



## **Our Mission**

*To provide small businesses with the help they need to develop, market, and sell their products and services profitably. We will do this by aiding them in building the foundations necessary, developing the strategies, and identifying and acquiring the skills necessary to fuel their growth.*

## **Our Vision**

*To be recognized as a leader of business consulting services that provide value, growth, and results to small businesses.*

Are you a small business owner who is looking to stimulate growth in your business, looking to expand through acquisition, or are you looking to sell your business in the next few years. If you answered yes, then it is safe to assume you are wanting to make sure you maximize growth, receive the financing you might require, buy the business for the price you want, or if selling your business, obtain the best price possible. We can help you do just that.

We are a small business consulting firm located in the Toronto GTA, focused on solving business problems, delivering business value, creating growth, delivering solutions and simplifying your business directions for small businesses in the Canadian market.

At RK Fischer & Associates, we are focused only on small business, so we understand the business challenges that exist in the small business market and work with the business owner and staff to implement the right solutions for your business and work to ensure you have continued long term success.

We also deliver small business solutions through fixed priced contracts and by providing small business products which solve problems facing small businesses at an affordable price for your budget.

We partner with other small business product and service providers to help provide one-stop shopping for all your small business needs.

## Practice Areas

Business

Marketing

Sales and  
Channel

Partner  
Services

## Product and Service Offerings

*Providing a Choice in Business Solutions for Small Businesses*

### Small Business Consulting Services

We offer services in each of our practice areas which can be customized to your specific needs for your business: business consulting, marketing consulting, sales consulting, and channel consulting. We will work with you to define your specific requirements and will return with a fixed price solution with outlined deliverables and will give you peace of mind knowing you will receive what you are paying for. We will not leave until you are completely satisfied and you and your staff are trained and you are self sufficient.

### Small Business Defined Fixed Priced Contracts

We offer defined fixed priced small business consulting services in our practice areas which provides you an outline of defined engagements almost like a menu. In many cases, small businesses are looking for a specific service that does require specific customization, so we have met that demand by creating such engagements for you.

### Small Business Products

We develop small business products and tools that are available online for our customers to purchase securely through our ecommerce store. In many cases, as a small business, you may be just looking for a product, tool, or template to give you a jump start or guidance in an area of your business.

### Small Business Partnership Services

We are able to provide complete small business one-stop-shopping solutions by partnering with other small business product and services vendors who offer complimentary solutions to our own. For most solutions, they will be provided and managed through RK Fischer & Associates to provide quality and consistency in delivery. For those partners that are a referral, such as legal or accounting services, we will work with you to find the right vendor and service for your business and remained involved in the process to ensure you are happy with the services you receive from our referral vendor.

## Value Proposition

- ◆ **Defined fixed price services that are affordable and easy to implement for small business in each practice area**
- ◆ **Continuous development of tools, guides and training which will be available online or will supplement an engagement**
- ◆ **Understanding of small business market with technical competence and relevant experience in a wide variety of industries**
- ◆ **Certified Management Accountant (CMA) on staff as well as partner with General Management experience in running a small business**
- ◆ **Partnerships with vendors to provide complimentary solutions to give small businesses one-stop shopping for all their business requirements**

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## Consulting Offerings

### Business

#### Business Assessment

- Develop with you an assessment of your key business areas to help determine the greatest areas of improvement
- Develop with you a go forward tactical action plan to address areas of concerns in specific areas of your business
- Develop a roll out plan with you along with training required staff on implementation of any changes or additions to your business

#### Business Plans and Business Cases

- Develop with you the business requirements for your business plan or business case or just aid you with writing if that is all that is needed.
- Assessment of your current business plan or business case.

### Marketing

#### Corporate Marketing

- Develop with you an overall vision and mission for your company along with a value proposition to position yourself against your competition. This information will be used in all your marketing materials.
- Develop with you a corporate and product identity that is right for your company along with engaging the right partners for the actual graphic creation, colours and look for your company.
- Develop with you a communications plan that is specific for your company and market, along with the industries you serve.
- Aid in the development of pricing models for products where you require help based on costing, competition, the market, and other alternatives available to your prospects.

#### Direct Marketing and Lead Generation

- Develop with you marketing campaigns and choose the right marketing mediums to yield the best results for your company.
- Develop with you the right call to action for your campaigns in order to grab your prospect's attention.

## Flexibility to meet your business budgetary requirements

- ◆ **Defined fixed price engagements in each practice area**
- ◆ **Hourly and Daily rates with sliding scale (more time, less the rate)**
- ◆ **Fixed rates for fully defined projects that are specific to a business**
- ◆ **Interim management if client is looking to fill position on a temporary basis until project is accomplished or full-time employee is hired**
  - **Set number of hours per month**
  - **Set number of days per month**
  - **Set monthly duration**

## Marketing (cont.)

### Direct Marketing and Lead Generation

- Develop with you the tracking mechanisms and processes of how leads will be handled once they are received by your sales force, so that you are able to see the return for the money you spent on the campaigns on costing, competition, the market, and other alternatives available to your prospects.

### Online Marketing

- Develop with you your online direction and determine what online mediums will work for your business.
- Develop with you our online content so that your prospects can find you on the web.
- Develop with you how to get and track leads you receive through your online marketing

## Sales and Channel

### Go To Market Strategy

- Develop with you an overall go to market strategy that works for your products and industry and geography.
- Work with you to determine which channel strategy is best for taking your products to market.
- If you want to choose possible indirect channels, provide you guidance in what channels will work best for your products and services, as not all products can be sold through channels and there are different variables that help determine whether one is suitable over another.
- Uncover with you what other types of partnerships are worth developing to help in growing your business.
- Help you develop a mixed channel strategy that works for your business.
- Aid with building the right sales force, skills, processes, and programs for each channel to make them successful for your business.
- Help you determine whether supply channel/physical distribution channels would work for your business.

## Sales and Channel

### Sales Growth and Uncovering Obstacles to Your Success

- Work with you to uncover the reasons you are not obtaining the sales growth you want and build an action plan with you to help remedy the obstacles standing in your way and put the tactical pieces in place to meet your goals.

### Sales and Channel Programs

- Develop with you the right channel infrastructure and channel programs in order to get you the highest return.
- Help you look at your current sales and channel programs to see if changes can be made to stimulate higher growth.
- Help you develop ongoing sales and marketing programs to motivate both your direct and indirect sales force.
- Work with you to obtain the right contracts for your partners which will not only protect your business, but will drive the required results.
- Work with you to build the right tools to track the success and service levels of your channels.

## Partnerships

We offer additional products and services through referral or resale from our vast partnership network who also have an understanding and focus as well of the small business market. By doing this, it allows RK Fischer & Associates to be your one –stop solution provider for your small business requirements.

