

Case Study

Setting Up the Finance Function and Reporting Structure for an Online Travel Aggregator



Background

An online home stay aggregator headquartered in India was seeing rapid growth, but the founders struggled with limited visibility regarding the company's financial status. The company, based in Sikkim, is one of the fastest growing companies in this space.

This lack of financial insight was impeding the agency's ability to make informed business decisions, thereby negatively affecting its overall growth potential.

OURGUEST.in

Founded: 2017

Industry: Travel

Revenue: \$ 0.5 million

Employees: 25

Challenges

1

The company was facing quite a few financial hurdles that included inefficiencies in its finance department, which led to an inability to manage its finances effectively and a lack of standardization in financial processes.

2

The management team was not equipped with dashboards to help monitor its financial data, including cash balance, receivables, and so on.

3

This was leading to a significant absence of control over the company's finances, making it difficult for the management team to make well-informed decisions about its future growth.

4

In addition, the company was planning to raise capital, but it did not have the in-house expertise for this endeavor.

Solution

- Established an extensive and thorough MIS structure that provided the management with real-time financial reports and insights, giving them the visibility they required to make enhanced business decisions.
- Recruited and trained a finance team, establishing clear processes and policies to improve operational efficiency in the finance department. This assisted in streamlining the financial operations of the company and improving its financial health overall.
- Established a finance review mechanism, which provided the management team with ongoing reviews of the company's financial performance. This allowed them to make more informed decisions about future growth.
- Improved the company's operational efficiency, which freed up resources and allowed the company to focus on its core business and goals for expansion.

Results



50% Revenue Growth

The company grew from \$ 0.25 million in annual revenue to \$ 0.50 million within one year.



Efficient Budget

The company was equipped with an efficient budget process to better plan for the financial year ahead.

KayOne was expertly able to help the online homestay aggregator improve its financial operations and gain enhanced financial visibility. The company now has the confidence, insights, and information it needs to make informed business decisions, support its growth, and help it to achieve its goals. The improved efficiency in the finance department has also been invaluable in freeing up resources.



Kishore Dasaka

FCA, ACMA (UK), CISA, CPA
(Aust.), CVA

+91-9884129422

kd@kayoneconsulting.com



Vignesh Anandarajan

B.Com, FCA

+91-9841314446

av1@kayoneconsulting.com

About KayOne Consulting

© 2023 KayOne Management Advisory Services Private Limited. All Rights Reserved. This material has been prepared for general informational purposes only and is not intended to be relied upon as tax, accounting, or other professional advice. Before taking any action, you should consult a professional advisor familiar with your particular facts and circumstances.

kayoneconsulting.com

KayOne
Consulting