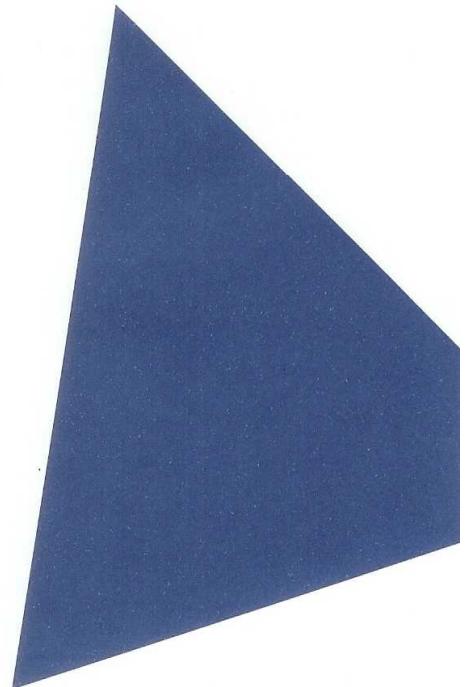
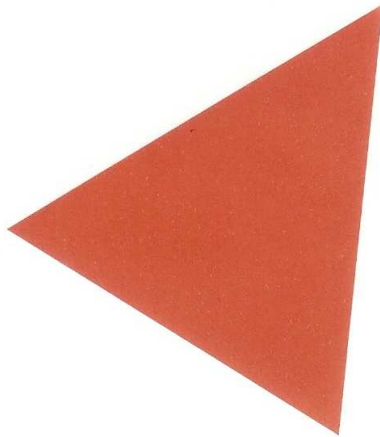


Business Profile

Business Arkitex
149 Clovelly Road
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Helping you design and build the business you want



Business Profile

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Adam Treharne

Tel 02 9332 1000

www.businessarkitek.biz

The business:

Business Arkitek is a business architect & coaching consultancy, specialising in the business development, lead generation, marketing and profit improvement for small to medium enterprises. **Business Arkitek has a vision for every enterprise to utilise a business coach to help build strong, successful businesses.**

The management:

Adam Treharne is an outstanding manager, with a broad base of skills, who understands the requirements of building a successful business. He is also the winner of numerous personal and business awards over the years. Adam successfully built his own business from a small one person business to a multi-million dollar concern. He now concentrates on helping other business owners & managers enrich their lives by helping build stronger businesses.



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Vision:

Every enterprise to utilise a business coach to help build strong, successful businesses.

Mission of Company:

Business Arkitex works with business owners and managers to:
Maximise their return;
Improve their lifestyle; or
Help them setup their business to sell.

‘Helping you design and build the business you want’

Area of Expertise:

Small to Medium enterprises, with specific experience in growing a business by developing strong sales, marketing, production and management systems. Working with business owners to help them with their business challenges and opportunities.

Products & Services:

Business Arkitex provides Business Coaching, Consulting and Business Broking (buying & selling) for small to medium sized companies, working with the owner & senior management to help build a strong, successful business.

Business Arkitex can offer a range of:

- a. Solution Focused Coaching programs,
- b. Goal oriented Consulting projects & workshops, including
- c. The unique Build Up and Develop your Business to Sell (BUDYS) System.

Products & Services:

Solution Focused Coaching Programs:

1. Designing Your Future Program (Face to face workshop)

This program is designed for all businesses who have decided to engage a Business Coach to assist in the development of their business and team. It is an in-depth analysis of what the business owners want to achieve through their business. It identifies what and how you as the business owner are going to achieve over the next five years of your life, identifying the milestones along the way.

2. Implementation Focus Program (Monthly coaching program)

This program is designed for those small business owners or managers who know they want more out of their business but do not know how to get it. It's really for businesses which have just started, don't have the infrastructure to take full advantage of the more in-depth programs, or just need an injection of enthusiasm and guidance each month. It is also recommended as a follow on program for business owners that have completed 12 months of one-to-one mentoring.

3. Accountability Focus Program (Fortnightly Coaching program)

This program suits those business owners who really are committed to getting their business ahead. The type of business that most benefits from this program is a business whose owner really wants their business to implement the strategies for improvement detailed in their Designing Your Future Program as quickly and effectively as possible.

4. Results Focus Program (Fortnightly coaching program and training)

The Results Focus program is designed for those businesses that are determined to achieve significant growth in the next 12 months. Your business is probably already going well but you may typically need to rapidly expand your customer base, introduce a new product or open another outlet. You have some really good staff members in place but your business is struggling to reach its full potential. You are probably working way to many hours a week and the business would not be able to survive without your constant input.

5. Team Focus Program (Fortnightly coaching program, quarterly training/workshops)

The Team Focus program is for those people who really want to kick their business along and achieve real goals for the year. Your business is probably already experiencing steady growth. You have some really solid groundwork in place and you and your Team might eventually make it happen anyway. You just know that working with me as your Personal and Business Coach would make a real difference to your lifestyle, the value and the position of your business in the marketplace. (This may be a prelude to your exit strategy!)

Products & Services:

b. Goal oriented projects & workshops

PVMV© – Purpose, Vision, Mission & Values:

You and your team will develop and retain a clear statement of your business' Purpose, Vision, Mission and Values. In addition a clear list of your High priority Goals and Actions required to achieve them. The process includes:

1. Designing your business with purpose.
2. Clearly identifying business issues and objectives.
3. Creating an environment that inspires people to be the best they can be.
4. Aligning people around a vision that creates engagement with your team.
5. Enabling every member of your team to play an active part in your strategy.
6. Clearly identifying roles and ownership.
7. Removing limiting beliefs, ambiguity and negative actions from your business.
8. Creating a Business Plan for Success

A very powerful process to give you and your business clarity about the future.

Hidden Assets - How can you make more/better use of what is 'hidden' within your business, rather than trying to find new business. The process includes:

1. Overlooked opportunities
2. Underperforming activities
3. Undervalued relationships
4. Underutilised channels
5. Underused marketing & sales systems.

A clever way to find the 'low hanging fruit' in your business.

Business Flight Plan – A diagnostic approach to the current health of your business.

Areas covered include

1. Business Objectives
2. Management & Leadership
3. Human Resources and Development
4. Revenues and Financial Objectives
5. Operating Practices and Policies
6. Technology, Innovation & Product Development
7. Intellectual Property
8. Branding, Marketing and Sales Channels
9. Customer Development and Retention
10. External Operating Environment
11. The Industry and Competitors
12. Planning for the Future

This review will identify strengths in your business and opportunities for improvement.

Looking for a birds eye view of your business. This approach will help pinpoint the strengths and weaknesses in your business.

Products & Services:

1 Page business planning workshops -

You will walk away from these dynamic, hands-on, small group workshops with a Plan-on-a-page for each topic. As well as, feeling inspired with lots of food for thought; a range of simple and practical tools to really make your business work for you and, a follow up plan in place with your fellow class-mates to keep the momentum going. The current series includes:

1. 1 Page Business Plan - *A Business without a Business Plan achieves everything in it....*
2. 1 Page Marketing Plan - *Stop wasting money on ineffective marketing...*
3. 1 Page Continuous Improvement Plan - *You can't manage what you don't measure.....*

A quick refresher session on common problem areas in your business.

Business Appraisal – Ever wonder what your business is worth, you maybe pleasantly surprised. Talk with the people who are in the business of buying and selling businesses. Find out what interest there is in a business like yours and how you could improve the potential sale price. This preview can also be extended to include the GAP analysis of the BUDYS program.

If you think you own a good business, find out what a potential buyer thinks.

BUDYS – Build Up and Develop Your business for Sale – A fresh approach to selling your business. Incorporating the three step system.

1. GAP - The **Goal Achievement Program (GAP)** is designed to identify the gaps between where your business is now and where it needs to be to sell at the best possible price.
2. The **Action & Commitment Timetable (ACT)** is designed to bring your business in line with your BUDYS Goal. This requires a regular meeting to review the achievement of your interim targets.
3. As the selected day approaches the owner has the choice, to **Sell or Ongoing Long term Development (SOLD)**. It is not unusual to want to stay with a successful and profitable business.

A system to help you move from working IN your business, to ON your business to OUT of your business. The best way to create your future independence.

Highlight of major client assignments:

Current & Past Experience

This section highlights current assignments and completed projects conducted by Business Arkitek.

Snapshot of Major Clients:

Price Waterhouse, Rothschild Australia Limited, Macquarie Bank, Pechiney Aluminium, Apple Computers, Digital Equipment Corporation, Union Bank of Switzerland, Friends Provident Life Office, Bondi & Districts Chamber of Commerce, Aroma Coffee, BarterCard Sydney South East and a **large number of small to medium enterprises.**

Summary of Past Achievements:

- ◆ **Facilitated a 'Hidden Assets' workshop which identified over \$500,000 of business without needing to find any new customers;**
- ◆ Developed systems to monitor and report the effectiveness of different advertising media;
- ◆ **Created marketing program leading to an increase of sales by 40% per annum for a 5 year period;**
- ◆ Created and implemented a cost and expense cutting program, reducing costs by up to 90%;
- ◆ **Developed business plans and goals leading to increased turnover in the business by 10 times.**

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Highlight of major client assignments:

Industry:	Website Development
Project Title:	PVMV to realign the current business activities with the desired business growth path.
Client Objectives:	Reenergise and enthuse the management team by affirming the reason for being in business and how their clients and employees will want to work with a business with these inspiring goals.
Work Performed:	<ul style="list-style-type: none">▪ Conducted a PVMV (Purpose, Vision, Mission & Values) session with the management team and owner.▪ Assisted in developing a review of the Client Maintenance Agreement resulting in an improved service to their clients and an ongoing source of revenue.▪ Following the PVMV and Business Coaching program the business increased its Gross Profit by \$24,000, \$35,000 and \$25,000 in the next three months on a base turnover of \$1,000,000.
Industry:	Fast Moving Consumer Goods (Food & Beverages)
Project Title:	Business Plan and Development
Client Objectives:	To create a plan for the future development of the business, both nationally and internationally.
Work Performed:	<ul style="list-style-type: none">▪ Conducted a preliminary analysis with the owner and senior management.▪ Conduct an ongoing Business Coaching activity to ensure the development of the business in line with the plan.▪ Completed a Business Estimated Appraisal document, providing the owner with an estimate of the increased value of the business if all planned activities are completed successfully.
Industry:	IT Retail POS hardware & software
Project Title:	Review of Management Systems
Client Objectives:	To conduct an evaluation of the management procedures and controls to allow the owner to reduce the day to day management of the business, and focus on developing other business opportunities.

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Highlight of major client assignments:

Industry: IT Retail POS (continued)
Work Performed:

- Discussion with owner about long term personal & business goals.
- Evaluation of current processes & procedures, and suggestions for facilitating handover to existing management.
- Regular meetings with owner to review status and plan subsequent actions.
- **Conduct an "Hidden Assets" Review and identified over \$500,000 of potential business without requiring one new client.**

Industry: Home improvements
Project Title: Business development & profit improvement
Client Objectives: Build business from one person to multi million dollar turnover.
Work Performed:

- **Increase sales by 40% per annum for 5 years running.**
- Developed systems to monitor and evaluate the effectiveness of different advertising media.
- Set annual goals which were reviewed weekly and evaluated monthly.
- Create and implement an expense cutting program, reducing costs by upto 90%.
- Create a strong brand identity and positioning in it's marketplace.

Industry: Accounting and IT services
Project Title: Business development and time management
Client Objectives: Improve the profitability of the business, and reduce the workload of the owner.
Work Performed:

- Change the pricing structure to improve the value to the customer (and increase the profitability of the business).
- **Turn the business around from fire fighting and problem solving to regular, profitable trading.**
- Reduce bad debts, and time spent on follow up, to almost zero.
- Help create more time for owner to pursue personal interests outside of the business.