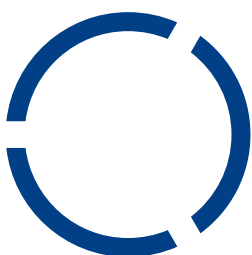


# Inspire Growth Create Value and Maximise Wealth



ADVISORY | FINANCE | WEALTH



PRIME ADVANTAGE

Inspiring Growth • Creating Value • Maximising Wealth

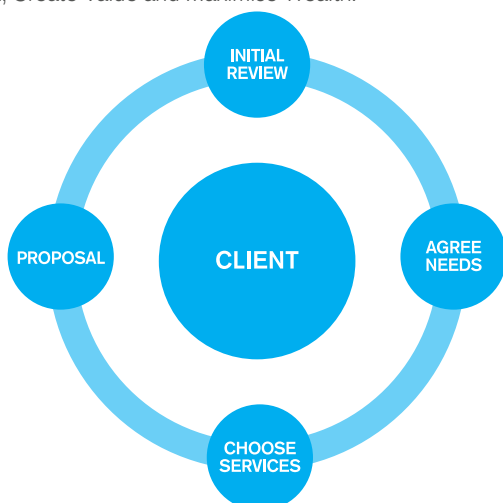
“A complete personalised solution to maximise growth and wealth in your business, from true experts, who care passionately about your success”

# CLIENT ENGAGEMENT PROCESS

The process begins with the Prime Advantage Partner and sector expert meeting the prospective Client so that they can exchange views and information, ask questions and share concerns.

From this meeting the Partner will agree the primary strategic and operational needs and how best they can utilise the range of Prime Advantage solutions, techniques and services.

A Partner proposal will then follow. Uniquely tailored to meet the needs of the potential Client, the proposal highlights the strategies to Inspire Growth, Create Value and Maximise Wealth.



Although the proposal is uniquely developed for the Clients' needs, a Partner may propose that a Client:

- begins by working through the Prime Advantage **9 Step Programme** or
- asks the Partner to undertake a strategic review of the business to determine the most appropriate growth and exit strategy or
- asks the Partner to prepare the business for investment or
- appoints the Partner as Non Executive Chairman or Director

Throughout the process our aim is that the client remains in control as Prime Advantage is able to match the right approach and level of involvement to the needs of the client through its wide variety of solutions including business advisory, corporate finance, mentoring and coaching, strategy and business review, and operational performance improvement.

We provide strategic and operational advice to our clients utilising a blend of our Advisory Partners' experience and sector expertise along with our own structured methodology,

All the market leading **Advisory Partners** that join our team have been selected because they have successfully started, grown and exited businesses before.

Our clients share our values of honesty, integrity and transparency and are passionate about their own capacity to progress.

# THE 9 STEP PROGRAMME



The **9 Step Programme to inspire growth, create value and maximise wealth** provides business owners, CEOs and their Board with the methods and tools to realise the strategic ambitions and vision that they have for their business.

Crucially the Prime Advantage **9 Step Programme** is not management theory lifted from the classroom. Nor is it business software licensed or bought from the internet following a search of "business development training".

Instead the programme is only informed and updated by what has specifically worked for the Prime Advantage Partners, their businesses and their teams as they themselves have developed strategic plans, grown sales and entered new markets, prepared a business for funding and roll out as well as exited and acquired businesses.

The **9 Step Programme** has been built by Prime Advantage's Partners for their clients. At the core of the 13 week programme are the many, many years of our Partners unique and personal experiences and skills sets gained from growing and exiting their own businesses.

The **9 Step Programme** is based on the best practice principles and insights that our Partners have acquired through years of successfully developing, managing and growing businesses to achieve significant shareholder value.

Therefore the Prime Advantage **9 Step Programme** has already had the most stringent levels of quality testing and due diligence applied to it meaning that you have that trust and assurance built in prior to applying the programme to your business.

Typical of the Prime Advantage approach and philosophy in general, the **9 Step Programme** is tailored and personalised for your business, its needs, its character and its objectives.

Delivered by your Prime Advantage Partner over 13 planned and diarised weeks, the programme mirrors the longer term journey that Prime Advantage can help you and your business on. There will be 3 key stages:

- Stage 1 : Inspiring Growth
- Stage 2 : Driving Business Performance
- Stage 3 : Maximising Stakeholder Value

**Inspiring Growth** begins with a vision and discovery process including a series of strategic and financial reviews of your business aimed at defining your business as it is today, its aspirations and barriers as well as the goals and objectives you have for the future.

From here you and your Partner begin to build a long term business strategy and plan supported by an integrated 3 year financial plan before examining how the business will be organised for growth and what your funding choices for growth are.

This initial stage deliberately tackles in the first weeks two of the most common issues faced by SMES, namely the help they need to clearly articulate the vision and strategy they have or want for their business and secondly the ability to present this in a way that will successfully win the support of new investors or their bank.

**Driving Business Performance** is one of the key reasons to choose to work with Prime Advantage and appoint a Prime Advantage Partner to work with you and your business.

This stage will provide the business owner, CEO and senior team with a combination of the tools, materials and methods for high impact delivery and performance.

These tools and methods aim to transform the capabilities of the business, its operations and processes as well as its team.

Business performance and success is we believe inextricably linked to how the business measures itself. Clear accountabilities and responsibilities have to run throughout its general purpose, its operations, interface with customers and staff.

**Maximising Stakeholder Value** is the third stage and provides real focus on the strategies and initiatives that will make sure your business, your great idea or your or your family's life ambition is worth as much as it should be.

Your Prime Advantage Partner will demonstrate how the business can maximise profit through a combination of profit and loss, balance sheet and cash flow wins.

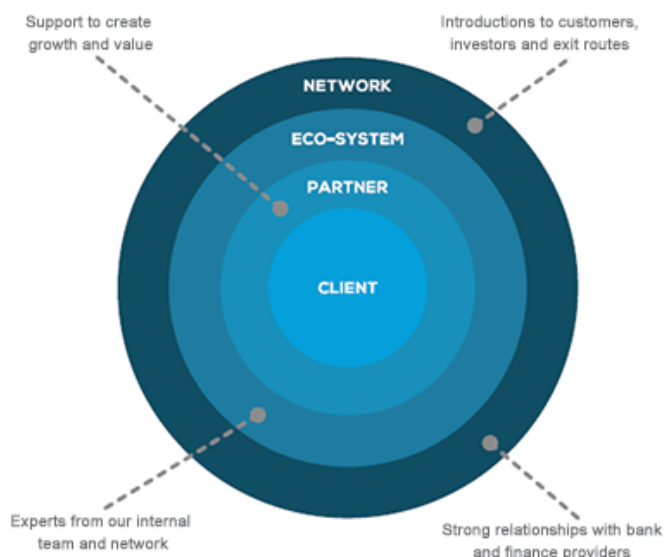
Generating extreme value for your business is a magical mix of protecting your business value whilst at the same time boosting the multiples that your business can command.

Then finally you will explore what your options are to maximise wealth through the type of exit, acquisition or succession planning routes that you choose.

Prime Advantage's exclusive and unique **9 step programme** delivers hands on, direct support and advice from Partners who have vast experience of your business and sector, its challenges and opportunities.

The plans and ambitions of our clients are further supported by Prime Advantage's unique capability to provide a combination of business advisory services alongside the ability to raise funding and develop exit strategies through Prime Advantage Corporate Finance, our corporate finance division.

These plans and ambitions are further advanced by clients having access to a selected network of strategic alliances offering guidance and advice across all areas of business life including accounting and legal services, wealth management and banking.



This is called the Prime Advantage Eco System and this extends to the recent opening of our Prime Advantage offices in Perth, Australia.



## Who We Are

We are a business advisory and corporate finance specialist working exclusively within the SME sector both in the UK and Australia.

## How We Work

We provide a uniquely tailored, local and personalized approach for business owners, CEOs and their companies.

## Sector Experts

Our experts possess an outstanding track record of success and level of expertise in their chosen sector.

## Advisory Solutions

Our combination of expertise, methodologies and Strategic Alliances help businesses grow and increase in value.

## Corporate Finance Solutions

We support our Clients as they raise capital for growth and expansion as well as planning for exit and succession.

## Our Sectors

We operate in 14 sectors that combined have UK sales in excess of £1.75 trillion and represent over 50,000 small and medium size enterprises.

## News, Insights & Events

Stay in touch with our views and thoughts, the key trends in your sector, our programme of events and forums.

## Results & Testimonials

You want results from an advisor you can trust. We know that.

**“Things do not happen  
Things are made to  
happen”**

John F Kennedy



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[www.primeadvantageadvisory.com](http://www.primeadvantageadvisory.com)

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