

We know
how to put it
together



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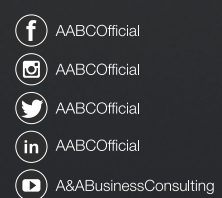


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About AABC

A&A Business Consulting (AABC) is India's leading consulting company for Small and Medium Enterprises. Founded in 2009, AABC has completed 1500 full-fledged consulting projects assisting businesses achieve organized growth. We have presence in 7 states across India with a network of 18000+ SMEs.

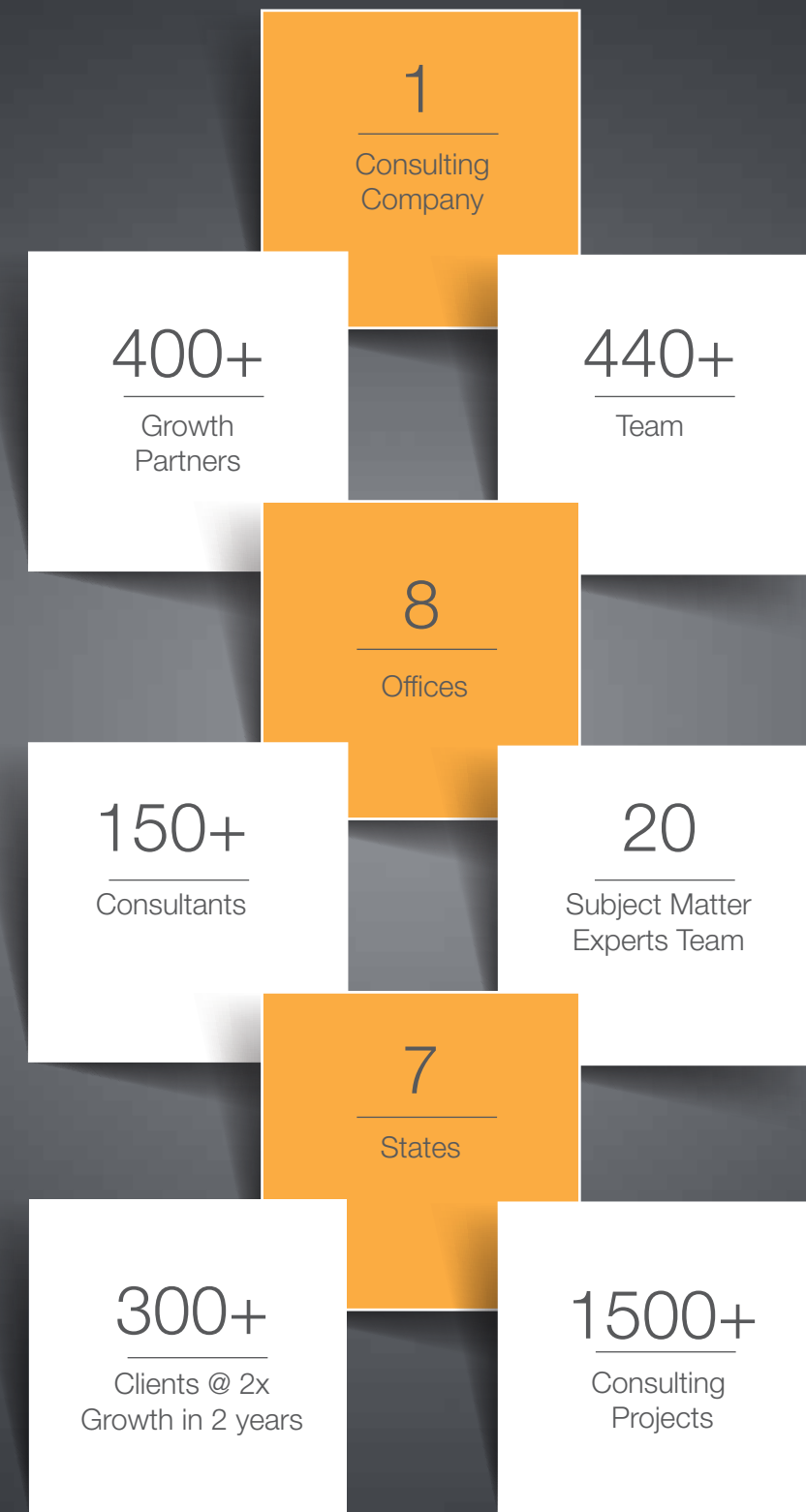
Our team of 350+ professionals serves clients from industries as diverse as textiles, machine tools, apparel, agriculture, engineering, chemicals, food processing, healthcare & pharmaceuticals, telecom, education, BFSI, automobile, construction & infrastructure and FMCG.

We have six different consulting practices namely, Sales (Business), Finance, Branding, Human Resources, Information Technology and Operations (Business Processes). Our team of 150+ Consultants with varied industry expertise are backed by Subject Matter Experts (S.M.E.) team. Together, they are responsible for bringing measurable changes to clients' businesses.

All Consulting Products across all practices are researched and developed by the AABC Product Research and Development (PRD) team. The team conducts primary research to understand the industry-specific challenges of SMEs and develops solutions accordingly. This ensures that the solutions provided by AABC Consultants are made-to-measure for SMEs, irrespective of their size or magnitude of business challenges they face.

At AABC, our vision is to assist individuals and organizations to GROW. Remaining rooted to our vision, we completed assisting 1239 businesses grow financially in March 2018. We are working towards our next mission of assisting 2020 businesses grow financially by 31st March 2020. We can foresee the change we want to bring in the SME sector in India. We want to craft the financial destinies of millions of SMEs by assisting them to grow in an organized way.

AABC in Numbers





Why
Choose
Us

Why AABC?

There are three basic resources for any business without which one cannot think business. These are:

▲ Money

Be it setting up infrastructure, renting office or recruiting office staff; purchasing raw materials/goods etc.; whether you are a manufacturer, trader or into service industry, BUSINESS needs MONEY everywhere.

▲ Time

Time is the most important resource in business because almost everything in business takes TIME - be it renting an office, recruiting office staff, availing a bank loan or making a new joiner productive. And this time is not defined as there are several factors such as size of business, financial capacity, organized/unorganized way of doing business, knowledge of how to do things etc. that determine the timelines for anything and everything in business.

▲ Knowledge

If a businessman and his team do not have knowledge on 'WHAT' & 'HOW' part of doing things - how to do sales, which distribution model to choose for a product, how to carry out financial analysis, how to recruit the right people, how to manage big teams, which software is appropriate for a particular size of business, how to increase business profitability, how to manage multiple offices/factories, how to arrange funds etc., the business suffers and spends more TIME AND MONEY required to do things.

A&A Business Consulting assists individuals and organizations to GROW financially. We do this by providing knowledge consulting to SME Business Houses, where we define What to do, How to do, timelines required to do things and money required to run the business. Our Consultants research, plan, document and implement customized business strategies in the client's business.

AABC Leadership Team

The Leadership Team at AABC comprises exceptionally talented individuals who demonstrate leadership qualities in their respective areas of operations. The breadth of experience in our team ranges from 10 to 31 years. While the talented young leaders bring new ideas with them, the seasoned professionals contribute to our growth by sharing insights and deep knowledge gathered over years from working in world-class corporations.



Pravin Daryani
CMD



Mahesh Dandwani
COO



Vishal Kumar
Group CFO



Gopal Rohra
Head - IT



Vijay Kumar Prasad
VP - HR



Nutan Fernandes
Assistant VP - Marketing and Branding



Dhritiman Bhatt
Head - PRD



Ramadhin Rane
Subject Matter Expert



Research@AABC

All Consulting Products across all practices are researched and developed by the AABC Product Research and Development (PRD) team. The team conducts primary research to understand the industry-specific challenges of SMEs and develops solutions accordingly. This ensures that the solutions provided by AABC Consultants are made-to-measure for SMEs, irrespective of their size or magnitude of business challenges they face.

In Research, we look at three key areas:

▲ Industry Research

We start our research with finding out the best practices of a client's industry, what has worked in the past, the ideas that have not worked, the innovations that have transformed that industry and a host of other areas. This is very critical for the Consultants mapped to that particular client for strengthening the understanding about the client's business.

▲ Competitive Analysis

The second thing that we do in research is competitive analysis. In this, we analyze product range, pricing strategy; how successful competitors are selling, what language they are using in the market, and a host of other areas. This helps us to take right decisions in the client's business.

▲ Distribution Model Analysis

Revenue can only grow through Sales, and big numbers in Sales can be achieved through the Right Distribution Model. Hence, we do research on various distribution models that have sustained, as well as the ones emerging in the client's industry. We gather first hand information on how established competitors are distributing their product lines, how to enter a new product in an existing distribution chain etc. This helps us to select the Right Distribution Model for our client's business.



The AABC Consulting Team

In all Consulting Projects across all practices, AABC Consulting Team deploys multi-level expertise, resources and skill sets in a client's business.

Following are the different experts involved in consulting with their roles and responsibilities defined:

▲ HR (Lead) Consultant

Expertise : The HR (Lead) Consultant is responsible for implementing the HR doables of SOW. He/She holds an MBA in HR, and has 6+ years of experience in implementing HR policies and processes in businesses.

Responsibility : The HR Consultant is responsible for implementing HR policies and processes in a client's business. They are backed by Subject Matter Experts in various HR practices.

▲ Finance Consultant

Expertise : The Finance Consultant is responsible for implementing the Finance doables of SOW. He/She is a CA, or holds an MBA or an equivalent degree in Finance, and has 6+ years of experience in Accounting and Finance across consulting, corporate and MNCs.

Responsibility : The Finance Consultant is responsible for implementing Finance doables in areas of accounting, working capital arrangement and day-to-day financial management and MIS in a client's business.

▲ Marcom Consultant (Account Manager)

Expertise : The Marcom Consultant has 6+ years of proven work experience across brand solutions, advertisements and digital media.

Responsibility : The Marcom Consultant is an Account Manager, who is responsible for coordination between the client and AABC Marcom Agency to implement the defined SOW within timelines at a client's business.

▲ Training Consultant (Sales Trainer)

Expertise : The Training Consultant has experience of training large workforces of corporate as well as front line sales executives of SMEs.

Responsibility : The Training Consultant is responsible for carrying out the 12 employee trainings for the client's employees.

▲ Principal Consultant

Expertise : Principal Consultant has more than 12 years of experience in end-to-end project management in MNCs & Corporate.

Responsibility : A Principal Consultant is responsible for planning, documenting, implementing and reviewing the defined SOW in a client's business with the help of his/her team of Consultants and Subject Matter Experts.

▲ Associate Director

Expertise : Associate Director is a senior profile in an organization with more than 20 years of work experience in Sales, Training, Operations and Consulting.

Responsibility : An Associate Director heads the team of Principal Consultants and he/she will be responsible for everything in consulting in a particular city, from research to strategy to right solutions, documentation and quality implementation of SOW and audit of each project.



The AABC HR S.M.E Team

SUBJECT MATTER EXPERT (S.M.E) TEAM:

In HR consulting, the consultant implements the SOW and Principal Consultant ensures timely implementation of SOW deliverables. Both the team of consultants and Principal Consultants are supported by an expert advice team called the Subject Matter Expert (SME) team.

AABC defines Subject Matter Expert (S.M.E.) as someone who has specialized knowledge and expertise in one particular subject, and has more than 10 years of experience in that particular area.

Following are the S.M.E.s involved in the implementation of HR Practices:

In HR we have 3 Subject Matter Experts:

- 1.HR Generic
- 2.HR Performance Management System (PMS)
- 3.HR Talent Acquisition

ROLE OF S.M.E.

The HR S.M.E. team educates, trains and provides functional expertise to HR consultants on all areas of SOW implementation - be it defining organizational design, drafting job descriptions, planning PMS, doing manpower planning and budgeting, finalizing incentives and contests, or solving compliance issues etc. The consultants share real-time field problems with the SME team who then work out the solutions to those problems and download the same to the HR consultants.



Consulting Hierarchy





Consulting Methodology

Our Consulting Methodology, which has been developed over the last six years, underwent many revisions before we finalized it. The Research team went to the field, interviewed SMEs, worked on the feedbacks to find out what approach will benefit them the most. The time invested in analyzing best consulting delivery methodologies and appropriating the most effective ones ran into thousands of man-hours. What we present below is unique and custom-made for SME businesses.

AABC 6-step Consulting Methodology:

1. Consultant Visits:

In every consulting offering, a team of AABC Consultants visit the client's business, analyses it and creates a growth strategy, which they implement over the duration of the consulting project.

2. Scope of Work (SOW):

Each consulting offering has a defined SOW, which the Consultants with the help of Principal Consultant and Subject Matter Experts (S.M.E) implements in the client's business.

3. Employee Training:

To implement the doables in the client's business, the employees of the client need to be trained. That's why in each consulting offering, we provide training to client's employees.

4. Month Plan and Review:

We believe in RE-VIEWING our activities to ensure that we are certain about where the client's business is heading. Before 10th of every month, we will create a Month Plan Report, wherein we commit the monthly doables to be implemented at the client's business for that month. At the same time, we create a Review Report for the last month, which shows the gap between our commitments and actual implementation. This is the most important tool in any of our consulting offering. The client can check viability of our consulting fees.

5. Growth Multiplication Meeting (GMM):

In every consulting offering, we assist our clients to exchange resources through networking opportunities with other SME entrepreneurs. We facilitate this through a platform called Growth Multiplication Meetings (GMM).

6. Entrepreneur Training:

In every consulting product, the Consulting Methodology also takes into consideration that SME Entrepreneurs must update and upgrade their knowledge. Thus, we train them once every 3 Months so that they get equipped with new knowledge and skills in all areas of their business.



HR CONSULTING



HR Consulting

HR Consulting is a consulting programme where we map a consultant to the client who visits his business once a week, 4 times a month and 48 times in a year. The consultant, with the help of HR Subject Matter Experts (S.M.E.) and supervised by the Principal Consultant, will be responsible for implementing the defined scope of work at the client's business.

Consulting Details

Number of Consultant/s deployed	: 1
Consultant	: HR (Lead) Consultant
Consultant Mapping	: Within 15 working days of client registering for SFB
Consultant Meetings	: 48
SOW	: 100 doables
Employee Trainings	: 12
Review Reports	: 12
GMMs	: 4
Entrepreneur Trainings	: 4
Place of Meeting	: Client's business premises



Scope Of Work (SOW)

- | | |
|---------------------------------|-------------------------------------|
| About Company | Co. Goal Sheet Sync To Salesmen |
| Distribution Model | Training Need Analysis |
| Company Goal Sheet | Incentives And Contest Finalization |
| As Is & To Be | Ltip/ Plb / Statutory Bonus |
| Departments And Designations | Pf Registration |
| Career Progression | Esic Registration |
| Levels & Grades | Labour Welfare Fund Reg. |
| Salary Grid & Range | Pt (Ptrc And Ptec) |
| Manpower Planning & Budgeting | Gratuity |
| Organogram | Maternity Benefits |
| Job Description & Specification | Payment Of Wages Act |
| What List | Minimum Wages |
| Employee Goal Sheets / Kra/kpi | It Projection & Tds |



Scope Of Work (SOW)

- | | |
|---------------------------------------|--------------------------|
| Payment Of Bonus Act | Factory License |
| Incentive & Contest Payout Process | Workmen Compensation Act |
| Over Time Payout Process | All Statutory Registers |
| Advances Payout Process | Standing Order Act |
| Arrears Payout Process | Contract Labour |
| Grab Payout Process | Trade Union |
| Ltip Payout Process | Apparent Act |
| Fnf Payout Process | Equal Remuneration |
| Notice Period Buy Out Payment Process | Sexual Harassment Act |
| Notice Period Recovery Process | Child Labour Act |
| Salary Annexure | Gst |
| Payroll Management | Migration Act |
| Shop And Est. Act | Industrial Dispute Act |



Scope Of Work (SOW)

Udyog Aadhar

Time & Attendance

Leave

Reimbursement

Travel

Meal

Lodging

Salary Cycle

Appraisal Policy

Increments And Promotions Policy

Performance Improvement Plan (Pip) Policy

Confirmation Policy

Employee Engagement

Employee Development

Employee Benefits

Employee Transfer

Co. Assets Policy

Code Of Conduct

Sexual Harassment

Loan & Advance

Driver Policy

No Courtship Policy

Re-hiring

Open Door

Relative Hiring

Uniform Policy



Scope Of Work (SOW)

Career Break Policy

Employee Grievance Policy

Health & Safety Policy

Conflict Of Interest

Confidentiality

Work Place Violence

It System Policy

Employee Birthday Policy

Employee Marriage Anniversary Policy

Employee Work Anniversary

Staff Handbook

Hris (T&c)

Biometric Integration

Exit Policy

Job Requisition Process

Recruitment Process

Recruitment Consultants Tieups Process

Joining Formalities Process

On Boarding Process

Induction Policy

1st Appraisal Process

Grab Policy



Employee Training

Total Trainings	:	12
Trainer	:	HR (Lead) Consultant
Trainees	:	Client's Employees
How many participants	:	Any No. of Participants (Office Staff) <small>(Note: Consultant will not train labourers – Blue Collar Employees)</small>
Duration	:	4 Hours, Once every Month
Venue	:	Client's office or any other location as per client's comfort <small>(Note: Venue and all other arrangements have to be arranged by the client only)</small>
Content	:	PPT, Workbook or any other content requirement will be arranged by the Consultant

Training Topics

- HR Induction
- Team Management
- Vision Alignment
- Payroll
- Recruitment
- Employee Motivation
- Grooming
- Professionalism
- Closure
- Initiative
- Customize 1
- Customize 2

Note: We will not give technical or product trainings.

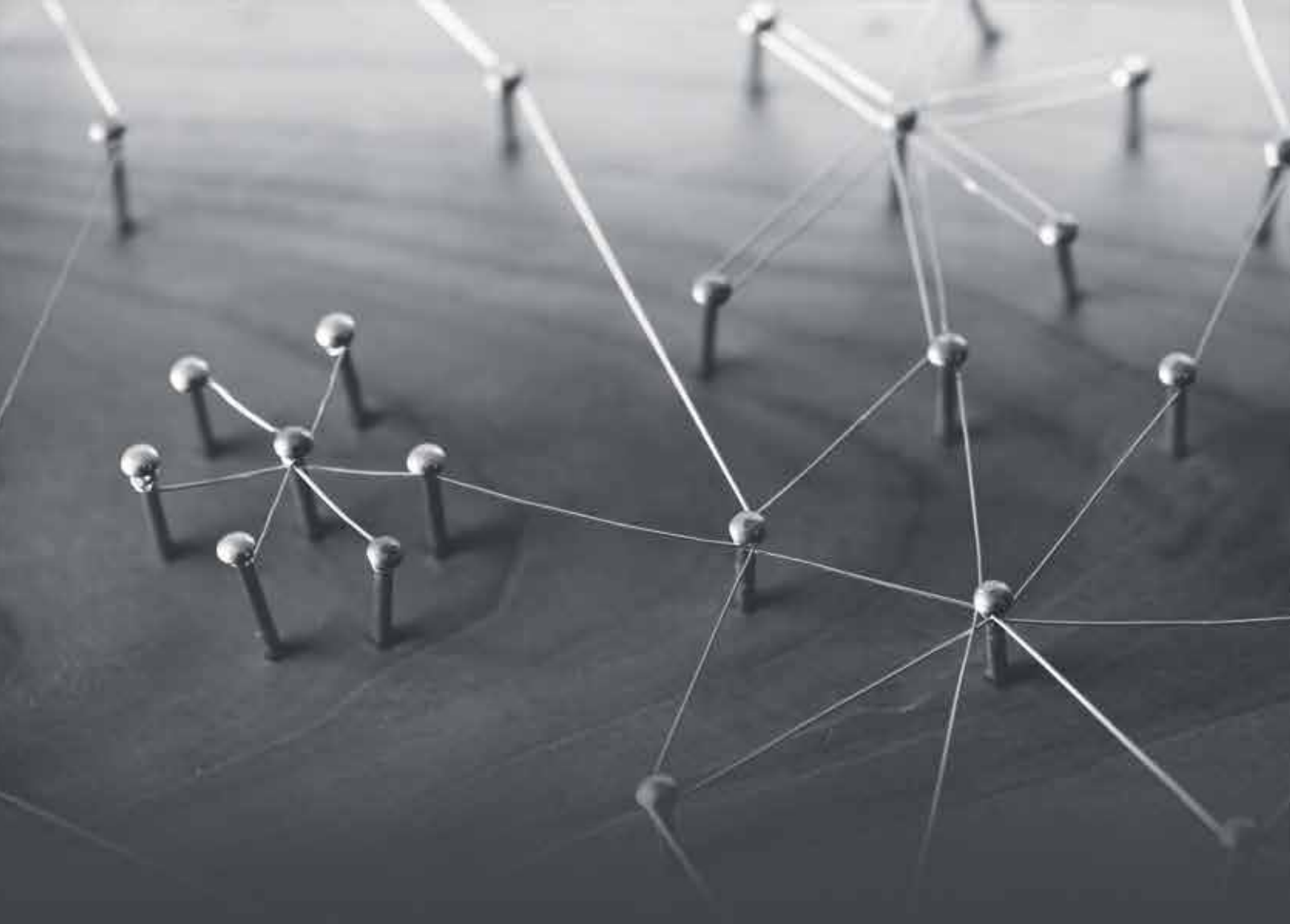


Review

In HR Consulting, we will review the following in the client's business month-on-month:

- ▲ **MP v/s. MP Actual:**
The first things we will review in the client's business is the last Month Plan vs. Actual Deliverables Implemented; identify gaps, the reasons behind gaps, the challenges in support required for implementation. We will then prepare a Month Plan Review Report (MPRR). The same will tell the trend on month-on-month basis in Plan vs. Achievement Ratio.
 - ▲ **Profitability In Client's Business:**
In HR Consulting Project, along with organizing business, we also ensure that the client's business is profitable. Hence, the Principal Consultant and the Client's Finance team review the client's business profitability month-on-month so that at any point in time, viability of the business is not questionable.
- SOW Status:**
- ▲ Every month we will review the status of HR Consulting Project SOW. We will work with the Consultant and the Client on TATs required for each deliverable, support required from the client, SMEs and resources required to complete the SOW. This will help the Client and the Consultant to identify the reasons for any delay (if any) in implementing the SOW. All the reviewed details will be put in the Month Plan Review Report (MPRR).

Note: MPR & MPRR will be the client's responsibility.



Growth Multiplication Meeting (GMM)

Details:

- No. of Meetings : 4 (Once every Three Months)
- Meeting Timings : 6:30 pm to 9:30 pm followed by dinner
- Place of Meetings : 5-star property with cluster seating

Objectives:

- Resource Exchange
- Brainstorming
- Networking
- 30 Minutes AV



Entrepreneur Training

- Interactive Sessions : Entrepreneur Training will cover 10 (TEN) EXCLUSIVE Success Principles to be Executed by Entrepreneurs Daily
- How Many Participants : 2 Participants from one business can attend Entrepreneur Training and GMMs *Same 2 Participants must attend the whole series
- Duration : 4 Hours
- Venue : From Banquet Hall of 5-star Hotel to Auditorium