



PROFIT PROMOTER
Virtual CFO Services

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Virtual CFO Services

A promising tomorrow...

Income statement

Revenues	12,978,516
Net sales	12,978,516
Investment	104,624
Expenses	6,372,535
Research and Development	1,260,300
Operating expenses	4,428,118
Marketing	684,117
Net income	6,505,981




Cash flow statement

Operations	12,978,516
Net sales	12,978,516
Investment	6,372,535
Research and Development	1,260,300
Operating expenses	4,428,118
Marketing	684,117
Net income	6,505,981



Contact Us

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Virtual Chief Financial Officer (CFO) Presence in Business



PROFIT PROMOTER
Virtual CFO Services



- Globally, the new and effective way of working is accepted, leading business reforms for survival. Lesson learnt, too, from the historical experience including recent past of covid19, **Innovation is the key to success.**
- Today's decision affects the future continuity and hence require to make a positive change in and around your business. Tough time requires tough decisions. One needs to rethink on all aspects of their business. Similarly, the **professional approach with respect to accounting, financials and controllership** are also going through some **major changes** so as to expand its expertise reach to wide range of customers.
- And in the process, **the Virtual CFO**, also known as an “**Outsourced CFO**”, an effective concept, has been introduced in the finance professional domain to serve with an exclusive focus on business goal and to make balance between firm's “**earning an economic profit but suffering from an accounting loss**”.
- Virtual CFO and Controller services is a way for MSMEs, Startups, even Big Companies and CEOs, to get CFO support that they would not have been able to offer previously.
- Virtual CFO & Controller services offer, high skill assistance, monitor the financial health and well being of the company, offer insight and guidance on all company decisions and issues at a very **nominal cost.**



A Virtual CFO – Business Benefits

- **Comprehensive services** available for business entities, like, **MSMEs, Start-ups, CEOs,** and even for **big companies.**
- **Greater Flexibility.**
- **Improved Oversight** - The vCFO, since not distracted day-to-day accounting assignments has more time to focus on strategic & high-level financial services.
- **Cost saving** - The vCFO will provide the equal level of services in comparison of a full time CFO, resulting huge reduction in the cost to the company. Research shows that investment in vCFO levers result in aggregated cost savings of **50-70%.**
- **Stability** - Virtual CFO will be associated with the company for a longer time as there will be not much expectation of compensation against the given assignment.
- **Business development** - Since vCFO is attached with another companies also and hence may **act as a representative partner for one to another company.**
- **Innovative ideas** - Since meeting with wide range of people and company, may explore and exchange innovative ideas, best practices etc. between their clients lists.
- **Corporate Governance** – Update and upgrade with new Govt amendments, notifications etc.
- **Agility** - **40-50%**, faster speed to market.
- **Productivity** - **20-30%**, higher workforce productivity.
- **Stability** - **up to 60%**, fewer financial errors and less rework.
- **Performance** -**20-30%**, additional earnings before interest and tax.



About Us



Service Provider

A sole proprietorship firm “**PROFIT PROMOTER, Virtual CFO Services**” established to provide process-driven & solution-oriented Virtual CFO services, have a proactive approach helps clients to manage their issues proactively in pursuing sustainable development opportunities that brings lasting values. Our commitment to deliver in time and offer that will boost company’s profit, present an opportunity that profit center are looking for. We, as financial expert, helps our clients to make timely business decisions. We always strive to offer a best solutions of the problems to the clients, following the path of fare, true and transparency. One of the most lucrative involvement is up for grab and profit center are now smart enough to make a wise decision.



Founder & CEO

Founder and CEO, **Mr. Sandeep Kumar**, a senior finance professional, worked as Head - Strategic Business Unit and CFO, having excellent track record of 25+years, includes Overseas working experience as well, in establishing and restructuring business with **hand-on experience in formulating, developing and implementing business, financial & operational strategies to ensure attainment of business goal**. Expert in driving positive changes and maximizing business growth through innovative strategies and leadership, bursting with talent, passion and purpose. Desire to head is purpose driven entrepreneurial, agile, diverse, digitally focused and dedicated to making our services a more prosperous and sustainable place. Believe that there’s a great future ahead and wants everyone to feel the same.



Forward Focused

To provide high quality professional services to clients with commitment of the highest standard of business ethics and integrity.



Our Moto “Client is our future”, to become a client trusted adviser and to provide maximum value.

Values

- Quality of services
- Generate trust through integrity and honesty
- Proactive and resourceful
- Passionate and engage



Our Service - Highlights

- We provide **services online and offline** with required team deployment.
- **Co-pilot of the business**, customised services at greater flexibility, provide customer care with personal touch.
- **Rapidly adapt and automate** - quickly streamline operations, adapt processes and build new work flows using low-cost-tools.
- **Sales and services** - Enable your workforce with new digital capabilities, driven by training designed to help them be their best.
- **Agile supply chain** - Adapt quickly to disruptions with end-to-end operational visibility.
- **Business insights and analytics** - Accelerate business insights with analytics to make informed decisions and plan for what's next.
- **Remote teamwork** - Empower collaboration and help employees stay connected while limiting meeting fatigue.
- **Remote development** - Give your remote developers the ability to confidentially securely code, collaborate and ship from anywhere.
- **Return to the workplace** - Give people the confidence to return to the workplace and protect your teams with customizable, pre-built solutions.
- **Cloud migration/mitigation** - Rapidly scale operations as needed while improving operational stability and network resilience.
- **Achieving of documents.**

Our Services – As Virtual CFO

Virtual CFO Services (Outsourced CFO Services)

Book-keeper/controller providing insight towards goal, much needed coach or guide, outsourced finance department

Build, design, enhance & ensure effective implementation of finance & operational systems, policies & processes

Identify revenue leakages, product pricing process, cost containment/ reduction & control

Financial statements & reporting, Annual Budgeting, Forecast & its effective control systems

Working capital, cash flow and funds flow management, improve profitability

Risk management, assessment & mitigation process compliance

Statutory and regulatory compliance, corporate governance

HR & Payroll- People Management

Employee performance management system, KRA, KPI

Leadership development programme under succession planning, skill & competency development

Talent search and acquisition, talent hunt,

Out source payroll

Comprehensive systems, policies & procedures for HR, P&A Department

Strategic Business Advisory Services

Strategic business financial & operational planning, analysis and execution

Turnaround solutions of the existing non performing business to maximise wealth

Project report & appraisal for loan financing.

Supply chain management including store and logistics.

New product development process with respect to cost consciousness.

Business excellence initiatives, DWM, Kaizen, 5S, Problem solving tools etc.

Board members collaboration at different levels of meeting, reports & presentation.

Technical recommendations, IT integrations, pre & post assistance, process module finalisation

Note- Our services are not limited to the extent as mentioned aforesaid, its available, as a **Comprehensive Business Solutions for all functional areas and can be customised as per the requirement.**



Going Forward



Services Available to...

- **Micro, Medium and Small Enterprises, Startups Entrepreneur, CEO, CFO and even to Big Companies** in developing and deployment new ideas, business and financial strategy and convert into successful business.
- To all other **successful organization to unlock their full potential** for sustainable growth by turnaround the existing business for high Performance Efficiency and Profitability.

Engagement Model & Contract

- Our scope of services are available as a **Comprehensive Business Solutions** for all functional areas and are flexible enough for **customised engagement**.
- Our Engagement Models are :-
 - (A) Virtual CFO Services- GET ALONG
 - (B) Virtual CFO Services- GET ALONG PLUS
 - (C) Virtual CFO Services- BUSINESS ADVISORY & PARTNER
- Common activities, flexible enough, accomplished as... Goal setting, Report design, Technology recommendation, Data sharing sources & frequency, Rebuild business, financial & operational reports and process, Deliverable frequency, Insight & communication, schedule meeting to provide expert guidance, etc.
- The agency fees/charges will be decided after mutual consent for given assignments, scope, volume etc. & will be payable against bill with applicable tax within 7days from the date of bill.

Engagement Model

GET ALONG



PROFIT PROMOTER
Virtual CFO Services

Virtual CFO Services	Frequency
• Monitoring financial transactions, Book-keeper, Daily report, Cash flow, Bank reconciliation.	Daily
• Build, design, enhance & ensure effective implementation of finance & operational systems, policies & procedures / processes, Internal CPCP.	Daily
• Identify revenue leakages, product pricing process, cost containment/reduction & control.	Daily
• Management of accounts incl. profit & loss, cash flow, accounts payable, accounts receivables.	Monthly
• Analysis of actuals and performance against budget.	Monthly
• Working capital management, analysis and control, report of receivables, payables & inventory.	Monthly
• Statutory and regulatory compliance, returns submission.	Monthly
• Financial statements reporting and finalisation, analysis and interpretation of reports.	Annually
• Annual Budget – Formatting, Planning, Execution and Finalisation & its effective control systems.	Annually
• Weekly catchup call.	Weekly
• Monthly face-to-face video meeting.	Monthly
• Communication – 24/7/365.	

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Engagement Model

GET ALONG PLUS



PROFIT PROMOTER
Virtual CFO Services

Virtual CFO Services

Frequency

• Monitoring financial transactions, Book-keeper, Daily report, Cash flow, Bank reconciliation.	Daily
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• Analysis of actuals and performance against budget.	Monthly
• Working capital management, analysis and control, report of receivables, payables & inventory.	Monthly
• Statutory and regulatory compliance, returns submission, assessment and appeal.	Monthly
• Financial statements reporting and finalisation, analysis and interpretation of reports.	Annually
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Engagement Model

GET ALONG PLUS



PROFIT PROMOTER
Virtual CFO Services

Virtual CFO Services	Frequency
• Risk management, assessment and mitigation with effective process implementation.	Monthly
• Spotlight reporting, making sense of data, insight of goals.	Monthly
• Aging, movement and overdue report, reconciliation of accounts, receivables and payables	Quarterly
• Upto 6 hours monthly ad-hoc queries.	Monthly
• Rolling 12months forecast, updated every 3months	Quarterly
• Inventory management system, finalisation of min-max stock level, aging analysis and report.	Monthly
• Fixed assets register control, depreciation working.	Monthly
• Inputs and compliance of Internal/Statutory auditor.	Monthly
• Treasury management.	Monthly
• Frame standard operating procedures and internal controls to introduce transparency in business operation.	Monthly
• Front leading business unit, developing effective best practices, team work based culture along with meeting organizational goal.	Monthly

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Engagement Model

BUSINESS ADVISORY & PARTNER



PROFIT PROMOTER
Virtual CFO Services

Virtual CFO Services

Frequency

- Outsource complete finance & accounts functions.
- Outsource payroll. Up to finalisation and submission of IT return of the employees.
- Supply chain management including store and logistics.
- Employee performance management system.
- Leadership development programme under succession planning, skill & competency development.
- Talent search and acquisition, talent hunt.
- Strategic business financial & operational planning, analysis and execution.
- Turnaround solutions of the existing non performing business to maximise wealth.
- Project report and appraisal for financing.
- New product development process with respect to cost consciousness.
- Business excellence initiatives, DWM, Kaizen, 5S, Problem solving tools etc.
- Board members collaboration at different levels of meeting, reports & presentation.
- Technical recommendations, IT integrations, pre & post assistance, process module finalisation.

This category of services will be finalised based on the requirement and discussion with client.

Note- Our services are not limited to the extent as mentioned aforesaid, its available, as a **Comprehensive Business Solutions for all functional areas and can be customised as per the requirement.**



...Looking forward to hear and see you soon to serve you better.

