

BURSTING TO BECOME A  
BUSINESS  
*buddy*



# WHAT IS BUSINESS *buddy*?

## OUR PURPOSE IS:

To enable business owners to achieve their business goals and dreams.

BUSINESS *buddy* uses the latest business tools and systems to help other businesses achieve their goals.

There is no limit to what that might take and with solid accountancy skills to keep things real, BUSINESS *buddy* generates tangible plans and aims to eliminate any nasty surprises for their clients.

- ✓ If it means teaching the financial officer how to generate cash flow reports with the push of a button – BUSINESS *buddy* does it.
- ✓ If it means establishing systems to minimise paperwork wars that growing businesses encounter – BUSINESS *buddy* does it.
- ✓ If it means holding business owners and managers accountable for meeting their own business goals – BUSINESS *buddy* does it.
- ✓ If it means analysing the profitability of jobs fast enough to make a difference to a company's bottom line right now – BUSINESS *buddy* does it.
- ✓ If it means holding a workshop to demonstrate the latest innovation in entrepreneurial technology – BUSINESS *buddy* does it.
- ✓ If it means filing tax compliance documents on time, every time – BUSINESS *buddy* does it.
- ✓ If it means sharing a glass of something cold and bubbly with a happy client – BUSINESS *buddy* does it.

# POWER TO BUSINESS *buddy*

With the 21st century revolution of cloud-based software such as Xero, GeoOp and Receipt Bank, the nature of chartered accounting took a giant leap forward.

Many basic admin tasks that kept businesses shipshape could be taken care of with little more than a click or two on a smart device.

Where did this technological shift leave chartered accountants who had developed a niche tidying up data and spitting out annual reports that were often 18 months behind the times? Nowhere for those who refused to change and everywhere for those who saw new opportunities.

BUSINESS *buddy* always aimed to get to know the ins and outs of their clients' businesses – in a professional way and the new technology gave them the resources to get stuck into real business support.

The changing accounting scene provided time and tools for BUSINESS *buddy* to provide management guidance that is backed up with strong financial analysis and makes a difference to their clients.



Of course, numbers are valuable but only when they give *BUSINESS buddies'* mates useful and profitable information that doesn't make their eyes glaze over.

## BECOME A BUSINESS *buddy* AND YOU'LL GET:

- Contemporary systems that deliver support demanded by go-getter businesses
- Your how-to franchise manual that will be your source of all wisdom
- Group buying power with preferred suppliers who share our vision
- Expert training and advice from an approachable *BUSINESS buddy* network
- Powerful marketing campaigns to build the *BUSINESS buddy* brand
- Access to the latest developments in the business support and accountancy industry
- The opportunity to build your business with a bunch of genuine buddies.

Call us at HQ now to learn more about operating your own *BUSINESS buddy* franchise.

 **0800 283 399**

# WHAT IT TAKES TO BE A BUSINESS *buddy*

Ideally, you'll be an undies on the outside, heroic kind of business person who puts your clients' needs first.

Importantly, you'll be a chartered accountant or CPA, and believe the future of your profession lies in comprehensive business support for your clients.

You'll be proactive, prepared to think a little differently and love getting involved with a broad range of business elements that impact on your clients' companies.

You will have the internal fortitude to learn something new and run with it when you have mastered it.



A BUSINESS *buddy* is a team player and you will aspire to have a great squad in your own hub.

You'll also be happy to pick up your smart phone and contact us a HQ when you need a mate to chat with about ideas or questions.

You will strive for excellence and be realistic about times when things don't go as planned.

Like all good mates – you'll accept mistakes, learn from them and not be risk averse the next time a challenge pops up.

YOU'LL ALSO BE PREPARED TO CELEBRATE THE AWESOMENESS OF YOUR BUSINESS *buddy*.

**IF THIS SOUNDS LIKE YOU, KEEP GOING.**

# BECOMING A BUSINESS *buddy*

The BUSINESS *buddy* team wants to ensure we recruit people who are a great fit with our purpose, values and principles.

More than anything – we want people who understand what BUSINESS *buddy* offers and what makes it stand out in a crowd.

# HERE'S HOW THE PROCESS GOES:



# WE ARE EVERYWHERE

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Technology enables BUSINESS *buddy* to spread its wings to the farthest shores, and places big and small. The business model works in Bradford-on-Avon in [Britain](#), Melbourne in [Australia](#) or Dunedin in [New Zealand](#).

It doesn't matter if you want to work in a big smoke, boom town or lifestyle hideaway – BUSINESS *buddy* can work for you and your clients.

*We'll show you how to effectively use technology to connect with the world and grow your business.*



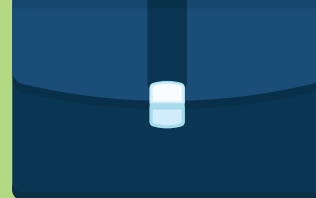
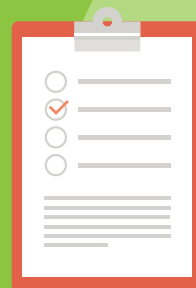
# BUSINESS *buddy* BEGINNINGS

There are some accountants who are bursting to breakout of conventional stereotypes and BUSINESS *buddy's* head honcho Kirsten Hawke is one of those. Far from wanting to hide away with a spreadsheet and screeds of IRD regulations – Kirsten is quite a friendly type and thrives when she is becoming best buddies with a new business.

Yes, there were studious years when she was a school kid and loved nothing more than crunching numbers to earn some spending money and she discovered chartered accountancy was her destiny.

For more than a decade Kirsten ran a chartered accounting firm in Auckland but when technology revolutionised the industry – she jumped at the opportunity to revolutionise BUSINESS *buddy*.

Businesses looking for decent support demand more than spending hours sorting through shoeboxes of receipts to produce end-of-year accounts. With smart technology Kirsten and her BUSINESS *buddy* team could become really good mates with clients and get down to the nitty-gritty of building successful businesses. There has been a shift from seeing an accountant once a year for the good or bad news, to catching up with them regularly for a decent chinwag and real business planning. It's much more fun and rewarding for everyone – just like when a casual acquaintance becomes a best buddy and you can cut out all of the bollocks.



# BUSINESS *buddy* CONTACT DETAILS

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