

A top-down view of a person's hands working at a desk. The person is wearing a dark jacket and a black wristband. They are holding a black calculator in their right hand and a black pen in their left hand. The desk is cluttered with various items: a laptop, several colorful folders (blue, red, green, white), and several sheets of paper, including a tax form. The background is a light-colored wooden desk.

R.

Rosebay Avenue Limited

Virtual  
Finance Office

Effective management of  
your business' finance  
function

# Financial management – aaargh!!

When you set up your business things were relatively simple. No employees, hardly any transactions, no one to answer to.

Then you started to grow and things changed. You had to hire people, trust that they knew what they were doing and rely on them for advice on areas that were not your forte.

## **One of those areas was finance.**

However, you find it difficult to find the right people at a level you can afford to give you the advice and financial management you require.

As a result you try and get by with what you have and it all gets a bit overwhelming. You don't have as close a grip on your finances as you would like and little help around you.

Your business has grown in size yet you cannot afford to hire a Finance Director as the going rate is between £75,000 - £120,000.

Even Financial Controllers salaries are no less than £45,000 plus tax and benefits.

You know **you need to systemise** and use technology better but not sure how and where to start.

Your staff in finance only have limited experience and you're unsure whether they are actually running the finance function of your business efficiently and making use of technology to streamline matters.



## The consequence

The result is that you sail along not really knowing whether your business could be doing better, trying to manage your finances yourself without any assistance from financial experts.

**That takes your time and energy away from doing what you're good at.** Meeting customers, generating enquiries, driving your business forward.

You worry about meeting financial obligations like taxes as you don't have real time cash flow forecasts to refer to.

Your staff are content to continue the old ways of working as they are **not aware of how things could do be done smarter or more efficiently.** It is not in their interests to save you time!

You're not sure whether you are profit making until after the year end when your accountant prepares the accounts as you don't get accurate management accounts. **All a little too late by then.**

Your business is not giving you the financial return you hoped for when you set up your business.

You **don't have financial systems** in place that you feel confident in.

You don't have a business plan or KPI's to measure performance so that you can build the business of your dreams.

In short, you feel alone...

## The problem

When a business gets to a certain size and can afford to, they start to hire qualified finance staff to take care of the increased finance requirements of the business.

The problem is, for small businesses, they simply **cannot afford** to hire the right level of finance support they need.

*“Your staff in finance only have limited experience and you're unsure whether they are actually running the finance function of your business efficiently.”*





According to the indeed.com the average salaries for the following roles are:

- **Accounts payable clerk:** £22,535
- **Accounts receivable clerk:** £23,861
- **Bookkeeper:** £22,996
- **Senior accountant:** £33,932
- **Financial Controller:** £54,829
- **Finance Director:** £82,439

To employ all of the above would cost a whopping £240,592! And these are before bonuses, benefits, pension contributions and employer's national insurance of 13.8%!

Clearly this is out of reach for most small businesses and a huge financial commitment. However it's exactly these small businesses that need access to this level of finance input the MOST!

Granted, as a small business you wouldn't need to employ all of the above roles on a full time basis.

However, you do need the expertise of each of those roles at some level. The problem is you can't employ 46% of an accounts payable clerk, 35% of an accounts receivable clerk, 35% of a financial controller, 10% of a finance director etc. You get the gist.

So you end up employing one or two people with some finance experience which either means:

**1. You end up with highly skilled people covering and doing low skilled work**

i.e Financial Controllers doing accounts payable and bookkeeping

**2. You have gaps in your finance function because the people you employ do not have the skill set required** i.e.

bookkeeper not being able to do what a finance director would.

That's where we can help.



# The solution

Imagine if you had someone to fully implement, systemise and manage the finance function of your business so that:

- ✓ **You wouldn't need to worry** about your financial management anymore
- ✓ **You'd have access to Senior Finance level support at a fraction of the cost** of employing them full or part time
- ✓ **Your in house staff would have access to training and support** from qualified finance professionals
- ✓ **You would save time and money** by having access to the latest technology to streamline your processes
- ✓ **You would get insight into the financials of your business** to help you make better, meaningful and timely decisions on moving your business forward
- ✓ **You would have access to real time management information** that was accurate and gave you access to all possible financing options for growth
- ✓ **You could scale your business up** knowing that your finance function was in good hands and could scale with you.
- ✓ **You would have access to a trusted advisor** who understands your business as a sounding board

Cue, the Virtual Finance Office.



## The Virtual Finance Office

We provide a bespoke Virtual Finance Office service to small businesses at often, less than the cost of a full time junior staff member.

Don't let the word 'virtual' put you off. It may be techy sounding but our service is very much based around the human element – and giving you access to our team of experienced Finance professionals who have managed the entire finance function for other businesses like yours.

We can provide the full finance function from bookkeeper to FD and anything in between or complement your existing team with the elements that are missing.

## What does a typical finance function look like?

The traditional 'finance function' would have had the following elements / departments:

- 1. Accounts receivable** – responsible for invoicing and collecting cash from customers
- 2. Accounts payable** – responsible for paying suppliers and employees
- 3. Financial reporting and control** – responsible for implementing the systems into which the data is entered and extracted in the form of management accounts for analysis
- 4. Working capital management** – responsible for managing cash flow and setting up systems for stock management
- 5. Forecasting and budgeting** – responsible for setting up budgeting and variance analysis between actual and budget

**6. Strategic and financial planning** – responsible for giving meaning to the figures, tracking KPI's and managing the business' financial risk

**7. Tax and compliance** – responsible for compliance with tax and regulatory bodies like HMRC and Companies House.



Don't let the word 'virtual' put you off. It may be techy sounding but our service is very much based around the human element.



Large companies would have a whole team of people to make up the business' finance function covering each of the above areas – from accounts payable and receivable staff to financial controllers and CFO's.

Smaller businesses would typically only have a limited number of people to handle all of the above functions if any at all – sometimes it's just the owner together with non-finance professionals that try and get by.

Although small businesses don't need a whole team of people to cover all of the above, they do need cover in all of the above finance function areas to some extent.

Problem is, it's not normally within reach of most small businesses to get the optimum level of cover in each of the finance function areas that they need.

“

We can provide the full finance function from bookkeeper to FD and anything in between or complement your existing team with the elements that are missing.



# So what benefits can a *Virtual Finance Office* bring to you?

Fundamentally, our VFO offering can give you cover in all of the above fundamental finance function areas in line with your business needs and at an investment your business can afford.

Furthermore, another main benefit is the comfort of being able to hand responsibility of managing your finance function to someone else to let you concentrate on what you're good at and growing your business.

Technology these days has made it possible for firms like ours to provide a full finance function offering to our entrepreneurial small business clients.

It's essentially a combination of a full finance team, business coach and strategic financial expert partnering up with you to help you achieve your business objectives.

Other benefits include:

- **Taking away the hassle of managing your own bookkeeping** and ensuring that it's done regularly and accurately so you don't miss out on tax reliefs and all eligible VAT paid.
- **Synchronisation of your financial data with your business objectives** to ensure you receive useful management information to help you make better decisions
- **Provision of real time management information** with analysis in a timely manner
- **Strategic financial input** on growing your business
- **Access to the latest technology** to streamline your operations and save time and money
- **Having finance staff report** to someone who can hold them to account
- **Assistance with helping you obtain finance** to grow your business
- **Helping you to build a profitable and sustainable business** by charting out a plan and measuring KPI's
- **Managing financial risk in your business** that may otherwise catch you unaware

## What is your investment?

Every business is unique. Your objectives and requirements will be different to another business owner's. You will be at a different stage in your business compared to the another.

So, we provide you with a range of options so you can choose the package that best meets with your needs.

We do this by working collaboratively with you to create a proposal for the services in line with your current circumstances and requirements. We will do this live with you using our pricing software so you are in control of what level of integration, service and management you would like from us.

We will always give you a fixed price so you can budget and plan. As your circumstances change for example you have more transactions or require more regular management reports, then we

can carry out a fee review to adjust your monthly investment. Similarly, if you no longer need any element of our service or your transactions reduce, then your investment will reduce accordingly.

In other words you're in complete control and can build the Virtual Finance Office package that best meets your needs and budget

It allows you to scale up the service as you grow and scale down if you retract. In other words it's fully flexible.

Contrast that with having to employ finance professionals whether or not you fully need them and you will see the savings you can achieve.



## How do we deliver this?

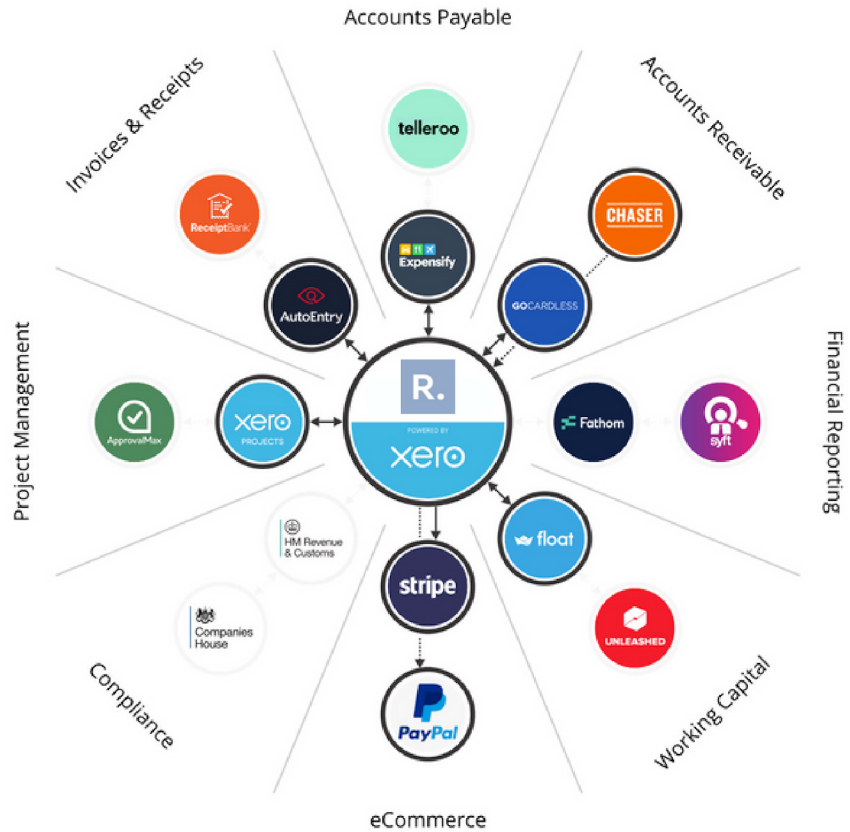
Managing a finance function these days is no mean feat.

However, technology has come a long way in automating many of the processes that used to be carried out by employed staff. Reviewing how you manage your finance function can save you time and potentially a lot of money.

Technology enables us to fully deliver and manage your finance function completely remotely although we can combine this with on-site visits as required for training purposes.

You can tailor how much on site contact you would like from us when you are selecting your options and packages.

An example of a modern and efficient finance function using available technology that help to automate and drive efficiencies can be seen here.







## Your options in detail – *how you benefit*

For a small fixed monthly investment, you can benefit from the following depending on the package and options chosen

### **Review and streamline existing finance function systems & processes**

We will perform a health check on your existing finance function systems and processes to see where any inefficiencies exist and provide recommendations on improvements to save time and money.

### **Document capture system and process**

We will review how documents flow through your current finance processes in order to streamline as much as possible so you only keep what you need and use technology to scan documents to save time on manual data entry – and reduce human errors that can result in financial loss. You will also be surprised how much space you can get back in your office when you go paperless!

## **Accounts receivable review and management**

Many businesses suffer from cash flow due to poor invoicing and cash collection procedures. We will perform a review of your credit control procedures and help you implement strategies to get cash into your account faster. This might be through automating credit control, implementing direct debit or helping you to get payment up front using payment processing services like Stripe or Paypal.

## **Overview and support to your internal finance staff**

It's hard to manage staff – let alone staff that are engaged in an activity that is not your forte. We will provide support to your in-house finance team for any queries they may have so they don't get frustrated and can be as productive and efficient as possible.

## **Accounts payable review and management**

We can manage your payments function or review your existing processes and set up and provide advice on generating efficiencies, improving controls and saving you time and money. If you pay employee expenses then we can establish and implement systems for you to keep track of expense claims, ensure the relevant authorisations are in place and create a seamless process for claims.

## **Bank feeds system set up and timely reconciliations**

We can undertake the bank and credit card reconciliations for you or if you are doing this in house then we can provide processes to undertake it as efficiently as possible across all bank and card accounts. Reconciliations are essential to ensuring that the financial data in your accounting system is accurate so that you know at any point in time who owes you what and what you owe to others.

## **Full management reporting**

Creating real time management reports as to how the business is doing is crucial in helping you to make better business decisions. We will ensure that your finance function is set up to give you the reporting you need as regular as you need it so you always have a pulse on how your business is performing. More importantly we will accompany the reports with our commentary and analysis to help you make sense of the numbers.



You can call upon your dedicated finance director contact at any time by email or phone without extra charge or worrying about the cost.

## **Unlimited email and telephone support**

You can call upon your dedicated client manager contact at any time by email or phone without extra charge or worrying about the cost. If there is anything that is required outside the agreed the scope of services with you, we would always notify you in advance and provide a quote prior to proceeding. You will never receive a surprise bill from us.

## **Cost control: Expense monitoring, analysis and advice**

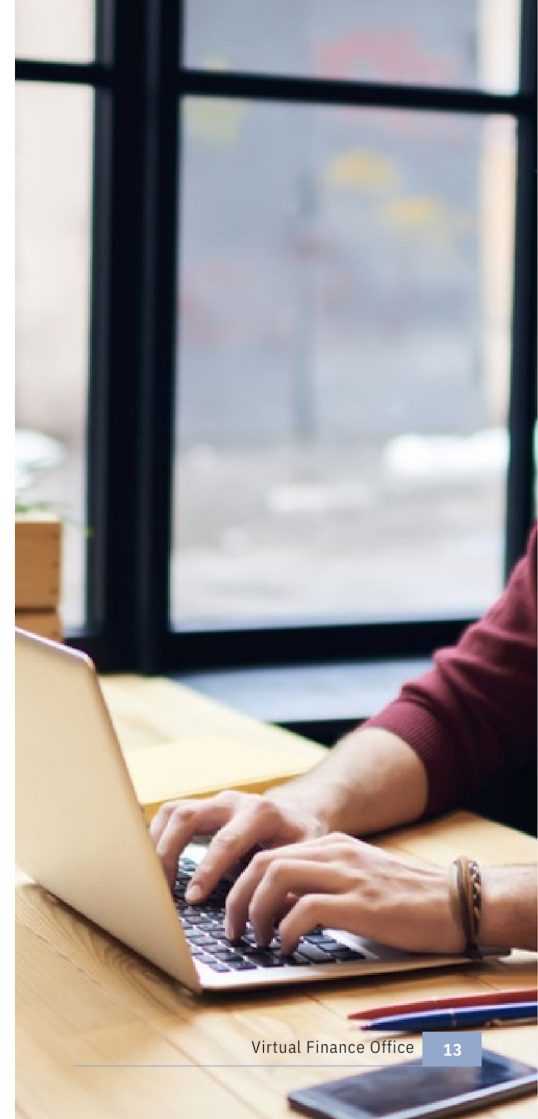
It's very easy to lose control of costs when you are trying to grow a business. As you hire more people you will have employees that will be making expense claims. It is important to keep a handle on costs and have processes in place that keep costs in check whilst alerting you to any anomalies to manage your risk.

## **Working capital / Cash flow management and monitoring**

Cash is vital to the survival of any business. Monitoring cash flow is crucial in ensuring that you are to sustain the business during periods where trade may be down or where you need to invest to grow. Too often, future liabilities such as PAYE, VAT and corporation tax are forgotten when trying to manage cash just be looking at the bank balance. We will help you build, monitor and update your cash flow forecast so it becomes a real live forecast that gives you clear visibility over future cash balance and requirements.

## **Review of industry specific apps and implementation**

There are over 1000 apps in the cloud accounting eco-system! And growing. We will research and make recommendations on apps that can integrate into your cloud accounting software that can generate efficiencies for you and therefore save time and money. Some of these may be industry specific to your sector and others more generally around business processes like project costing for example.








Helping you pay less *tax*, make  
more *money* and free up more *time*

 Rosebay Avenue Limited  
28 Baddow Road  
Chelmsford  
CM2 0DG

 01245 958131

 [client@rosebayavenue.co.uk](mailto:client@rosebayavenue.co.uk)

[www.rosebayavenue.co.uk](http://www.rosebayavenue.co.uk)

