



Corporate Presentation

Simplifying Small Business Strategies for Growth and Success

- Corporate Overview
- Opportunity / Area of Focus
- Product and Services Offerings
- Partner Offering Areas
- Background and Credentials



Corporate Overview

Mission

- To provide consulting services to small Canadian businesses which help them achieve their business goals and maximum profitability by overcoming the current hurdles that are standing in their way.

Vision

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

- 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 wide variety of industries
- Certified Management Accountant (CMA) as business advisor with Principal having General Management experience in running a small business
- Partnerships with vendors to provide complimentary solutions to give small businesses one-stop shopping for business requirements

Flexibility to meet your business 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

Opportunity and Areas of Focus



Why Choose RK Fischer?

- You are a fast paced environment where you need to implement a change in your business and track progress and results.
- You have limited infrastructure and staffing but you need some temporary help or guidance in a particular area of your business to move your business forward and train your current staff to take ownership.
- Your sales have been primarily direct and in many cases have had owner/executive involvement and you would like to expand your sales capabilities efficiently and effectively.
- You have excellent products and services with loyal customers and a high retention rate, but your growth rate for new customers and revenues remain below expectations.
- You are not seeing a return on investment in your marketing efforts.



Why Choose RK Fischer?

- You are not always sure you are receiving the proper sales forecast from your sales personnel in order to project proper financial plans.
- You are not sure if your current pricing covers your current business costs.
- You have a new product or service idea, but you do not know if there is an available market, understand the differentiation or value proposition, and need to understand what is required in order to launch.
- You need help in developing a business plan to go after additional funds, are looking to merger/acquisition, IPO, or are looking to sell your business.



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When to Choose RK Fischer?

- When you require a complete business for further investment, expansion, or significant change in your business such as IPO, merger or sale.
- When you are trying to implement some type of change in your business and require a balanced scorecard including performance metrics to guide you and track your progress
- When you are rolling out new products or new features and need help with your product plan and execution.
- When you are looking for growth and need to understand what type of marketing and programs you need to help with that growth for your particular business.
- When you want to expand your sales and are considering if channels will work and which ones will work for your business.
- When you need to develop the right processes and reporting for your sales channels so that you have a clear picture of your ongoing revenue and customers.
- When you need to develop the right channel programs and metrics to keep your sales channels engaged.



RK Fischer Offerings

Keys to Business Growth, Sustainability, Profitability, and Transferability



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 Plan Development and Assessment

- 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.

Corporate Marketing Strategy

- 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 Strategy

- 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.
- 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.

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

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 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.

Channel and Program Marketing

- 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.



Partnership Offerings



Other Partnership Offerings

- RK Fischer through partnerships with other associates is able to provide additional services to be able to provide one-stop for your business services needs.
- Partnerships have been chosen with other companies who have a focus on small business

Other Offerings through Partners



Background/ Credentials

Karen Fischer

Industry Experience: Hi-Technology, Manufacturing, Business Equipment

- Executive and strategic management roles in large as well as small Canadian businesses
- Experience in start-up environments working directly as well as a consulting capacity including IPO and Merger/Acquisition Experience
- General management experience with small business responsible for 8M dollar P&L and 41 employees where implemented a balance scorecard
- Developed several businesses channel strategies and channels to market from the ground up
- Experience in product marketing, product management, marketing, sales, channel development, and overall business strategy

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