



*“improving performance and profitability”*

## ABOUT ENGELHARD CONSULTING

Engelhard Consulting is a dynamic firm, with a team of consultants who have professional training and experience in business, accounting, finance, marketing, graphic design, web design, administration and bookkeeping.

We were established in 2001 by Robert Engelhard after he identified a niche in the market to assist businesses with growth opportunities and refine current business operations to increase efficiencies.

Engelhard Consulting's point of difference is offering the client a broad scope of expertise in regard to all areas of business operation.

We have helped many businesses improve their performance and profitability – we ourselves are a perfect example of this. In a short time span we have expanded our range of services, employed more staff and achieved an impressive track record in both Western Australia and overseas.

*“a point of difference”*



## BUSINESS CONSULTING

### STRATEGIC BUSINESS REVIEWS

Engelhard Consulting offers comprehensive, cost effective, Strategic Business Reviews which incorporate a financial, operational and marketing assessment of your business.

After reviewing your business we provide a detailed report that outlines our findings. We identify your business' strengths and weaknesses, highlight areas requiring immediate attention and then detail methods of improving business performance.

### CORPORATE FINANCE

We have assisted numerous clients raise private equity funds and significant levels of debt funding.

### BUSINESS ASSESSMENTS

Are you thinking about buying, selling or establishing a business?

Engelhard Consulting will thoroughly examine the feasibility of any business or business proposal. We provide you with a comprehensive report including projected profit and loss, balance sheet and cash flow forecasts.

### BUSINESS PLANNING

The starting point for any new or expanding business is a Business Plan. This provides you with the blue print to guide you towards achieving your desired goals.

A Business Plan will enable you to take an objective look at your business, identify areas of strength and weakness, pinpoint needs that might otherwise be overlooked and eliminate problems before they arise.

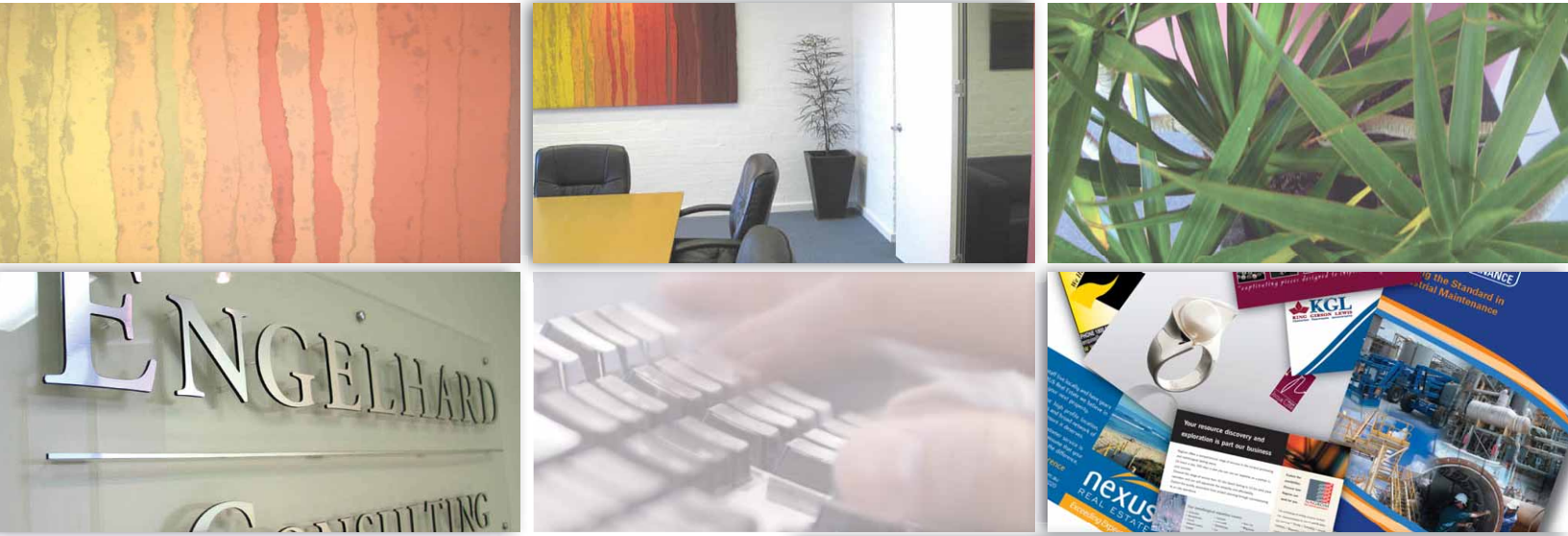
### BUSINESS IMPROVEMENT

Engelhard Consulting provides positive improvement solutions for businesses suffering cash flow or other financial problems.

### FINANCIAL FORECASTING

Engelhard Consulting uses WinForecast Professional to facilitate the development of short, medium and long-term Financial Forecasts. WinForecast is a powerful financial modelling software package that can provide integrated forecasts of profit and loss, balance sheet, cash flow, funds flow and key financial ratios.

Actual accounting data can easily be incorporated into your forecasts to provide you with valuable information on how your business is progressing. The documentation prepared is readily presentable to bankers, investors or potential purchasers.



## ENGELHARD MARKETING SERVICES

### MARKETING PLANS

A Marketing Plan is a comprehensive, all inclusive analysis of a business involving both external and internal research. The plan focuses on both company and market data and involves the interpretation of current trends and the market environment.

### MARKETING STRATEGIES

A Marketing Strategy is based on a snap shot of a business, and is designed to focus on specific outcomes determined by brief market analysis and the needs of the client.

### PRODUCT NAME DEVELOPMENT & BRANDING

Branding is important when developing a new business or product. Utilising an experienced creative team to develop your initial branding strategy has its obvious benefits.

### CORPORATE PROFILES, FLYERS, CATALOGUES & BROCHURES

Corporate Profiles, Flyers, Catalogues and Brochures are versatile modes of marketing your business

### UTILISE OUR KNOWLEDGE

Engelhard Consulting can assess your business and then determine which elements and skills are lacking and potentially hindering your success.

## CONTACTS US

To discuss your needs contact Engelhard Consulting today  
 on (08) 9381 3556  
 or email at info@engelhardconsulting.com.au

## MARKETING SERVICES PROVIDED

- Business Stationery - Business Cards etc
- Communication Strategies
- Direct Marketing
- Display Graphics
- Web design & E-Newsletters
- Graphic Design
- Promotional Campaigns
- Promotional Material

## INDUSTRY EXPERIENCE

- Agribusiness
- Aquaculture
- Viticulture/Winemaking
- Import/Export
- Seafood Processing
- Manufacturing
- Restaurant/Hospitality
- Mining
- Marine Engineering
- Food and General Retail
- Building and Construction
- Real Estate & Property Development
- Not-For-Profit Organisations
- Printing & Design
- Information Technology
- Financial Planners
- Mortgage Broking
- Training and Education
- Corporate Services (ie) Consultancies, Lawyers etc