



CANADA - UNITED KINGDOM Chamber of Commerce Over 95 YEARS OF NETWORKING

Canada House
Trafalgar Square
London SW1Y 5BJ
T: +44 (0) 20 7930 4553
info@canada-uk.org
www.canada-uk.org

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Rapid and profitable growth for a young accountancy business

A newly established chartered accountancy firm in Manchester was keen to drive growth, but felt that it lacked the necessary in-house expertise to do so. As this client's funds were limited, we agreed to work for a small retainer and a percentage of the first year's profits. Our key initial task was to understand the firm's business objectives, capabilities, resources and expectations. These elements were clear from a financial viewpoint, but the client had no real plan of action for achieving its objectives. We made clear to each of the firm's 4 partners that they needed to take personal responsibility for actively promoting the business: simply copying the activities of their previous employers would be unlikely to create competitive

advantage for their new enterprise.

Multipronged approach

We organised a series of events to bring the new firm and its partners to the attention of the target business community. These events ranged from individual networking opportunities to seminars and presentations. In parallel, we devised and implemented a marketing campaign to market the firm's services to small and medium sized organisations that required basic accountancy and payroll services but didn't want the expense of a full-time accountant.

'One stop' capability

We also identified related businesses in fields such as management consultancy, IT

and legal services, and helped the firm to forge partnerships with them so that it could offer 'one stop' services to clients. We made extensive use of free publicity via press releases, linking in with community events and sponsorship agreements.

Within 18 months of the start of our involvement, the firm was in profit and was growing rapidly.

Contact:

Terry Irwin
Managing Director
TCii Strategic &
Management
Consultants
33 Cavendish Square
London W1G 0PW
T: +44 (0)20 7099 2621
terry.irwin@tcii.co.uk
www.tcii.co.uk

