



Presentation to AIB
Business Customers

Planning for Growth

May - June 2011

Our Clients





CREDIBLE BUSINESS PLAN

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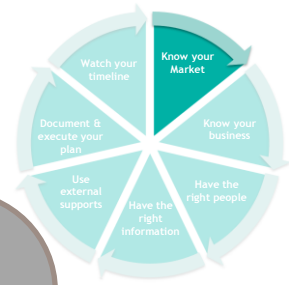
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The clock is ticking.....

Know your market...

Important Questions

- Where is my market now?
 - Growing /retracting / stagnant
- How will it evolve over the next 3-5 years?
 - Customers/ products
- What are the growth opportunities?
 - Organic/ acquisition/ international?



Practical Tips

- ✓ Talk to stakeholders
 - Customers
 - Employees
 - Suppliers
 - Funders
 - Relevant industry bodies
- ✓ Benchmark / look at what competitors are doing
- ✓ Internet research



...then look objectively at your business...

- Complete a SWOT
- Exploit strengths and opportunities?



Practical Tips

- ✓ Off site brainstorm session
- ✓ Consider using a facilitator
- ✓ Involve key employees, trusted advisers
- ✓ Action points on a page!

...have the right people...



Important Questions

- Do I have the right people to drive the business?
- Are there any skills gaps?
- How do I retain and motivate the right people?
- Any future succession issues?

DRAGONS DEN

Practical Tips

- ✓ Assessment
- ✓ Appraisal
- ✓ Make changes
- ✓ Incentive packages - performance bonuses

...have the right information...



Important Questions

- Have I....
 - Relevant and timely information?
 - Regular mgt accounts, budgets, cashflows?
 - Adequate and reliable information

- Forecast peaks & troughs in cash
- Take corrective action NOW!
- Communicate with stakeholders/ lenders

Practical Tips

- ✓ Identify and prepare KPIs
- ✓ Rolling 3 month cashflows
- ✓ Get into discipline of doing a budget
- ✓ Consider and take action on variances

...use external supports...



Practical Tip

- ✓ Use advisers to navigate through financial and non-financial supports



...use external supports...



FUNDING SOURCES

Government Finance  **ENTERPRISE IRELAND**  **County & City Enterprise Boards**  *Údarás na Gaeltachta*

Equity Finance

- SEED CAPITAL FUNDS
- VENTURE CAPITAL
- BUSINESS ANGELS
- BUSINESS EXPANSION SCHEME

Debt & Working Capital

- WORKING CAPITAL MANAGEMENT
- BANK DEBT

...use external supports...



Practical Tip

✓ Use network events and industry associations



Other Industry Associations

....document & execute your plan...



DOCUMENT

+

IMPLEMENT

+

REVIEW

=

**Maximise
Value**

....document & execute your plan...



Enjoy It!

...and finally, keep an eye on your timeline.



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Q & A



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