

A professional photograph showing two business people in suits shaking hands over a desk. On the desk are several financial documents, including a tablet displaying a bar chart and a clipboard with a detailed financial report. The background is slightly blurred, focusing on the handshake.

CFO & Strategic Management Services

www.aaconsultancy.ae



Part Time CFO

As **part time CFO** we support company management in administrative, financial, and **risk management** operations of the company. Our services include the development of a financial and operational strategy, Designing, implementing & monitoring internal control mechanism to preserve company assets. We ensure timely **reporting of financial results** and analytical review of the same for operational efficiency.

Summary of various services offered by us is briefed here below:

Planning

Assist in formulating the company's long term plan, future direction and supporting tactical initiatives

Implementation of strategic business plans & monitoring the progress

Financial analysis & tax planning

Helping Budgeting process & Manage the capital request

Develop Key performance measures to achieve company goals

Operations

Participate in key decisions as a member of the executive management team

Oversee the accounting, tax, and treasury departments

Assisting **company management** in business valuation, **due diligence** and negotiations during **acquisitions**



Financial Information

Ensuring issuance of accurate financial information to company management

Reporting financial results to the board of directors with analysis



Risk Management

Understand key risk elements for the company and design appropriate mitigation measures

Maintain adequate insurance coverage

Ensuring compliance with all legal, audit and regulatory requirements

Funding

Ensuring availability of working capital & long term funding requirement through debt & equity at competitive rates

Manage & Invest available funds for better returns

Maintain banking relationships



Virtual CFO

What is Virtual CFO services ?

This is also referred as **Outsourced CFO services** or fractional CFO services.

This is accomplished by outsourcing the tasks that are normally performed by CFO to a highly qualified and experienced professional who is not an employee of the company.

It is referred as Virtual, as most of the tasks are performed offsite through modern means of communications combined with specific hours to be spent at company site.

This is in the nature of **Business Process Outsourcing services** which is very commonly practiced in most places and evolving in UAE.

This arrangement achieves services of Highly qualified and **experienced professional** but at a fraction of the cost.

What Virtual CFO can do ?

Virtual CFO can perform all those tasks that are done by a full time CFO in employment

In addition since he is independent can also undertake independent activities like **management audit**

Be part of Senior management as well advisory board taking key decisions

Many times Full time CFO also does many other tasks outside of “ CFO responsibilities “ only because he/she is on full time employment. With Virtual CFO on board, other tasks can be



performed by other executives costing much less and requiring lesser experience and qualification

Support the owner/ key management in their addressing common challenges in business that related to financial and management function

Scope of CFO can be defined based on need but commonly covers:

Organization structure, review and **re-structuring**

Cash flow tracking and management system

Structuring bank facilities

Risk management

Management reports

Guidance to Finance team

How does it work

Fixed number of visits /hours to company site is agreed to accomplish tasks that will require personal presence.

Through email and phone consulting and advisory services are provided within the agreed and committed time with responses and decisions within agreed SLA

A fixed retainer fee is agreed to cover set of tasks . Though these can be worked out based on the company needs scope of mandate normally covers the following areas

Being part of management board to take key decisions

Designing company governance and policies

Guiding accounts staff for **structured accounts** and **financial reports**, Audit.

Monthly financial and operational reports, Red-flag reports with solutions

Treasury management Dashboard

Commercial contracts and legal front ending.

Company specific areas to be agreed

Success based tasks like banking facilities are also undertaken for a different fee structure normally related to the value of facilities procured



When a CFO is required?

The right answer is from **DAY ONE**.

But very few businesses realize this and only resort to financial discipline and structured management as a Disaster

Recovery Plan mainly due to worry of costs.

Unfortunately the actions are becoming less effective, more expensive and more often too late to refurbish/ recover and are leading to shut down.

This is happening even if the market for the product or services are still good.

Hence the time **NOW**.

Why CFO services even for SME?

The challenges are common for all businesses and so the need SME owners want to grow the business but feel alone with no one to turn to for advice and also have a deep rooted fear of lack of internal controls, of what is right and wrong and so on.

Structuring financial transactions and make the company “Bank ready” is mandatory task.

Banks expect that finance is handled by knowledgeable and experienced professionals

Accounting team needs to be guided to perform right tasks at right time

How to ensure confidentiality

Chartered Accountants are Governed Code of ethics including confidentiality and so information received will remain confidential.

Can sign Non disclosure Agreement as well

Responsibility of Virtual CFO / Outsourced CFO is no different than that of full time employee. The only difference is the nature of contract.

Virtual CFO is also a “company resource” just like a Employed CFO.

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