



## **IBS INDUSTRY CASE STUDY – ARCHITECT PRACTICE**

<b>Summary:</b>	<b>More Personal Time and Financial Return</b>
<b>The Client/Sector:</b>	<b>Architect Practice</b>
<b>Business in Profile:</b>	Industry has become more competitive due to deregulation, which has resulted in falling revenue for this practice. Experiencing cash flow challenges due to falling revenue and poor financial control skills. No marketing focus. Operating at full capacity.
<b>The Challenges:</b>	Owner wants to grow the business and needs to put good cash flow and financial controls in place. There is also a need to focus on marketing to generate new business and focus on operations to increase efficiency. The business owner would also like more personal time.
<b>What we've done:</b>	Immediate focus was to put financial control processes in place, to improve the cash flow situation and for ongoing management of finances.
<b>Where we are at now:</b>	Currently working on setting clear goals for the business, and putting processes in place to ensure that progress is being made against these goals and that the firm is being managed effectively.  We are also working on clearly defining client groups and on future target client groups.
<b>Where we are going</b>	Now that we have taken control of the finances, and set a clear direction for the business, we will develop the marketing function and improve the operations to increase the workflow through the practice. Working towards developing a well managed practice with growing revenues, improved operational efficiencies, and with a clear direction, thus providing the business owner with more personal time and financial return.

Icon Business Solutions Advisors improve business' owners lives by providing step by step solutions where the business owner gets to design and implement specific business strategies to achieve financial and personal gain.



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Success**