PRIVately owned business services

Enhancing your business for long term value

mazars
1 | The business challenges

THE BUSINESS CHALLENGES YOU FACE

DAY TO DAY MANAGEMENT
- Delivering the budget
- Margins & cost base
- Cashflow
- Risk & compliance

CUSTOMER SERVICE
- Customer experience
- Brand and sales pipeline
- Product / service innovation
- People and teams
- Leadership & management
- Smart technologies

LONG TERM VALUE
- Growth strategies & business models
- Business plans
- Investment & funding
- Business operations
- People and teams
- Leadership & management
As you well know, the demands of running a successful business are all-consuming and the challenges faced are ever changing. ‘Day to Day Management’ and ‘Customer Service’ are the two areas that tend to occupy those leading an entrepreneurial business. This often results in a loss of focus on the potential ‘Long Term Value’ of the company. Put simply, the skillset, time and resources are not always available internally to form an objective long term perspective. Sharpening and re-aligning that focus to maximise the long term value of your business, however, can be achieved by following these three steps:

**Clarify the mission & goals of the business**
Gaining consensus on the ultimate long term objectives of the business allows business leaders and the management team to map a plan to achieve that goal, while measuring performance and success along the journey.

**Objectively assess current performance**
The performance of your company should be assessed in terms of the underlying, fundamental drivers of the business. While this will determine where the company stands in its own right, a successful business should continually measure itself against best-in-class peer performance.

**Identify gaps**
Once the preceding steps have been completed, the gaps between your business’ current position and its desired future will emerge. At this point business leaders and the management team will have the information to assess what actions are required to bridge those gaps.
As your professional services partner, we are continually learning about your business through our core service offering of tax, audit and accounting services. With our expertise we can build on that knowledge, working with you, to ensure that the important gaps in performance and the future positioning of the company are addressed with the attention and priority they deserve.

We have developed a unique approach, working with the business leaders and management teams of our clients’ businesses to focus on the key issues that will drive success, while simultaneously optimising the long term value of the business. We call this structured process ‘Optimize.’

Our position as a leading global professional services firm with a focus on privately owned businesses, gives us the knowledge and expertise to assist your business in achieving its long term value potential.
1. UNDERSTAND
Businesses need to clarify the long term direction and goals of the business and ensure that owners and the management team have a shared understanding of the company’s strategy and objectives.

2. ANALYSE
A business needs to assess and analyse its current position. This should include current positioning in target markets, quality of business operations, effectiveness of people and teams, financial and risk management.

3. OPTIMIZE
A business must develop practical plans, tactics and tasks to close the gap between their current performance and where they want to be.
A key component of this structured process is our own proprietary technology platform called ‘The Optimize Hub’. The Hub brings transparency to the whole process and facilitates clear decision making for business leaders and the management team.

Your business will receive the following on a periodic basis in tandem with the core services we currently provide.
The ultimate objective is to maximise the long term shareholder value of your business. Pivoting towards a long term view will result in the following benefits:

**Tangible business benefits**

- Clarity and alignment of the goals and objectives of the business
- Identification of the key actions to drive better business performance and increase value
- Summary of risks associated with failure to achieve the desired position and performance across the fundamental aspects of the business
- Measurable improvement in return on investment of the business and additional assurance that its long term value is being optimised.

**Expertise**

Across Mazars, we’ve experienced first-hand what it takes to build a successful business by working with privately owned businesses. That means we’ve got the knowledge to ask the right questions about the right issues and can help you identify growth, sustainability and profitability improvement opportunities.

**Changing business landscape**

The privately owned business environment is constantly changing. Business owners and management teams face significant challenges ranging from disruptive competition, talent wars, technology, regulation changes, international policy changes and other critical factors. We can become a ‘safe haven’ for those hard issues by helping your business to navigate through them, ensuring it is evolving at the right time and pace to remain competitive and succeed.

**Longer term focus**

Optimize focuses the business leaders and management team on their long term agenda and ensures that the business is better positioned to deal with changing circumstances, assess opportunities, make decisions and take steps towards enhancing long term capital value.
Please get in touch:

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