

➞ **MSNCFO** ✓
Experience Success



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Dear Potential Client,

Are you anxious about your numbers? Do you wish you had a good grasp of how your profits and working capital flow? Do you have a Finance and Accounting (F&A) function that is barely keeping the score, and unable to advise you on business options? Are they focused on the past instead of the future?

Now, envision running your business with a proper understanding of how money is made, in a timely manner. You are able to cut costs "smarter" not "deeper". You understand cash flow issues ahead of time, and it is solved in a planned way. Now, you are able to calmly respond to issues rather than react in surprise. Your Banker is able to easily understand your business because his questions are answered timely and properly. Your business is being monitored, and problems are highlighted quickly, enabling you to take timely action. The F&A is oriented towards planning; for both the short and long term and has real input in anticipating and shaping your business outcomes.

It is time to overhaul the infrastructure - people, systems and routines to get to the next level.

Meet with MSNCFO to discuss the "big picture" of your business. To develop an understanding of where you are coming from and where you want to go, we will talk to your personnel and examine your financial records and systems. We follow a planned and proven process to diagnose and solve your F&A problems. We will use our staff and yours to implement and sustain these improvements and deliver results that will increase the value of your business.

- 1. Visit our website www.MSNCFO.com for more information and to see our track record.**
- 2. Call us at (818) 581-2873 to set up an initial meeting.**

Best Regards,

Mohamed Noohu FCMA, CGMA, MBA
Outside CFO

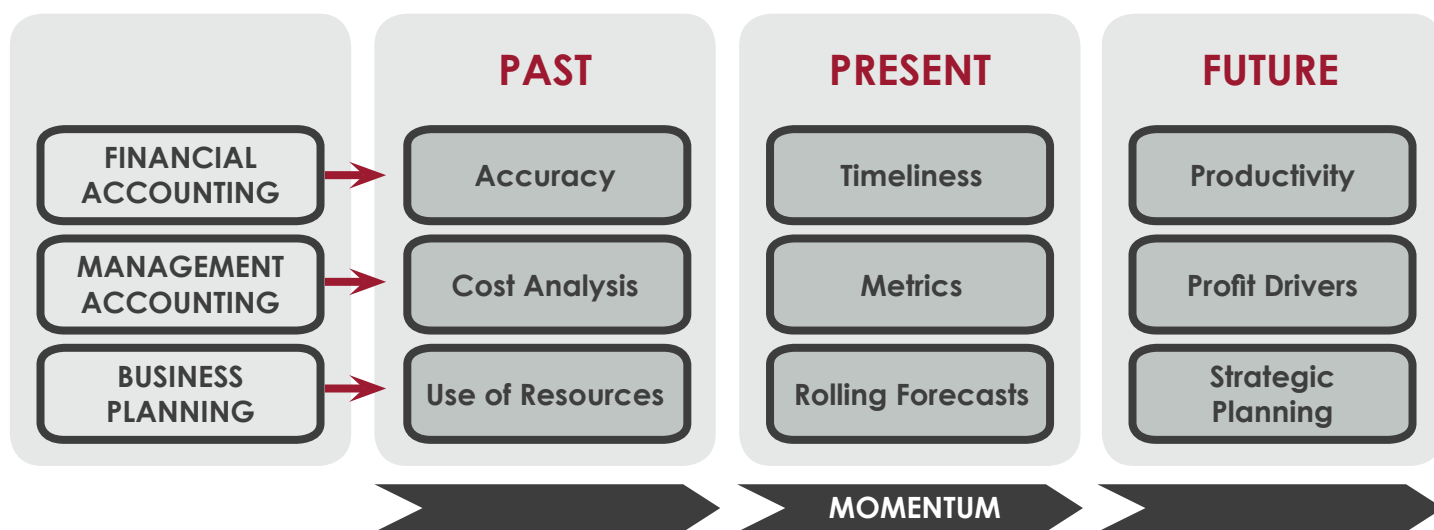
THE MSNCFO STORY

MSNCFO founder Mohamed Noohu has over 25 years of varied work experience as Controller, CFO, and business owner. His background reflects diverse industries, company sizes and stages of growth, including very large, well-established multi-nationals in the oil services, logistics, transportation and Insurance industries, mid-sized companies in electronics distribution, and several start-up companies. He has owned and operated entrepreneurial ventures, an arena that entails a whole new set of dynamics – business plans, raising venture and debt capital and moving from concept to assembling resources and commencing operations.

He supervised staff and routines for accurate and timely reporting, implementation of improvement and change initiatives. He trained and coached staff in a “show and tell” manner to inculcate best practices. He understands the significance between financial accounting, attuned to conformance reporting, and management accounting, which is attuned to performance analysis - profitability and supporting business decisions. This understanding, coupled with good budgeting practices, means that companies are able to look ahead to deal with any number of financial conditions- situations that may include rapidly changing demand and resource allocation, compliance issues and competitive needs.

In the past twelve years, MSNCFO has evolved into a boutique CFO consulting firm that has worked with over 25 clients in diverse industries. We are a team trained to provide efficiency and increased productivity through a proven process. MSNCFO shares ownership for the profitability and health of their clients. We position the F & A work to see ahead, allowing for problems to be predicted well in advance so that you can respond rather than react. This revitalizes the CFO role, creating a balance between conformance and performance, the twin needs of a firm's financial governance.

MSNCFO SERVICES



FINANCIAL ACCOUNTING

- Restructure to create robust routines and reports
- Manage cashflow and working capital
- Set up accounting policies and procedures
- Train accounting staff
- Coach CFOs and Controllers

MANAGEMENT ACCOUNTING

- Profitability insights
- Break-even analysis
- Non-financial metrics as indicators
- Allocation of costs
- Monitoring use of resources

BUSINESS PLANNING

- Short term rolling forecasts
- 1-5 year detailed business plan and performance indicators
- Strategic planning
- Business turn-arounds and transition management

*Emphasis is placed on team implementation

MSNCFO SERVICE LEVELS

Service Level 1

- Clean up inaccurate bookkeeping
- Record transactions - bookkeeping
- Install/ improve software
- Revamp financial reports
- Recruit and train
- Diagnose accounting problems
- Improve accounting processes

Service Level 2

Service Level 1 plus:

- Tighten reporting cycle
- Prepare and analyze daily, weekly & monthly financials
- Budgeting and cash flow forecasting and management
- Develop accounting staff
- Negotiate with lenders
- Monitor working capital needs
- Purchase negotiations
- Management accounting - e.g. product costing, break-even analysis, metrics
- Improve profits and liquidity

Service Level 3

Service Level 1 and 2 plus:

- Ensure compliance with GAAP and all applicable regulatory requirements
Develop, implement, and maintain financial controls, policies, and processes
Coaching and lead F & A function for accountability
- Audit preparation services- 2nd accounting firm
- Set up financial modeling/forecasting capability
- Business & Strategic plans
- Oversee HR and IT

MSNCFO PROJECT SERVICES

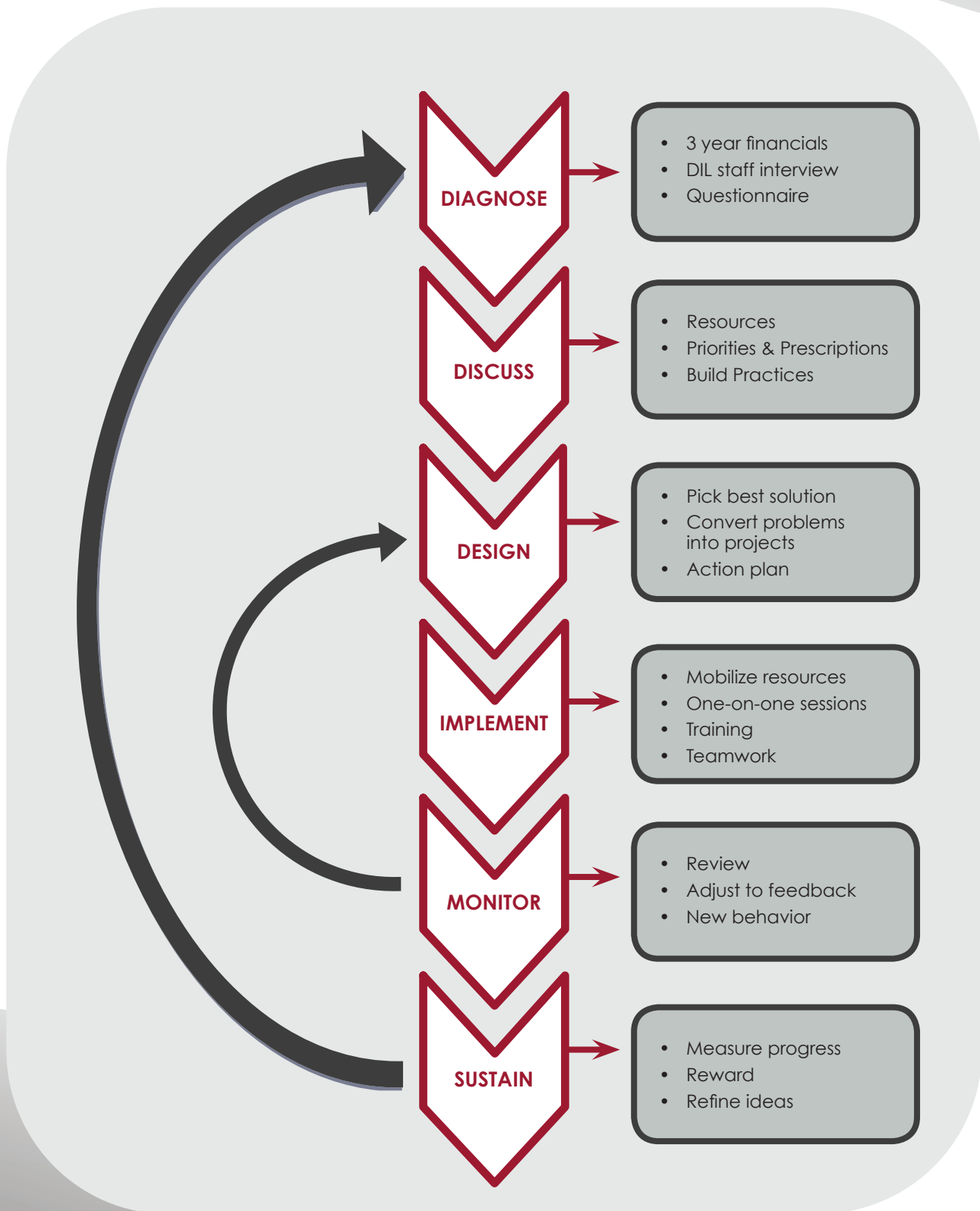
IN DEPTH SERVICES

- AR collections management
- Inventory controls management
- Setting up and documenting accounting policies, procedures, and Internal Controls

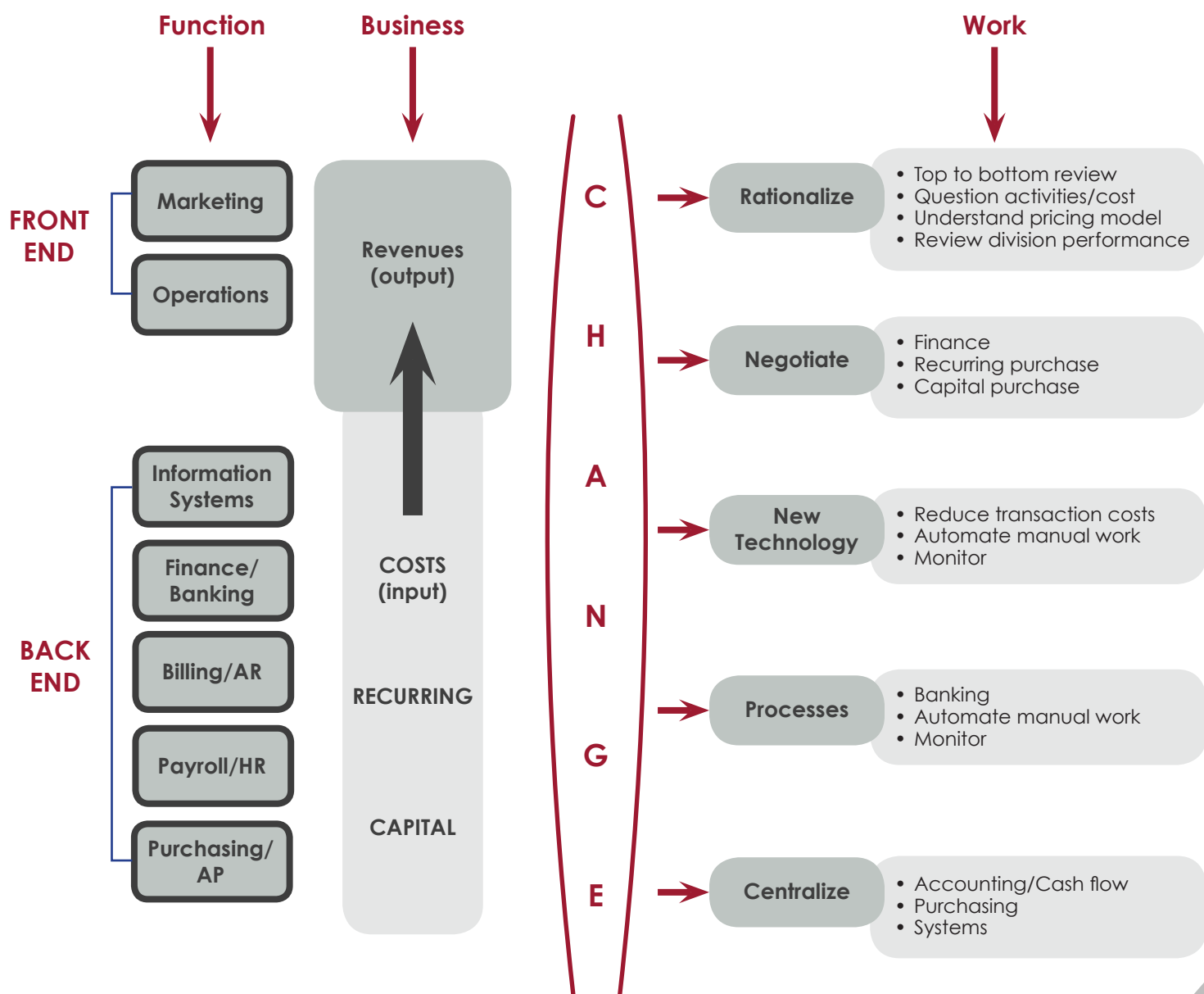
- Raw material price negotiations and payment terms
- Overhead expense analysis and reduction- insurance, HR, IT
- Negotiate contracts- rent, insurance
- Capital equipment purchases

- Raise Capital
- Management Accounting
- Budgeting & Planning
- Turnaround management
- Outsourced accounting

MSNCFO SERVICE PROCESS



MSNCFO CLIENT WORK FLOW



MSNCFO SAMPLE INDUSTRIES

+ Services

- Health
- Engineering
- Storage
- Construction and remodeling
- Payroll
- Insurance
- Media

+ Manufacturing

- Light engineering
- Snack Foods
- Glass and mirror
- Electrical connectors
- Nutrition

+ Distribution

- Wholesale
- Retail
- Frozen foods
- Imported foods
- Electronics
- Gems and Jewelry

+ Transportation

- Limousines
- Freight forwarding
- Non-emergency medical services
- Emergency medical services

+ Non-Profits

+ Import/Export

+ Mortgage

FREQUENTLY ASKED QUESTIONS

1. What are your qualifications and experience?

Mohamed Noohu is a FCMA, CGMA MBA, with over 25 years of multinational experience as a Controller, CFO, and business owner. He is supported by a trained team of Associates.

2. What makes you unique?

We have a tested process to diagnose, discuss, and execute that has proven successful; we place emphasis on implementation.

3. Do I need a CFO Consultant if I have a CPA?

A CPA usually prepares annual financials and is oriented towards advising on tax, and usually does not provide management insight and execution. A CFO consultant takes ownership of profitability and liquidity, and is able to implement changes and drive results.

4. When do I need a CFO consultant?

When you are anxious about your business profits and cashflow. You do not have accurately and timely information, but your finance and accounting staff are working hard. They are unable to respond to your queries in a coherent manner.

5. Where will you do the work?

Work will be done both in our offices and at your premises with our staff co-mingled with yours. We will be remotely connected to your financial systems, and will be available to talk during business hours, and at periodic review meetings.

6. What will you do for us?

We will revitalize your Finance & Accounting function to deliver accurate and timely information, help you plan ahead and point out business issues. We strengthen the accountability and increase the productivity of your staff. We will deal with your bankers in negotiations and providing information.

7. What types of problems/issues can you help us solve?

We diagnose and fix various issues that inhibit productivity/profitability including: incomplete or inaccurate accounting, proper monthly or periodic accounting, a lack of knowledge about profits or cashflow, untrained staff and poor or absent planning.

8. Will you reduce company operating costs?

This invariably happens as a part of the improvement of your business. However, we can't make any guarantees. We look into the revenue/cost relationship as part of our improvement process. We look for productivity accelerators because we cut costs "smarter" and not "deeper". (See case studies for specific details).

9. How will you assess the amount of time needed?

We will do a volume of work study, as part of our diagnosis. This will tell us time and resources that need to be devoted to effectively solve specific issues. Typically, we provide solutions in 90 days.

10. What industries do you work with- what size firms, and in what stages?

We work in any and every industry. The firm is usually between \$2m and \$40m in revenues, and they are either growing or, in the case of a well-established firm, lack a Controller/CFO.

See case studies for specific examples.