

**GOAL of a Company is to MAKE MONEY**



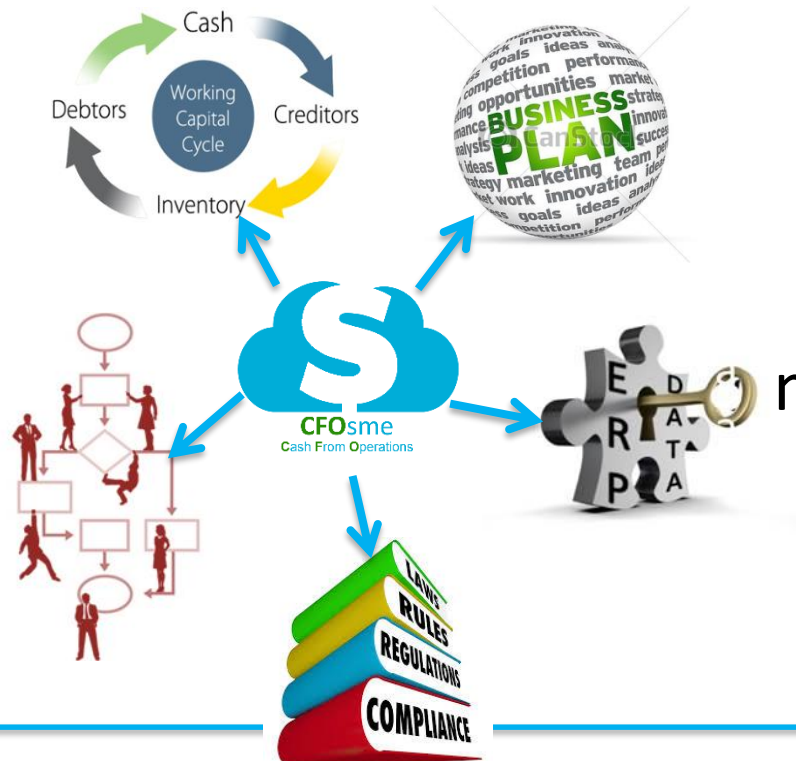
**CFOsme**  
Cash From Operations

**Helps you achieve it**



# OUR VISION

Help **SMEs** optimise their  
**Cash From Operations** with  
Improved Finance Eco systems



## OUR MISSION

Offer Professional Services to  
**SMEs** in Working Capital  
management, Business planning,  
SOPs, Leveraging ERP/BI,  
Compliance & Governance at  
affordable fees





# CFO is the Fulcrum balancing Profit vs Growth

CFO understands not only finance viewpoint but overall business perspective



CFO provides better business insight into any financial data, report or situation contributing to improved business efficiency

# Benefits of using CFOsme



## Economical

- Pay as you need- No permanent cost
- Zero Training cost

## Professional

- Highly experienced Finance Professionals bringing Best Industry Practices
- Wide ranging Regional experience in Diverse sectors
- Updated professional knowledge

## Executor Not Advisor

- Brings in Value proposition
- Executor & not just Advisor
- Time bound Deliverables



# Start-up by **Murali Raghavan & Sekar Chandra** professionals with 40+ years Gulf experience

## Have Worked with

### Trading

- Retail
- Import & Export
- IT Distribution

### Hospitality

- Hotels
- Restaurants
- Beverage Distribution

### Real Estate

- Property Development
- Facility Management services

### Manufacturing

## Experience with

- Family run SMEs
- Large Corporates
- MNCs

## Expertise in

- MIS and Narrative Reporting
- Working capital management
- Business planning and Budgeting
- ERP, Business Intelligence
- Treasury, and Payroll management
- Project management, Feasibility & Due diligence
- Compliance & Governance
- Risk Management
- Accounting complying with IFRS



## Bouquet of Services

### Cloud CFO services on monthly Retainer

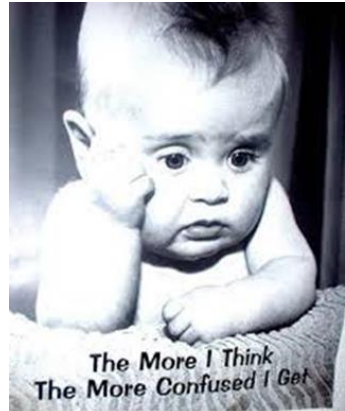
- Guide & monitor Accounting team with regular visits
- MIS and Narrative Reporting

### Payroll Management Services

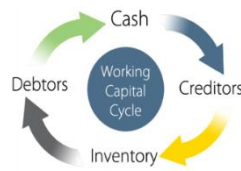
## Project based

- Review Working capital and help optimise Cash From Operations
- Study Business processes & improve it to help release hidden cash in Men, Materials & Machinery
- Unlock the Potential of investments in ERP, BI & other IT systems
- Lead Annual Planning & Budgeting exercise
- Develop & Implement Standard Operating Procedures (SOPs)
- Guide in Treasury management & deployment of funds
- Help Prepare New Business plans & Project evaluation
- Advice on Compliance, Governance and Risk Management

Sounding Board on Key Strategic Decisions with Financial Insights



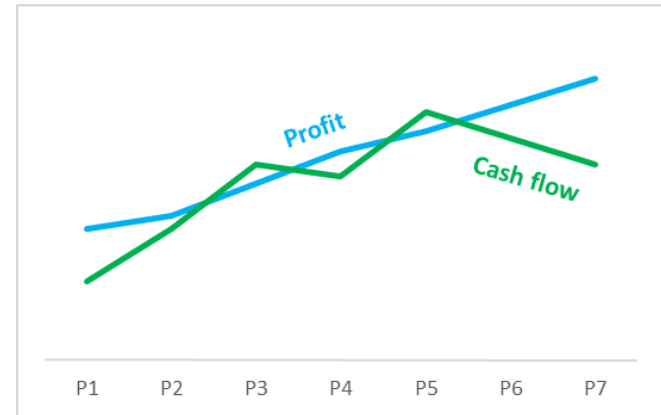
About Cash Profit vs. Book Profit!!



# Working Capital Management

Are you worried about your  
**CASH FLOW?**

Is your business generating  
**Profits** but not **CASH** ?

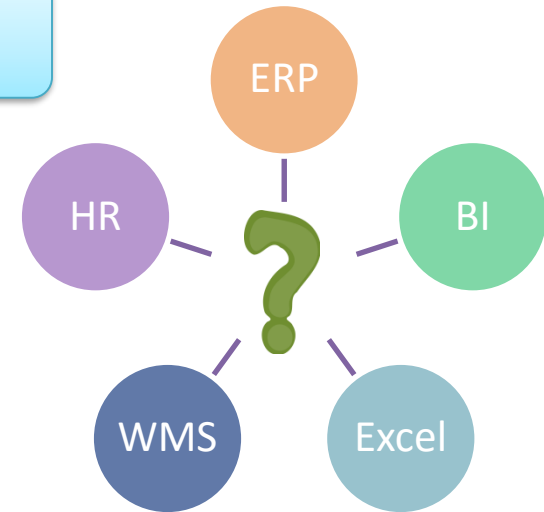


**CFOsme** helps optimise your **Cash From Operations** by improving your Business processes and release capacity in Men, Materials & Machinery



## Leverage your IT Investments

Data scattered in multiple locations, disintegrated solution's & complex systems is the cause of IT investments not delivering the desired benefits



**CFOsme** helps unlock the potential of IT Investment by integrating multiple systems across locations

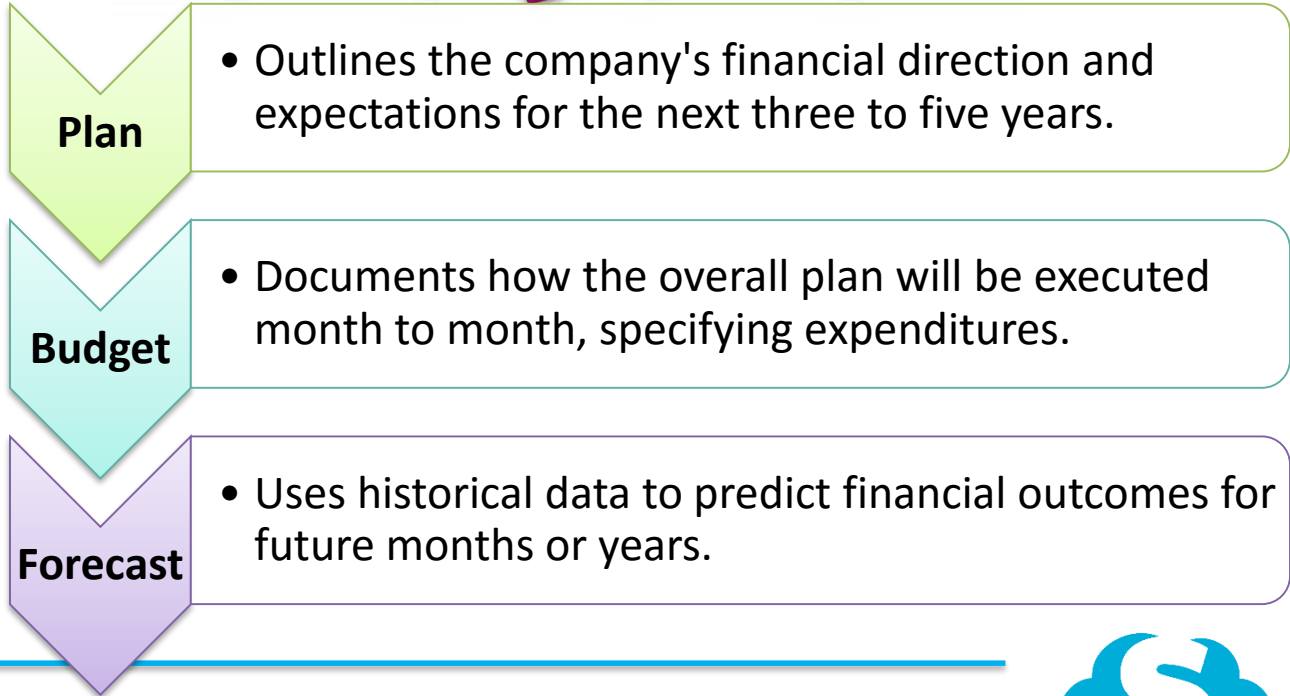




# A Goal without a Plan is a mere Wish



**CFOsme** helps  
Planning  
the  
Budget



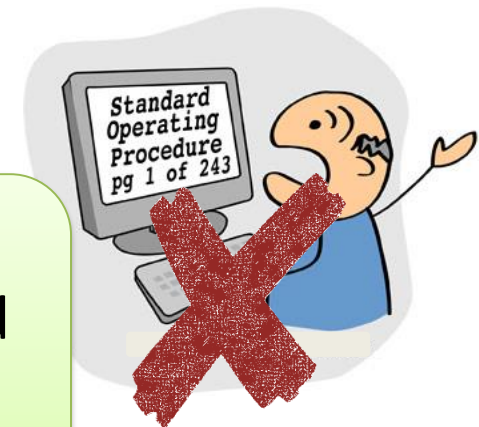
# Standard Operating Procedures (SOPs)



SOPs are a set of step-by-step instructions to achieve a predictable, standardized, desired result often within the context of a longer overall process and aligned to achieve Companies **Goal**



**CFOsme** helps you develop a well defined, user friendly and concise SOP that has high adherence



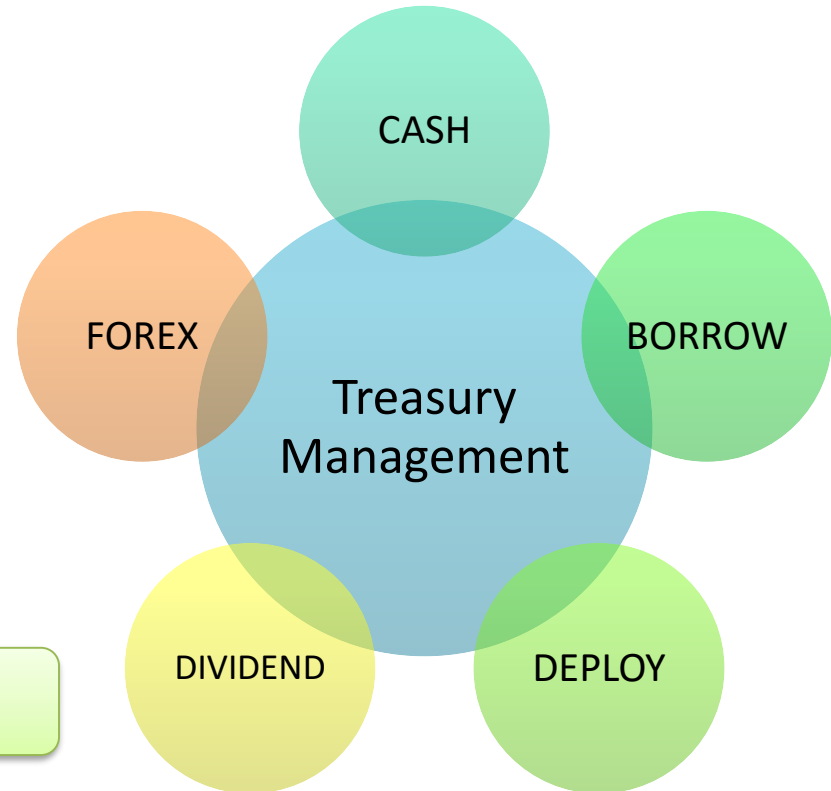
# Compliance, Governance & Risk Management



**CFOsme** Plays an Advisory role to

- Ensure Corporate Governance
- Comply to Laws and Regulations
- Manage Internal & External Risks

# Treasury & Deployment of Funds



**CFOsme** advices on

# Our Associates



Sustainable Business Excellence is achieved with “Savoir faire” showing the right direction for effective implementation by the process owners who are endowed with equanimity.

Mastervar for SAP B1 for MENA Implementation, support services



## DKM Online

Provides Payroll services, Retiral benefits,  
Web based HR modules, Compliances,  
HR Management



THRIFTIZER SOLUTION LLP  
Spending Money and Other Resources  
Carefully and Not Wastefully

**Marketing & Advertising**  
Content writing,  
Digital Marketing,  
Website  
Graphic creation &  
Animation



# Thank you for your time

Sekar Chandra | Director | 0505513009 | [Sekar.Chandra@cfosme.ae](mailto:Sekar.Chandra@cfosme.ae)

Murali Raghavan | Director | 0506595198 | [Murali.raghavan@cfosme.ae](mailto:Murali.raghavan@cfosme.ae)