**WILLIAM ADVISORY GROUP – Web Page Content**

**Home Page**

Logo

Slogan – Business Improvement Specialists

Statement of intent – Providing tailored specialist advice to businesses, working together to identity problem areas, resolve issues and improve performance.

Similar to the “about” section, but more direct.

**Page - About**

William Advisory Group is a boutique management consulting firm that serves micro, small and mid cap ASX-listed and private companies.

We are a team of specialists in business and performance improvement, process optimisation, profit maximisation and negotiation/mediation.

Our team has many years’ experience providing support to companies operating in a variety of different industries.

We help our clients make lasting improvements to their performance and realise their most important goals.

**Page - Services**

1. Business Health Checks

William Advisory Group provides a fixed fee health check for your business. We will meet with you and your key personnel, review your company’s current and historical performance and provide you with a timely report outlining what we have found and the areas that we feel you can improve to get the most out of your business.

Our experience garnered through consulting to a broad range of businesses from different industries sets us apart. We have the ability to unlock hidden value and provide you with a fresh view on how to improve your businesses performance.

Starting from $750 plus GST, our business health checks are economical and timely. Contact us now to learn more and for an obligation free discussion [info@williamadvisorygroup.com](mailto:info@williamadvisorygroup.com) or 02 9660 7061

1. Business Performance Consulting

Often times, we find that there are areas of a business which need attention, that business owners just don’t have the time to address. This is where William Advisory Group can help.

We specialise in business performance improvement. Unlocking your businesses true potential and maximising your profit is our expertise.

Our experienced team has worked across a range of different industries, with businesses from SME’s to ASX 100 completing the following:

* Complex financial pricing models
* Process Optimisation
* Profit Maximisation
* Completed 360 reviews of high cost areas. Reviewed business policies and procedures, assessed outsourcing options, conducted tenders and negotiate/engage service providers
* Negotiation & Mediation
* Strategic Planning
* Mergers & Acquisitions

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1. Turnaround Management

Turnaround management is a process that uses analysis and planning to identify the reasons for falling performance in the market, and rectify them.

Our ability to cast a fresh eye and act completely objectively allows us to isolate problems areas and examine solutions that may be outside the business as usual approach.

Broad experience across a multiple of sectors and industries allows us to use our expertise to make critical decisions quickly and set the company back on a path to recovery.

Our four step process to recovery will be tailored to your needs and progress through the following stages:

1. **Analyse** – The first stage of the engagement will involve information gathering, understanding the businesses major issues and assessing the severity of the company’s problems. A detailed assessment of the company’s strengths and weaknesses.
2. **Plan** – Development of a strategic plan with specific quantifiable goals and actions will be prepared and presented to the key stakeholders of the business. The communication of this plan is crucial as it can restore confidence that the business can work through its difficulties.

The plan will typically include financial, marketing and operational objectives that will improve working capital, reduce operating costs and improve budgeting and pricing.

1. **Implement** – Initially the return to a positive operating cash flow position is imperative. The agreed strategic plan will be implemented. This can be a stressful and difficult time as the business will go through significant change. We are here to help you implement this and guide you through this process.
2. **Returning to business as usual** – Once the decline has been arrested, our efforts will be directed toward improving the efficiency and effectiveness of the business. Stopping the decline and losses is one thing, but returning the business to a point where it achieves an acceptable return to its owners and shareholder is the next important step.

At William Advisory Group, we have the experience and commercial understanding to guide you through this turnaround management process.

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1. Independent Insolvency Advice

When a business encounters difficult financial circumstances, it can be a very stressful time for business owners and suppliers alike. It is the Insolvency Practitioners obligation to be independent and act in the interest of all creditors equally.

We act for you and provide you with advice that is tailored for you, that you know you can trust.

* Pre Appointment

Assess the business for options to avoid entering into external administration

Negotiate repayment plans and debt restructuring

Turn around management

Review current exposures for the business and client personally, and provide advice regarding same

Selection of an Insolvency practitioner that has the necessary skills needed to provide relevant advice to your business

Negotiate remuneration and fees

Following the appointment of an external administrator, trying to navigate through the various timelines and reporting requirements can be quite daunting. We will provide you with the support to guide you through process to make it as easy as possible for you.

* Post Appointment

Assistance in completing reports and statements required by ASIC

Attendance at meetings of creditors and with the Insolvency Practitioner

Advice regarding structure of Deed of Company Arrangement and the future of the business

Preparation of responses to ASIC

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**Page - Our Team**

**Page - Links**

Regulatory and compliance links

[www.ato.gov.au](http://www.ato.gov.au) – The Australian Taxation Office

[www.asic.gov.au](http://www.asic.gov.au) – The Australian Securities & Investments Commission

[www.abr.business.gov.au](http://www.abr.business.gov.au) – Australian Government Registration Portal

[www.arita.com.au](http://www.arita.com.au) – Australian Restructuring Insolvency & Turnaround Association

[www.charteredaccountants.com.au](http://www.charteredaccountants.com.au) – Chartered Accountants Australia & New Zealand

[www.turnaround.org.au](http://www.turnaround.org.au) – Turnaround Management Association, Australia

**Page - Contact**

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