

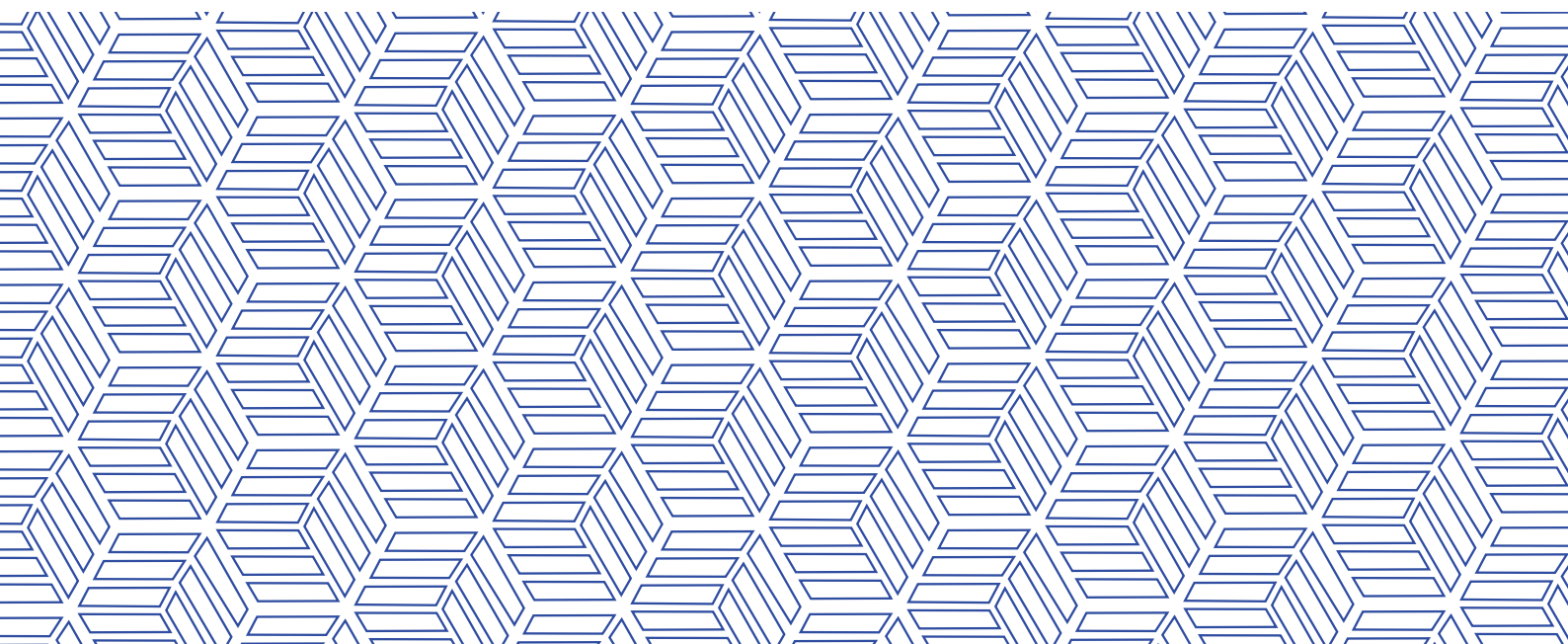


EMKON

www.emkonglobal.com

COMPANY PROFILE

2020 - 2021



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ABOUT US

Let's take the case of SME business owners in India. They are hard workers and quick-witted. Jugaad is ingrained in their way of working. By having tremendous knowledge about their core products & services, they are able to have a great kick-start to their business journey. Big money is coming in. Business owners are hands-on with all operations - front end & back end. After a couple of years, things don't look so rosy anymore. The growth has dried up and employees don't stay for long tenures. A closer look at the finances suggests that new money might be needed. The business owner realises he never spent time on optimising processes & long term planning and all that time spent micro-managing the business could've been better spent on growth & development.

According to research, 60% of the businesses don't make it to 5 years of existence. The top 3 primary reasons being

Failure to grow revenues
Ineffective employee management & retaining
Cashflow troubles.

According to our experience of working & consulting with over 50 small businesses in India, we have arrived at the conclusion that ineffective employment leads to cashflow trouble & growth stagnancy. Handing out tasks to employees orally, micro-managing them and getting too involved in the day to day operations compulsively leaves the CEO being a CFO (Chief Firefighting Officer). The bigger issue is that it leaves Zero time for the business owner to spend time on things such as the company's vision, long term business strategy, expansion plans and optimising the processes.

It looks like a people problem, it isn't. It is a process problem.

Lack of effective Standard Operating Procedures (SOPs) or lack of any SOPs at all is the root cause of all major problems in a small business.

Because the business is small, SOPs are overlooked. Because SOPs are overlooked, the organization stays small.

We at Emkon Global, want to help you create business processes that accelerate your business growth.

We want you to be a process-dependent organization and not people-dependent.

Emkon Global helps businesses in simplifying, documenting and automating all their processes. We operate in a 3-step process.

Step 1

We audit the existing scenario and understand the challenges in-depth. We take into account the nature of the industry, structure of the entity, mindset of the management, industry-wide practices, competitor mapping and also the organisation's culture before customizing a solution.

Step 2

A solution is pointless if not executed well. We make sure the execution is done the way the planning directed it to be. We take a hands-on active part in the implementation process for achieving the objectives.

Step 3

Improvement is an on-going process and not a one-time phenomenon. We recommend periodic interventions to create new processes or reviews the old ones to make sure there are no lapses in the smooth functioning of the company.

Emkon Global's clients in their testimonials have remarked the most common outcomes being an increase in productivity, having more grip of their business, higher levels of ambition to work towards the vision of the company, smooth functioning, and the owners focusing on the bigger picture as against the constant firefighting!

ABOUT US

OUR TEAM



Prasanna Mainkar | [Founder](#)

Prasanna is the Founder of Emkon Global. He is a Chartered Accountant having a work experience of over 7 years in the field of internal & statutory audits, taxation and management consulting. He has been associated with assignments of various reputed companies which were listed, public and private limited companies. He has completed projects with companies from FMCG, Automobile, Pharmaceutical, Chemical and Service sectors.

He is an expert at analysis, research, diagnosing business challenges and coming up with logical & practical solutions to overcome them. He is also an internationally [Certified Business Performance Coach](#) and a [Certified Executive Coach](#).



Hemank Deshpande | [Partner](#)

Hemank is a seasoned Chartered Accountant having an experience of over 22 years in this trade. He has expertise in a range of services such as all kinds of audit, taxation related matters – whether domestic or international and direct tax or indirect tax, mergers, acquisitions & restructuring matters, compliances such as setting up of companies, establishment of trust, liaison with investment advisors, consulting in FDA matters, and also business process outsourcing.

His style of communication makes him an affable person to work with and he is extremely generous in sharing his wealth of knowledge with every person he interacts with.

ABOUT US

OUR TEAM



Devang Varia | [Partner](#)

Devang has 7 years of experience in product management and data analytics across the fields of healthcare, genomics, finance and consumer retail. He has worked for top startups like Ascent Health and Wellness Solutions, PharmEasy and Drip Capital and well-established firms like PwC. In the time to come, he is committed to continually partner with entrepreneurs to scale and optimize their businesses for a better society.

His expertise lies in Pharma supply chain management, Data science, Product management, Process optimization



Srinivas Reddy | [Partner](#)

Srinivas Reddy is a Chartered Accountant and has a working experience of over 9 years. He specialises in internal audit, process and systems consulting. He has previously been a part of assignments related to taxation, Statutory Audits and management consulting. He is an expert in understanding business processes and systematizing them so the work gets done smoother and faster. He designs Dashboards and checklists for companies. It helps business owners make decisions faster and accurately. His expertise in excel and other automation tools helps companies to automate a lot of their work.

OUR SERVICES

CONSULTING

MANAGEMENT CONSULTING

We review your company's long-term performance goals, vision & mission and then recommend ways it can work more seamlessly to achieve overall improvement. We will help in charting expansion plans and execution strategies to support the same



Get an outside perspective

We will help you get results that you aren't likely to get without the outside help.

Solve exceptional problems

Troubleshoot any existing problems such as an accounting mess, unhealthy culture and other unusual problems

Innovate

Get a new perspective and generate new ideas that you haven't already considered for your business growth

Out of the box solutions

Expect creativity and an "out-of-the-box" point of view that may be just what is needed to create the right solutions for you target customer base

COMPLIANCE/ TAXATION CONSULTING

Just like an athlete or a footballer who has a coach to keep his performance in check and simultaneously level up, an Executive Coach can do the same for Entrepreneurs/Executives:



Save tax

Get all the tax benefits that your organization is eligible for and save the maximum tax possible

Cross border legalities

Tax planning for inter-state or international transactions keeping in mind all the implications and legalities

Timely compliances

Never again miss a due date for filing a return or paying statutory dues. Work as per a compliance calendar customised for your company

Be legally safe

Be up to date with regulations that govern your industry and products target customer base

OUR SERVICES

CONSULTING

SALES & MARKETING CONSULTING

We conduct an audit of your sales & marketing processes, sales pitch, social media accounts, sales team, customer interactions via e-mail etc to determine the best combination of optimizing your customer acquisition cost:



Build brand strategy

Build brand strategy to position, develop & invest in your brands to differentiate and drive growth

Determining steps to grow

Determine the right way to expand; New product, geographies, diversify etc and add on service development

Strategic pricing

Examine pricing strategy to maximize overall profit while increasing margins and/or market share

Prioritize customers

Identify the highest-priority customer segments to target, and define value propositions tailored to their needs

PROCESS ENGINEERING

We extensively examine the way an organization operates and design processes, controls and checklists to help your business operations and we take part in the implementation of the solutions to ensure smooth success:



Standardized work

Bring consistency in the work done by employees.

Clarity for all

Brings clarity to everyone about their work, the expectations from them, pending work.

Responsible employees

Proper accountability system and every employee is clear what his/ her role is in the company.

Live tracking

A proper system to track everything and also you will know what went wrong. The blame game stops.

OUR SERVICES

COACHING & TRAINING

EXECUTIVE COACHING

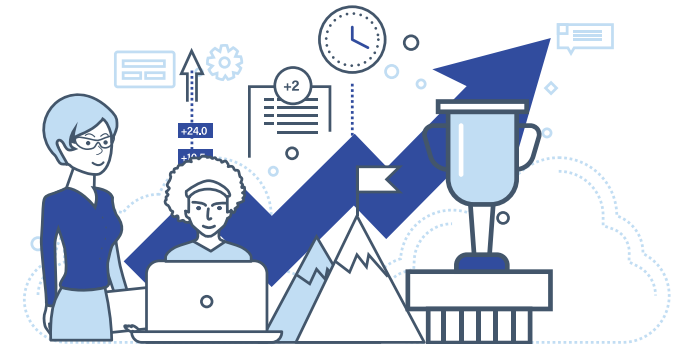
Just like an athlete or a footballer who has a coach to keep his performance in check and simultaneously level up, an Executive Coach can do the same for Entrepreneurs/Executives:

Sounding Board

You will no longer be lonely at the top. You will have someone to bounce off your concerns with.

Scheduled planning and reviews

You will have far more clarity about achieving your goals through periodic planning and reviewing.



Boost Confidence

You will experience a boost in your confidence levels by being in action constantly. Goal setting and review

Building Accountability

Procrastination and inertia will no longer halt your progress as you will be accountable to your coach.

IN-HOUSE TRAINING PROGRAMS

We will customize training programs comprising of work-related skills, or knowledge, to employees with the aim of increasing the quality and efficiency of their position and the organization as a whole. We will do an Employee Skills gap analysis and suggest pieces of training required by them:

Employee Retention

Retain employees who grow with you and help your organization flourish as well

Tackle different issues

Training for production planning, sales, digital marketing, recruitment process, creating SOPs etc.



Customized programs

Curated programs which are department specific will address the problems accurately and nip the evil in the bud

Create goodwill

Sponsor educative training programs for your customers or vendors for goodwill and relationship building

OUR SERVICES

PREMIUM SERVICES

DATA ANALYTICS

Data analytics is the science of analyzing raw data in order to make conclusions about that information. We will analyze your sales, expenses, customer data and more. We will be able to find out:

Know your customers

Who your target customers are, what they do and what they like

Data driven budget allocations

Determine allocation of marketing budget for ad spends, online & offline campaigns

FUND RAISING

Fund raising is essential for any kind of expansion plans. We will help you figure out the best way to raise funds, whether to get an investor on board or go to Bank, and also be a part of the solution:

Suitable investor

Through our trusted network of investors, we will find a strategic investor to support your business in more ways than funding

Build better products

We will help you optimize your product/-service features and make the most of it

Predict buying behaviour

Examine and predict buying behavior to retain customers and attract new ones through data driven decision making

Curate campaigns by analyzing data

Curate the near perfect marketing campaigns through deepened understanding of your target customer base



Become invest-able

If you are not an invest-able business, we will help you become one

Due diligence

Providing due diligence service to the investors to make sure all is well with the financial and notes

OUR SERVICES

PREMIUM SERVICES

FINANCIAL ADVISORY/ VIRTUAL CFO

We help businesses make the right decisions. It's a way for businesses to get CFO support that they wouldn't have been able to afford previously. Companies that hire a Virtual CFO get access to an experienced & well-qualified financial professional at a fraction of the cost of a full-time CFO. Salient features:

Traditional CFO

Handle all the duties just like traditional CFO, but work remotely through the use of digital platforms

Monitor finance

Monitor the financial health and well-being of the business, usually by using dashboards and reports.



Valuable Insights

Offer objective financial insights and guidance on all company decisions and issues periodically and as needed.

Custom Service

Perform other functions such as managing accounts ledgers, financial budgets, reconciliations etc depending on the client and their needs.

CLIENTS

CLIENT TESTIMONIALS

“After consulting with Emkon, we have seen exponential growth in our business. We achieved a lot more than our sales target and learnt exactly where we needed to work on, whether it be sales, production or finance. We crossed our sales target by more than 40%. We now even have a clear road-map and a business plan to move forward in order to expand. I personally recommend Emkon’s services for anyone looking to get their business organized and for expansion plans.”

Pratik Kubadia

Co-Founder & COO at Pratik Apparels LLP (Prarambh)

“Prior to our consultation with Emkon, we were basically just stuck in operations and there wasn’t really a focus oriented approach towards other aspects of the business such as business development, finance, budgets, marketing, internal audit etc. There has been a major mindset change now. We are more solution-oriented than fault-finding. We have become more organized and even cut down a lot of unnecessary costs we were incurring previously. The best part is that solutions provided and not generic but totally tailor-made and hence they work well!”

Hemangi Sahare

Founder & CEO at SoulSugar Bakery & Patisserie

“The business has become more predictable now, the team have started working efficiently. Thorough professionalism was there, all meetings were executed as scheduled. The agenda was always clear. Any company newly start-up or existing company who wants to improve the systems, procedures etc. and take their business to the next level. I will highly recommend putting systems in place as early as possible. The later you do it, the more resistance you will face from your old staff! Emkon Global handled the staff resistance very well.”

Punit Mehta

Director at Aimtech Business Solutions Pvt Ltd

“Business Alpha is a workshop where I learned about systems & processes. It gave me an insight on how I can simplify and make my hospital function smoothly. Each of my staff member now knows what their duties are. I am now able to save a lot of my time and at the same time, I am aware of what is happening in my hospital as well. Since for me this was a new venture, putting up a system in place at the initial stage helped me a lot and we as owners are relaxed and not wasting time on resolving petty problems.”

Darshna Doshi

Co-owner, Gem Super Specialty Hospital

CLIENTS

OUR CLIENTS



