



APDs VALUE ADDED:

IMPROVING THE FOUNDATION OF YOUR BUSINESS

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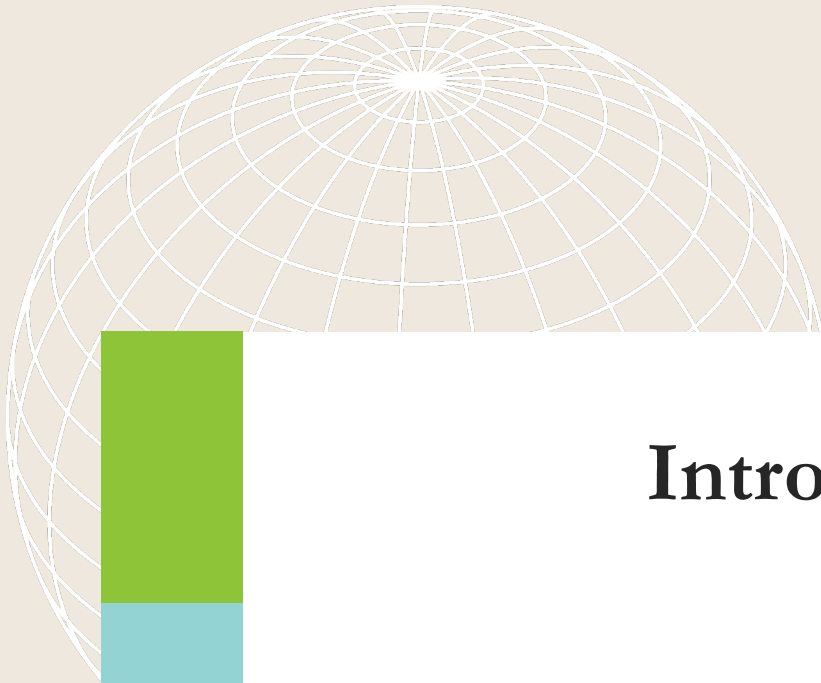
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Introduction

HOW APD BRINGS VALUE ADDED TO SMALL BUSINESSES

ADDED VALUE OF APD FOR YOU

How we can help with your PAIN POINTS

There are areas in every company where the business is affected negatively in some ways – these are PAIN POINTS.

APD's engagement with you is to ascertain these pain points as soon as possible; which gives both APD and you time to address the pain points and determine the quickest; smartest way to eradicate them.

The pain points APD address most often are as follows :

- The BREAKEVEN ANALYSIS of the business
- Completing a FOUNDATIONAL ANALYSIS of the business
- Developing a LIVE BUSINESS PLAN on behalf of the business
- Completing a GDPR OVERVIEW to ensure compliance for the business
- Conducting a GROWTH PLAN & ACCOUNTABILITY STRATEGY for the business, to ensure growth.



Chapter One

**DETERMINING THE
BREAKEVEN
ANALYSIS OF YOUR
BUSINESS**

BREAKEVEN ANALYSIS

How APD keep YOU in business

A key question APD ask before every engagement is ‘What is your breakeven?’

Many businesses are unaware; others are unsure and some have it completely incorrect.

During this engagement APD determines what you need to sell monthly (or annually) to COVER THE COST OF STAYING IN BUSINESS; known as the **breakeven point**.

Our **breakeven analysis** table calculates the **breakeven point** based on fixed costs; variable costs per unit of sales and revenue per unit of sales.

As a result; you can complete your projections and your sales targets accordingly and add the % of profit you require to give your business the cushion required for growth.



Chapter Two

COMPLETING A FOUNDATIONAL ANALYSIS OF YOUR BUSINESS

FOUNDATION ANALYSIS

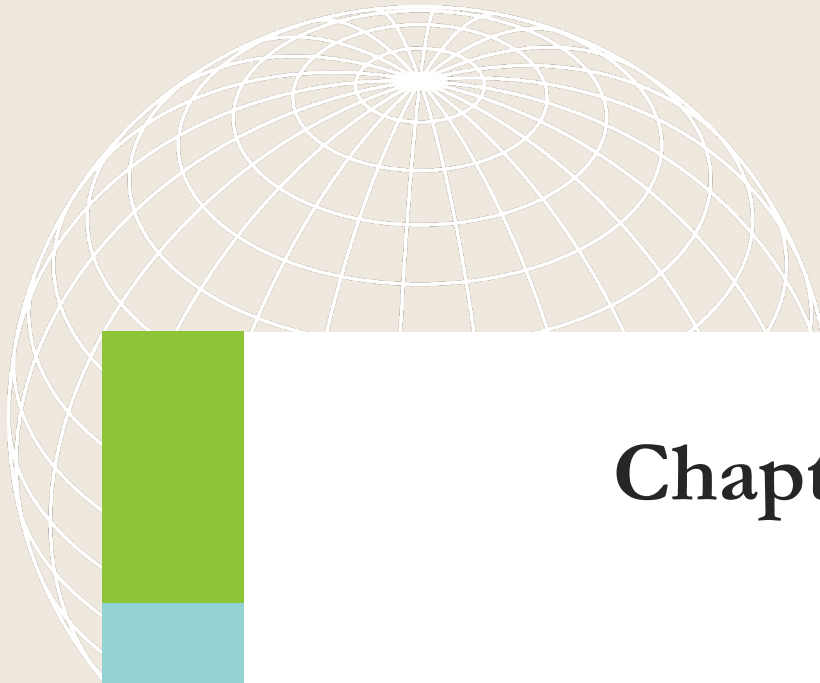
Finding Out Your AREAS OF IMPROVEMENT

This engagement with APD is a 90minute meeting discussing the current landscape of the business to determine if there are areas of weakness (which can also be regarded as pain points) that need to be addressed; followed by a Foundational Analysis Report.

During this analysis, APD will discuss the following:

- Company Documents and Set-up Strategy
- Management Analysis
- Operations Analysis
- Manpower Analysis
- GDPR Analysis
- Product/Services/Programmes Analysis
- Company Targets
- Competitor Analysis
- Marketing Analysis
- Sales Strategy
- Pricing Strategy
- Financial Data Information
- SWOT Analysis.

A report is compiled as a result of the analysis and shared with YOU to discuss moving forward.



Chapter Three

DEVELOPING YOUR BUSINESS PLAN

BUSINESS PLAN

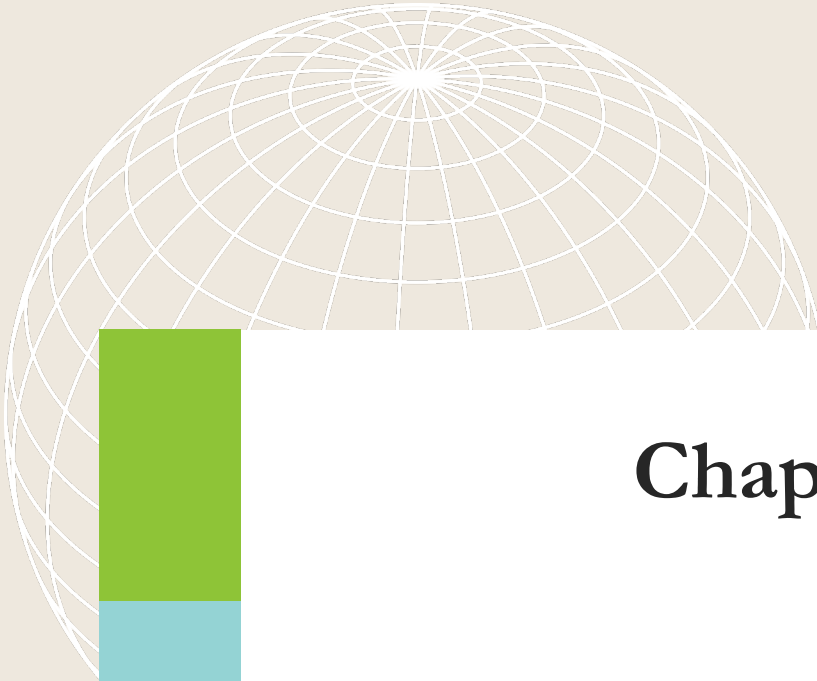
Keeps YOU Tracking the IMPORTANT Stuff

This engagement with APD results in a LIVE Business Plan that has allocated your time, effort and resources strategically and in manageable chunks.

The APD Business Plan will have all the following information for you AT YOUR FINGERTIPS:

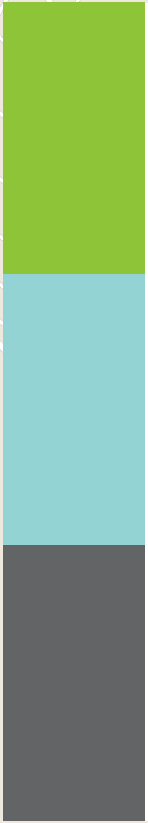
- Business Overview
- GDPR Status Report
- Management & Operations Overview
- Personnel Overview
- Products/Services Offered Overview
- Target Market
- Sales & Marketing Strategy
- Business Comparison Chart
- Goals & Objectives
- Business Tools/Training Requirements
- Financial Overview and Analysis.

Once compiled and signed off; this document is continuously updated on a monthly basis; or at least once a quarter to keep the business up to date and on the leading edge.



Chapter Four

GDPR STATUS



GDPR STATUS

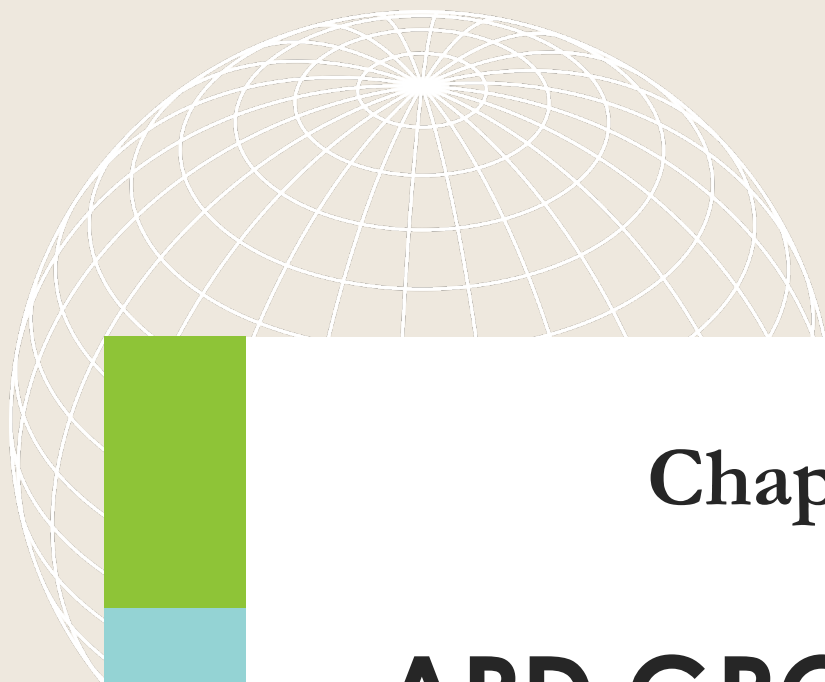
Keeps YOUR Business COMPLIANT

This engagement with APD results in your Business being in compliance of the new GDPR requirement that became law in May 2018.

GDPR is broken into 3 packages as follows:

- 1.GDPR Overview – a 90 minute presentation and discussion to determine current GDPR Status; culminating in a **GDPR Overview Report** for the client.
- 2.GDPR Templates – as well as Package 1; all 5 required templates are completed on behalf of the client.
- 3.GDPR Compliance Operating Instructions – as well as Packages 1 and 2; all 12 Operating Instructions for GDPR are completed on behalf of the client.

An understanding of GDPR is required to strengthen and unify data protection within the business environment. Data controllers and data processors are now part and parcel of every business; however small.



Chapter Five

APD GROWTH PLAN & ACCOUNTABILITY REPORT



GROWTH PLAN/ACCOUNTABILITY

Ensuring Your GROWTH as a Business

This engagement with APD results in your Business having a trackable growth plan that details every area of the business to ensure YOU are on top of the requirement.

The Growth Plan & Accountability Report contains the following:

1. Executive Summary
2. Company Elevator Pitch
3. KPIs
4. Target Customers
5. Industry Analysis
6. Competitor Analysis
7. Marketing Plan
8. Organisational Chart & Staff Information
9. Operational Plan
10. Financial Projections
11. Current Status
12. Proposed End Result
13. Growth Project Plan
14. Short Term Activities
15. Medium Term Activities
16. Long Term Activities
17. Accountability Status Report

A daily activity report is part of this plan; and keeps the whole business on track for successful growth.



Conclusion

HOW APD BRINGS VALUE ADDED TO SMALL BUSINESSES

HOW APD ADDS VALUE FOR YOU

How we help with your PAIN POINTS

As a result of the various activities (and there are other packages; especially bespoke ones) that APD carry out; the areas of improvement required by businesses can be addressed successfully.

APD's engagement with you in addressing your pain points; as well as bringing to a successful conclusion; will help YOU to understand the methodology used so that in time YOU (or anyone mentored within the business) will be able to carry out these requirements yourself.

WE SINCERELY HOPE YOU ARE INTERESTED IN ENGAGING APD TO SPEAK TO YOU ABOUT ANY AREAS WITHIN THE BUSINESS THAT REQUIRE ADDRESSING.

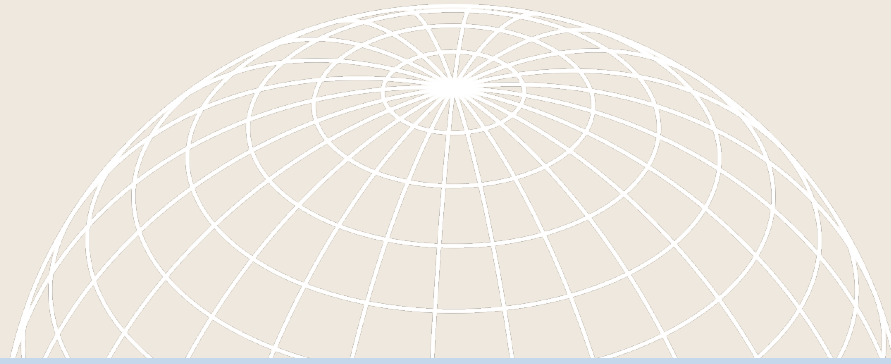
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