



Nurturing Successful Businesses

# Who We Are

# OUR BACKGROUND

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When I left my senior finance role in a global private equity backed media agency in 2014, the core purpose behind Sakura was to provide an alternative for small and medium-sized businesses to the 'traditional' accountant experience.

Mainly I wanted to create a practice that operated more like a professional and effective finance team within a commercial organisation, but which served the mid-size SME and fast growth 'start-up' sector providing the usual compliance services as well as more commercial and 'value added' solutions for such businesses.

Above all, I felt it was time to try and change the perception of what accountants can do for SMEs, just as a good finance director can influence, drive and impact significantly upon every aspect of a larger business.

Hence we started with a Japanese name (*Sakura = cherry blossom*) and also created a brand that was consistent with the name of the business, but also looks and feels differently to how an accountancy business normally looks.

In terms of my own background, this also impacts upon the extent of how we believe we can really 'add value' from a financial perspective to our clients. I am a Fellow of the Chartered Association of Certified Accountants (FCCA), with more than 15 years' experience at senior levels (Group Financial Controller, Interim Finance Director) both in successful entrepreneur led and private equity backed businesses in the UK, Ireland and (for a time) in Australia.

My sector experience has extended all the way from events, property services, recruitment through to financial services and media businesses, with achievements including building and developing large finance teams, working with sales, marketing and technical divisions, implementing new internal processes and software systems, as well as creating monthly reporting packs for the MD/CEO, budgets, improving cashflow, reduction of costs and involvement in business acquisitions and of course selling a business.

***Can your current accountant do this for your business ?***



**Damian Connolly FCCA**  
Managing Director

# GROWING YOUR BUSINESS

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**SME with Big Business Potential?**



**Make the Impossible Possible**

Partners with:



# SUPPORT AT EVERY STAGE

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## START-UP

From an entrepreneurial idea now it turns into a legal entity just starting its operations and making first steps on the market. This is the riskiest stage with significant uncertainty and can be a challenge for the business owner without the right support and advice.

### Your Challenges

- Time management and actions to save time effectively
- Ensuring all payroll, VAT, accounts, corporation tax and Companies Registration Office (CRO) issues are up-to-date
- Depending on the business type, preparing to obtain some funding

### Our Key Solutions

- Compliance issues dealt with simply and effectively
- Relevant professional/ business contacts to help resolve needs i.e. website, advertising, HR
- Available to provide general business advice and assistance as issues arise



## GROWTH

This is the stage where turnover is growing, the business has increasing numbers of customers and there is normally sustainable profit growth. This requires a more professional approach to the management of the business and increased delegation of tasks/responsibilities. Cash flow can also be considered as a major risk factor for the business, with improved financial reporting, budgeting and forecasting key to manage risks, challenges and to support consistent growth.

### Your Challenges

- Increasing business activity and day-to-day transactions
- Larger number of staff and less direct involvement by business owners
- Cash flow management
- Increasing need for and reliance on analytical financial data, business systems and software

### Our Key Solutions

- Outsource of day-to day bookkeeping
- Preparation of management accounts and presentation at executive meetings
- Advice on annual budget setting and focus on achieving targets
- Cash flow management, accountancy software selection, implementation and configuration

# SUPPORT AT EVERY STAGE cont.

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## EXPANSION

During this period the business is experiencing a rapid increase in cash flow and revenue growth, which requires tightened control and cohesion among all business functions. Therefore, the need to make some organisational changes needs to be considered, while being sufficiently nimble and flexible to take advantage of opportunities to broaden business activities or maintain profits/margins, by expansion of operations into new markets. The business may also be moving towards the point of a sale or exit, and it is also the time where business owners start to accumulate significant wealth in the business and personally, where tax planning and mitigation opportunities can be very valuable.

### Your Challenges

- Routine/regular financial review and business analysis
- Entering new markets and distribution channels
- Increased competition and proactively managing risks
- Requirement for re finance of existing, or sourcing of additional, development or risk capital

### Our Key Solutions

- Part-time (virtual) finance director
- Outsourced finance function
- Acquisition strategy or project support
- Strategic planning ahead of a sale or exit, to maximise value and minimise timescales/costs

# BENEFITS OF WORKING WITH SAKURA

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Free up more of your own time to focus and work

**'on your business'**

rather than

**'in your business'**

1

## SAVE MONEY

Avoid expensive mistakes and missed deadlines.

2

## SAVE TIME

We can help to save time and create efficiencies as your business grows.

3

## BETTER DECISIONS

Better able to make impactful decisions on your business simply and easily.

4

## TECHNICAL KNOWLEDGE

Experienced, commercial and passionate accountants do exist!

5

## FINANCIALS THAT DRIVE GROWTH

Ten years experience in fast growth SMEs including implementing systems, executive reporting, budgets, cashflow management.

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## GREAT COMMUNICATION

Experienced accountants who really understand your business and where it's going.

# CAN YOU AFFORD NOT TO JOIN SAKURA?

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Too often we speak to prospective clients and we hear similar criticisms and complaints about their existing accountants, or about accountants more generally:

- They never seem to respond to my emails or calls on a timely basis
- I never hear from them throughout the course of the year until the statutory accounts are due to be completed
- I have nobody who can respond to queries or problems when my accountant is on holiday
- I still seem to incur late filing fees and threatening letters from Revenue. Why?
- They just don't understand my business and cannot help with the commercial aspects when we need experience and advice
- They don't really explain anything simply or clearly enough to me

sakura  Bright



*“Damian Connolly and Sakura are like an extended part of our own team with super powers in the area of finance”*

**Victor Kimmel, Managing Director, Bright Technology**



Sometimes, all you  
need is a new  
perspective to see  
things differently

# WHAT'S NEXT

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Once you have decided to take the next step and become a client, we ensure that the process is as simple as possible:

- We obtain completed and/or signed copies of our Letter of Engagement, New Client information sheet and Accountant Transfer Letter
- We will obtain confirmation of the identity of each officer and/or shareholder from you e.g. copy passport and recent utility bill/bank statement
- We will forward a welcome pack with information about Sakura and what to expect from us as one of our clients
- We 'fast track' the transfer of company paperwork and information, online accounts access, Revenue Online Service (ROS) and Revenue agent status from your existing accountant, where necessary, to ensure you are 'up and running' as quickly as possible
- Assign you the details of your contact(s) in Sakura for routine day-to-day liaison and guidance

sakura 

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