



## RK Fischer & Associates Corporate Profile

### Company Profile

We are a small business consulting and advisory firm located in the greater Toronto area focused on helping solve business problems, deliver value, create growth, along with delivering solutions that help you move your business forward.

At RK Fischer & Associates, we are focused only on small business, so we understand what business challenges 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 offer small business consulting in three practice areas : business consulting, marketing consulting, and sales consulting.

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.

### RK Fischer & Associates

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## Principal Profile - Karen Fischer

Karen Fischer has 20 years of success in marketing, sales, and channel development within the hi-technology, business services and manufacturing environments, with 6 years in executive roles in the start-up and small business environment. She has held executive positions with Aizan Technologies, Mailing Innovations, and Poynt.

Whether she is managing departments, teams, or projects, she has superb problem solving and multi-tasking skills. She produces measured results by using clear communication methods and proven business processes to keep internal and external teams motivated, on track, and within budget. This is extremely important in working with start-ups and small businesses which are faster paced environments with fewer staff and smaller budgets.

Karen has a strong sales and marketing acumen from both a strategic and tactical perspective. She is someone who sees the big picture and can not only develop but execute a strategy and plan.

She is someone with a strong aptitude to build and develop relationships with partners and customers as the true foundation of success is being a true partner to everyone you deal with in business.

Karen has a strength and passion in helping small businesses and start-ups to be successful in growing, obtaining new financing, merging or acquiring another business or selling their own business.

In addition, Karen has also held various marketing, product management, channel development, customer support, and sales roles at Cognos, Corel, Entrust, and Mitel, and Siemens Canada.

Karen has a B. A. in psychology and minor in computer science from the University of Tennessee at Knoxville

Karen is also an external consultant for the **Business Development Bank of Canada**.

## Services Offered

### Business Coaching and Advisory Services

Business coaching is offered on an hourly basis for small business owners and new entrepreneurs to provide guidance and help as required within their business. This can be offered in person or by phone.

### Interim Management

Interim management engagements are available for small businesses to help them in a particular area of their business for a period of time to help get that part of the business up and running to the point employees can be hired to take over or for a period of time during an absence. There are weekly, monthly and extended time rates available. Interim management engagements can be offered in the following areas:

- General Manager
- Marketing
- Sales
- Channel Sales / Channel Marketing
- Product Marketing / Product Management

### Fixed Priced Engagements

We offer fixed priced engagements in each of our consulting disciplines:

- Business Plans
  - Development, Writing, and Assessments
- Business Assessments
  - Assessments and Implementation of Findings
- Marketing Engagements
  - Corporate Branding
  - Lead Generation / Direct Marketing
  - Online Presence
  - Marketing Assessments

## Fixed Priced Engagements (cont).

- Sales Engagements
  - Sales Assessments
  - Sales Process Development and Implementation
  - Channel Sales Development
  - Channel Program Development

## Services Offered In Conjunction with Partners

We offer many services that are in conjunction with working with our partners:

- Financing Services
  - In conjunction with our partners, we can work with you to secure financing for your small business whether through traditional institutions or through private equity.
- Merger and Acquisition Services
  - In conjunction with our partners, we can help you sell and obtain the best price for your business.
- Corporate Contracts
  - In conjunction with our partners, we can help you with obtaining the required corporate contracts at a reasonable price for your small business.
- Sales Hiring
  - In conjunction with our partners, we can help you hire, vet and assess the right sales personnel and management for your small business.
- Full Web and SEO Development
  - In conjunction with our partners, we can help you in planning, designing, and developing your web and the rest of your online presence along with providing SEO tools to aid you with increasing your rankings.

## Customized Services

We can offer customized services in any of our consulting areas to meet the needs of your small business. This includes not only RK Fischer & Associates, but we will also work with any of our partners to provide you a customized engagement for your business. Customized services can be offered on an hourly basis or in most cases can be fixed priced when necessary to meet your budgetary requirements.