

## WHAT DO OUR CLIENTS SAY AFTER A FULL INTERVENTION?

*"With us having improved our sales by 38% and our net profit before tax (audited results received today) by 205%, this bears testament to your methodology."*

Bob Cork  
CEO, Barcode Alliance SA (Pty) Ltd

*"The impact that Platinum Black has had on our business has been nothing short of remarkable with direct effects on financial growth, quality of client service and staff development and growth within the business...In short, Platinum Black took a good business and turned it into a great business!"*

Helen Constantine  
COO, Marcus Brewster Publicity

*"You have made an enormous impact on the fund in the short term that you have been consulting to us...you have facilitated a strategy, significantly lifted the performance and vision of the management team, assisted at all levels to tone up our organisation in accordance with World Class standards."*

Kevin Creasey  
CEO, Cape Municipal Pension Fund

### Note:

The Platinum Black Business Assessment Centre was recently appointed by Mark Shuttleworth's venture capital firm, Here Be Dragons (HBD) to serve as official guidelines for business structure of enterprises they invest in.

If your business is one of the 99% of businesses that can benefit from a "check-up", contact us for a free discussion of options:



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## INTRODUCING TH



platinum  
**BLACK**

**BUSINESS ASSESSMENT  
CENTRE**

*a unique innovation assisting small  
and medium sized businesses to  
reduce risk & increase profits.*

*To make sure that we remain fit and healthy we go to the doctor for a medical check-up. Even if we feel fine...*

*We regularly take our cars in for a service even if only to increase their re-sale value.*

*...so why then do we never get an expert assess and improve the health of our business which, after all, is an entrepreneur's most important asset?*

## WHAT IS THE BUSINESS ASSESSMENT CENTRE (BAC)?

BAC was developed by Platinum Block, a ten year old Cape Town firm with extensive experience and a superb track record in business risk and the optimisation of small and medium-sized businesses.

BAC is:

A simple and highly **cost-effective** risk assessment methodology.

Designed to determine and **quantify risk and structural deficiencies** in businesses.

Applicable to **all types of businesses**, including NGOs and municipal entities.

Conducted with the assistance of a **proprietary software package**.

Uses an **accounting based approach**.

Since 2004, the BAC has successfully added value to over a 100 businesses with turnovers varying between R1 million and R165 million per annum.

## HOW DOES THE ASSESSMENT WORK?

Using our "Seven Hats of Management" methodology, the BAC assesses 7 areas:

• Management  
• Operations  
• Administration and Finance  
• Marketing  
• Human Resources  
• Information Technology  
• Research and Development

BAC is an in-depth assessment of a client firm's structure and financial status, conducted with the aid of proprietary software and a series of focussed interviews with employees and management.

The assessment, which looks at very practical "business building blocks", is based mainly on the existence and appropriateness of business policy, processes, procedures, safeguards and internal structures, and the adequate documentation and communication of all of

In addition, we do a full financial analysis of the business, and also conduct a simple but often extremely valuable anonymous survey of specific insights of employees relevant to the optimisation of the business.

**Our process enables us to, in less than a week:**

- Scientifically generate an extremely detailed picture of the current state of the business.
- Determine where the business should ideally be in order to function optimally.
- Develop a quantified business risk profile.
- Develop a broad plan for addressing the gaps.

## WHAT IS THE BENEFIT OF HAVING A DETAILED BUSINESS RISK PROFILE?

Once you know where your business is and where the risks are, you are in a position to address the issues that the BAC brings to the fore, which means that:

### Business risk is minimised

Most businesses disappear because they have only a vague idea of where their risk lies, and little knowledge of how to manage this through appropriate structures and processes. The BAC report gives you a clear and prioritised picture of the components of risk within your business, as well as the practical steps that need to be taken in order to minimise this risk within the parameters of the "Seven Hats".

### Profits are maximised

The effective management of risk leads to sustainable and maximised profits over the long term.

### The value of the business is maximised

Lower risk, higher profits and a well designed and sustainable business structure enables the entrepreneur to attain a much higher price when selling the business.

### Business management requirements are minimised

An effective and correct business structure allows you to "own your business" and spend more time on strategic issues (or your family), instead of being "owned by your business".

### Access to external finance is maximised

When assessing applications for finance, banks and external investors pay the greatest attention to the business' internal structure and risk profile.

## WHAT ARE THE COSTS AND TIME INVOLVED, AND WHAT DO I GET FOR IT?

A typical assessment can be completed in **less than a week**. Our **current (2004) charges for a full assessment starts from as little as R5000 (ex. VAT), and depends on the size and complexity of your business**.

For this you get the following in the form of both a **report** and a **presentation**:

- An **objective outside picture** of your business as it is. Strengths, but more especially concerns and structural deficiencies, are highlighted in detail.
- A **quantified high level risk profile** of the business across the seven functional areas.
- A **detailed breakdown of specific risk components** (250+ different risk-related issues are typically assessed).
- A **broad action plan**, outlining how and by whom deficiencies / concerns may be addressed.
- A **basic financial assessment** of the business (financial ratios etc).
- A discussion of **employee business insights**, suggestions and concerns as provided anonymously by employees (in presentation only).

## WHAT HAPPENS AFTER THE ASSESSMENT?

The BAC tells you exactly where the issues are, but leaves you with extreme flexibility as to how to address these. Your options are:

- **Ignore** the problems (i.e., "more of the same"), thereby increasing the chances of near-term bankruptcy.
- **Address** the problems yourself with a structured action plan, or
- **Employ a third party** to introduce risk minimising structures and processes into the business.

Considering Platinum Block's vast experience, its large solutions database and extremely competitive pricing, 98% of our clients find that we are best qualified to put the necessary optimisation and risk management structures in place within their businesses.