

# HOW DO YOU DEFINE YOUR BUSINESS SUCCESS?

*Introducing the Business Value Builder 2022*

Do you define success as:



Whichever way you define it many business owners end up not achieving their goal. But what if there was a way to improve your chances of success?

## Ask yourself...

- Is your business generating the resources to sustain itself – **is it profitable?**
- Is that revenue stream ongoing – **is it predictable?**
- Can the business be grown – **is it scalable?**
- Can the business be protected – **is it defensible?**
- Can the business thrive without owner day-to-day involvement – **is it independent?**

If you can answer yes to all these questions, then you are well on the way to creating lasting value in your business. If this does not describe you or your business, then you should talk to us about taking part in the **Business Value Builder** process.

## What is Business Value Builder?

Starting with a thorough yet simple to complete 15-minute online questionnaire, we quickly identify the core strengths and challenges in building value through focussing on these eight key drivers:

-  **Financial performance**
-  **Growth prospects**
-  **Recurring revenue**
-  **Customer satisfaction**
-  **Cash generative / Cash absorption**
-  **Dependence on key customer, supplier or employee**
-  **Dependence on the owner**
-  **Control of market share**

## The Business Value Builder Programme

We combine the findings from the online questionnaire with:

- Deep analysis of your financial performance
- Understanding your personal and business goals
- Benchmarking your business against best practice
- Co-develop an action plan tailored to your needs that is:



- Ongoing support and implementation to tackle the key issues



*“We found the Business Value Builder Programme a very valuable resource. By drawing on the expertise and experience of Gerry O’Reilly and his team, we were able to get a 360-degree perspective on our business. The strategic advice given helped us focus on a number of key improvements and provided a clear path about how to add value to the business for the long term.”*

– Patrick M Bonner, Managing Director  
PJ Bonner, Instrumentation Services and Sales

### If you would like to:

- Start the process to building lasting value in your business
- Free yourself from the owner’s trap
- Put yourself on the road to the financial freedom

Then you need to be looking at our Business Value Builder. Contact Gerard O’Reilly, corporate finance partner to find out how he can help you achieve your personal and business goals.

### About Us

Established in 1941, Crowe is a leading accountancy and business advisory firm in Ireland. Throughout our 80-year history, we have developed an unrivalled understanding of the Irish business environment and built a national reputation in auditing, tax and business consultancy.

We are also independent members of Crowe Global, one of the top 10 accountancy networks in the world, with colleagues in over 750 offices across 130 countries. Through this global reach we are able to offer clients a seamless service when trading internationally.

At Crowe we pride ourselves on delivering hard-working, practical solutions to all our clients’ business challenges. We help clients make smarter decisions today that create lasting value for tomorrow.

**Smart decisions. Lasting value.**

### About Gerard O’Reilly

Gerard O’Reilly is a corporate finance partner with Crowe. Gerard has helped business owners with strategic planning, tax and financial restructuring and debt and equity fundraising. Through his 30-year experience working with small and medium-sized business owners, Gerry has built up a wealth of knowledge about how to recognise the key issues business owners face which can limit their potential and uncover the opportunities and building blocks to build long-term, sustainable value.

### Contact



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