

Case Study

How a Trading Company Learned to Manage Its Finances Effectively by Appointing a Virtual CFO

Background

A trading company had been experiencing rapid growth, but its financial operations were becoming increasingly disorganized and fragmented. The management team was facing roadblocks with accessing accurate and timely financial reports, and felt that the company's financial performance was not at all in alignment with its growth prospects.

The company had operations in over 15 states in the US. Gaining visibility over the financial performance at a consolidated level and managing its inventory were the major challenges faced by the company's management team.

Founded: 2017

Industry: Trading/Retail

Revenue: US \$5 million

Employees: 100

Challenges

1

The trading company was struggling to effectively manage its finances. It required a solution that would streamline its operations and provide the management with enhanced clarity into the company's financial performance.

2

The management team felt troubled that the lack of effective financial systems and processes might harm the company's prospects for the future and its growth potential.

3

The existing company systems lacked scalability, as many of them were Excel-driven. There was a definite requirement for a technological reinvention of their systems and processes.

Solution

- Assisted the trading company in streamlining its financial operations by putting into place a full-fledged finance system and improving not only the accuracy but also the efficiency of the company's financial processes.
- Provided the management with ongoing and accurate financial reports, equipping them with greater visibility into the company's financial performance and helping them to make better informed business decisions.
- Helped the company to develop a robust, efficient budgeting and forecasting process, which allowed the management team to better plan for the future and make better educated choices regarding the success of the business.
- Played a pivotal role in recruiting and training a finance team for the trading company. The team was informed and armed with the required skills to be able to handle the company's financial operations, thereby supporting its future growth.

Results



2x Revenue Growth

The company grew from an annual revenue of \$2.4 million to \$5 million within 12 months.



Improved Gross Margins

By greatly reducing wastages, the gross margins were improved by 12%.



Debt-Reduction

By decreasing inefficiencies in its processes, the debt burden of the company reduced by 18% within 12 months.

“ As a founder of a retail business, I can attest to the invaluable support that the KayOne Consulting has provided to me. The team of finance experts brought a level of financial acumen and strategy that I had previously been missing. ”



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