What is the business goal?

Long term Goal?

Where do you see it going? Dream big ?

To get there ?

Where they came from?

The lessons to learn from..

Past experience

eg. Employing a friend. No alignment with skillset needs.

Comes back to numbers. – to tell you that everyday something is transpiring to lose that dream. Every time a client orders and stock is not in.. Cash flow and tax debt and not being ready for a launch..

The role has not been fulfilled.

Finances decide what the business will do, grow, investors, employ people.

Employment of the key people in business to grow.

What I see.. REACTIVE not PROACTIVE.

* Key People

Friends? Rhi (child care worker) What was motivation to employee (assets you see to bring to business)

* How to employ. Education on how to employ people.
* Asking the questions to Rhi, To Kez what are there dreams and aspirations for their life and role in the business. Interview process. How they see themselves in organisation.
* Cultural fit, room for growth.
* job/role descriptions.
* Do want to know or understanding profitability, P& L Cost control
* If not you need to employ key people with integrity and skillset that are trustworthy to run the business. Accountant to check this.
* The person would be someone with a vested interest.
* ? what we can afford?
* Bank account

Role: Tenielle.

**Role: MC**

Role: Mentor- CEO

Investor, silent partner

Ronnie. What does he do for you? Marketing, finance. Motivational speaker for selling? – image consultant. (this is not mentoring) Taking business to next level - No guidance in meeting financial perspective? Key questions that day I witness where (What money did you make?) This person needs to be Value adding? And will usually work harder if they have a vested interest.

What do you want this person to be helping you do?

* Take business to the next level?
* Give you goals
* Complete Tasks
* Financial Plan
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**Role: Dispatch and Data Entry**

* Dispatch
* Fulfil shopify orders
* Understand Shopify, credits and returns
* Deal with freight and shipping
* .
* .
* .
* .
* .
* .

MYOB

* Invoices entry
* Online sales orders to invoices
* Matching with Paypal AUD and USD and also Eway transactions.
* Emails follow up
* Follow up on changes to invoice,
* Credit notes
* Mthly Statements
* Sales Debtor chasing.
* Stock control for movement of Marketing or cash walk in sales for write/offs
* Filing.
* . Helps with PO entry and reconciliations with Operations and finance.

Deals directly with owners and works under – Operations and Logistics.

Works also under Finance.

**Role: Operations and Logistics**

**Logistics & Operations working with Financial Management**

* Finance – working with finance team, accountant and bookkeeper
* Research / Marketing. Peaks and Trends.
* Free surveys online – reps and stockists
* Global Markets – trends, seasonality, stock control for these.
* Purchasing, PO orders, Stock Control, Tracking Stock, Minimum Quantities and Projections, lead time for events like CNY minimal stock ordering and credits payments balancing.
* Currencies, Costs. Bank costs ect.
* Reporting, finance stuff
* Profitability, costs, cost control
* Export marketing development grant. Costs and profit and Loss for Grant. Is this viable and continue to be so.
* Rep and stockist

Company decisions do come back to numbers so this person should generally understand or gain understanding of this aspect of the business.

Questions like; what stock to order, Employee Contracts and costs, Reps commissions

All comes back to numbers.. This personal should have a concept of finance – need to have strong organisations skills and ability to forecast, global.

Have a consumer perspective and a business perspective. Self-motivated.

To obtain commitment for this role I would offer a Salary package. After a probationary period I would offer an incentive.

Have initiative to consider and research ..

Consider 3PLs – Third Party Logistics – in US – contract warehouses. – Air Freight ?

Role: Bookkeeper

works with operations and logistics.

Weekly bookkeeping includes;

* Entering PO orders and entering payments to reflect fees and currency conversions correctly on the balance sheet.
* Entering all Nab credit advice for OS income correctly to reflect currency conversion as above
* Enter all sales payments to match with PayPal online sales and merchant facility as well as multicurrency.
* Exchange account reconciliation  = need to check and reconcile each payment and mthly to reflect sales and purchases
* Weekly wages with payslips = staff to email hours each week
* Bank Reconciliation – chq acct
* Enter all expenses paid from account and receipt customer payments correctly reflecting each currency to match payment received.  Adjustments and currency gains/losses
* Bank reconciliation – Nab card account expenses to claim as much as poss? Personal ccard ect.
* Reporting for government rebate for OS expenses >?
* Reconciliation of paypal AUD and USD
* Reporting, cost control
* Update of currency with ATO
* BAS lodgement
* EFY accountant prep
* PAYG lodgement and Payment summaries lodged at year end with ATO

Role: Accountant

- Tax planning and who is right to work for each partner…

I would suggest that you need your own. Individually. As the clash of personal interest may be applicable.

Role: Legal – lawyer

Copyright and trademarks

Protection- Trust – shipping direct = reveal your supplier?

Employee contracts

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BUSINESS DREAMS

Beginning. =

Now=

Fugure= Dream big.