



FORTUNITY INSIGHTS

Most people in business have big ambitions, perhaps to build enough capital to retire early, or even to franchise their business nationally and reap the rewards.

Whatever the vision, business owners often find themselves bogged down in the day to day operation of the business, unable to find an opportunity to step back in order to consider the big picture and plan to meet medium and long term business goals.

If this sounds like you and your business, then Fortunity offers a suite of products that help to develop a detailed profile of your business, then assist you to take control.

Fortunity Insights is a set of business information gathering and strategy development tools. By asking the right questions of you, your managers, staff and customers, Fortunity can generate tailored reports regarding various aspects of the performance of your business.

We then utilise our expertise to highlight potential areas that require attention, particularly in light of your business goals.

For example, one of the Fortunity Insights products involves analysis of ten key business functions:

- business planning
- marketing and communications
- forecasts and budgets
- financial performance
- internal controls
- technology
- people
- risk management
- operations
- leadership and team motivation

We then provide a performance rating for your business against each of these functions, and make comparisons to what we recommend as best practice for your particular business and goals. The result is a quantified and qualified analysis complete with industry benchmarking.

"Fortunity Insights has the power to bring your business into line with your vision and goals, by analysing, recommending and prioritising to allow for budgeted business growth," said Fortunity representative Reg Barber.

"Fortunity Insights is all about empowering business owners to take control, highlighting key problem areas and making recommendations on how to address them," he added.

For further information on Fortunity Insights or for an initial discussion on how our products may be able to improve your business please contact Tim Cullen or Reg Barber at Fortunity on 02 4304 8888.