

ATRAMENTUM'S 5 STRATEGIC PRIORITIES



The team at **Atramentum** provides virtualCFO solutions that monitor the financial health, strategy, and overall well-being of your business to determine its strengths and weaknesses and develop an action plan to increase profitability.
Here are our 5 priorities.

IMPROVE CASHFLOW

1

Help your business find ways to reduce the time it takes to receive income. An improved cashflow means more funds available to the business and you!



IMPLEMENT THE RIGHT GROWTH PLAN

2

Establish and monitor a robust financial growth plan that is both strategic and operational. This plan should be linked to organisational goals and ensure the short and long term objectives are realistic and achievable.



WORK SMARTER, NOT HARDER

3

Assist in the implementation of integrated cloud technology solutions, automation and efficient processes to free-up time to think and work on your business. Technology is said to account for 60-80% of productivity growth.



BOOST REVENUE AND MARGINS

4

Look for additional opportunities to complement your current sales model. Review and refine your costs and optimise your sales potential by focusing on your existing products or services, current customers and markets.



CHALLENGE AND TRANSFORM

5

Partner with you through the process of rethinking your business and delivering improvement in financial performance and overall organisational health.

