovative project. He realised his vision and now enjoys substantial profit. Together, we are investigating the potential to roll out the model across multiple venues.



## Carter Backer Winter

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### Corporate Services

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