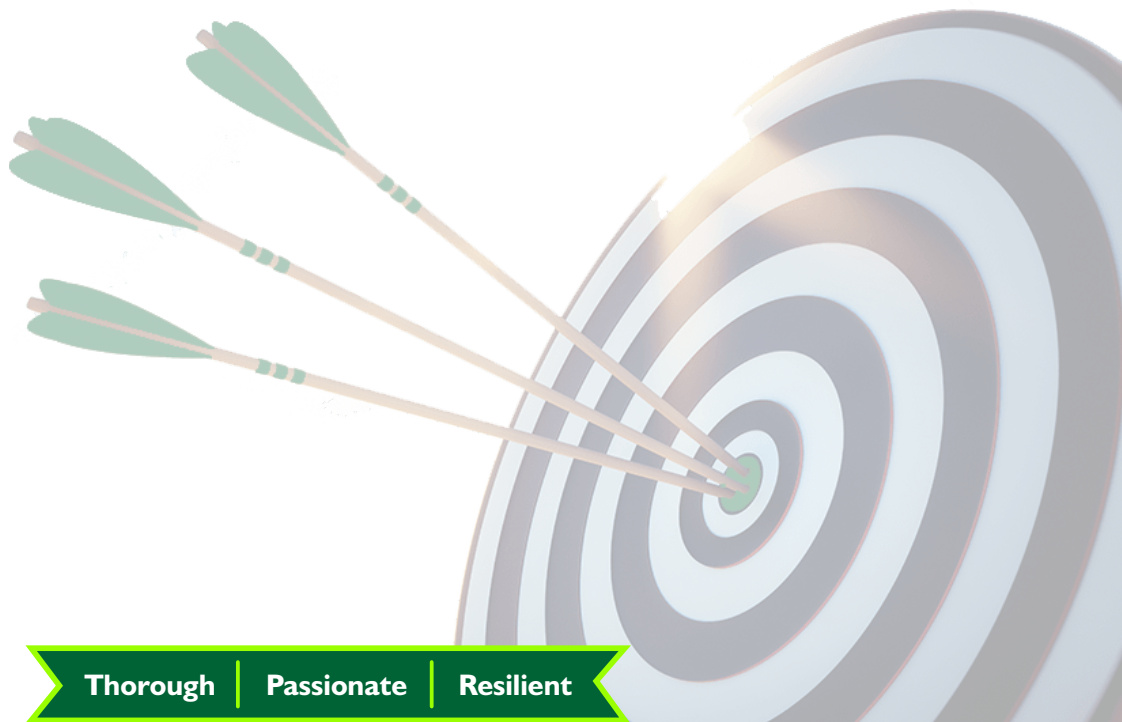




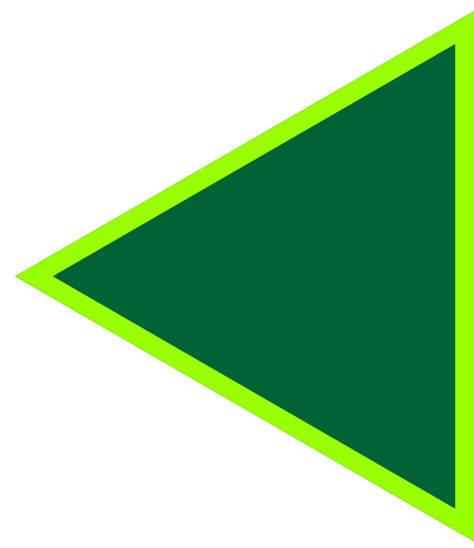
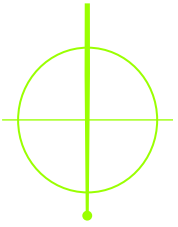
PRECISION

Advisory

**Finance & Business
Development Advisory**



Thorough | Passionate | Resilient



Who we are

Precision Advisory is a business development advisory firm started in the year 2013. We have developed capacity to support organizations with Business & Accounting Support, Personalized Coaching, Automation, Training, and Business Advisory.

The Team Leader, Shelmith Mugoh, is a CPA with over 20 years' experience. Precision's structure encompasses experienced Professionals who are often allocated to specific clients and who are experts in the various business environments.

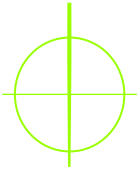


In acquiring our internal talent, we draw from the relevant experience of the team leader who has wide experience in a variety of Industries including; Engineering, Media, Education, Hospitality, Security, Insurance, Tours & Travel, Real Estate, Micro-finance, Retail among others.

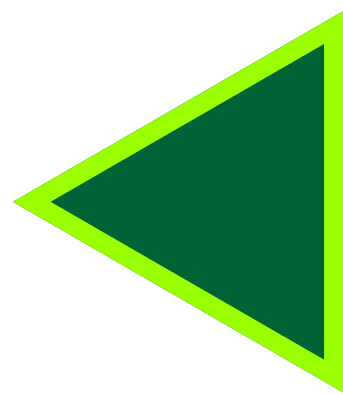
Thorough

Passionate

Resilient



What We Do



Training

Accountancy Quality Assurance

Project Finance Financial Modeling

Enterprise Risk Tax Management

Balance Sheet Restructuring

Mergers & Acquisitions (M&A)

Organization Development



We are well equipped to handle specific business advisory requests and all-round treasury management advisory services that enable businesses to optimize return. In addition, we support businesses through capital raising (both equity and debt funding)

Our team works with organizations to mitigate impact of potential enterprise risk by equipping these organizations with Business Advisory services that will enable them compete in the ever-changing business environment. We also enable them to develop sustainable quality processes that guarantee quality services and products. To accomplish this we have established strong working relationships with Regional Investors, Private Equity firms and professional bodies in the region.

Balance sheet or financial restructuring provides a platform for businesses to undertake operational turnarounds and mitigate distress within, improving the financial image of the business. If acted upon quickly it can often help businesses avoid a formal insolvency, revamping the business and giving it a new lease of life.

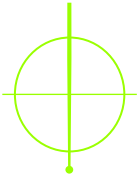


Our team of professionals has worked in a variety of industries namely; Energy, Telecommunications, Hospitality, Retail, Real Estate, Security & Financial Services among others. These industries are a natural fit to the firm's expertise and the region's growth prospects.

While our activities revolve primarily around Finance advisory, our service offerings also include corporate strategy, training, conflict management, tax advisory, financial due diligence, corporate restructurings and automation. However, we also play an active role in advising on and nominating the most suitable firms capable of providing related services through our networking partners.



Thorough | Passionate | Resilient



Our Services

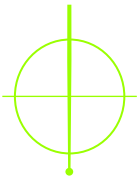
Finance Strategy Advisory

A sound finance strategy helps an organization in overall decision-making, providing it health and security. The soundness of the organization's accounting function is fundamental in achieving financial health. Balance sheet restructuring, stakeholder engagements, credit policy, cost management are some of the methods that should be considered to ensure financial stability.

Working capital management is a challenge for many organizations with money being a scarce resource. All working capital items require close monitoring to achieve a healthy balance for business sustainability. Organizations struggle with priorities in this regard.

With these challenges and more, PA focuses on providing organizations the support they need in formulating sound accounting and financial strategies whose execution attracts suitable partners for business and provides the business with the much-needed financial health.





Our Services

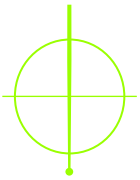
Financial Modelling

We have noted that many businesses with great potential lack necessary professional records that can help them generate reports that speak to the needs of capital finance partners and prospects. Most of them barely have the requisite professional package of business financial information that they can use to inform themselves first, about the financial status of their businesses, let alone generating interest from potential financiers such as banks, venture capitalists, angel investors or other capital providers of their business potential.

At PA, we provide the expertise as well as knowledge on financial matters and financial negotiation points. With PA working alongside an enterprise, we increase the chances of a business being able to successfully accomplish any of the following feats:

- Secure working capital for the business
- Get in new investors to evaluate as well as inject capital into the business
- Get businesses to successfully negotiate affordable loans for financiers
- Empowering business leaders and owners to understand and make sound decisions based on actionable management reports.
- Determining the financing needs, equity and debt.





Our Services

Business Development Advisory



Pursuant to the fact that the one thing that is constant is change, PA enables businesses to embrace and thrive within the environment of constant change. PA walks with business leaders in identifying, strategizing, implementing, monitoring and optimizing business development

changes. This would be in business areas surrounding automation, human capital adjustments, restructuring, cost optimization among other areas within the scope of change management.

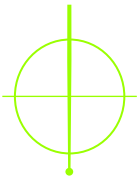
Automation

The 21st Century Business Environment has necessitated Globalization. When all is said and done, Automation becomes the preferred highway to actualize this. Our intention is to support these businesses in identification of automation needs,



selection of recommended solution that will address the organization needs, and managing the change process required to ensure a successful implementation of the selected solution.

Enterprise Resource Program (ERP) solutions are great drivers of organizational growth when successfully implemented. We support our clients in this process and celebrate the growth together.



Our Services

Business & Finance Literacy Solutions

▼ Training

We have identified, through test of time, a number of areas for capacity building. This will empower highly effective teams to produce measurable results that guarantee productivity and growth for businesses.

Our team of field savvy professionals are able to take businesses through any of the following areas of expertise:

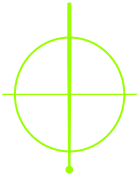


- Finance for non-finance
- Enterprise Risk Management
- Credit and Risk Management
- Conflict Management and Mediation
- Knowledge Management
- Team Formation and Development
- Supervisory Skills
- ERP Implementation
- Talent Management
- Change Management
- Personal Branding
- Entrepreneurship Activation Journey

▼ The Executive Coaching Program

This is a personalized coaching plan for non-finance Entrepreneurs. The non-finance business leader is responsible for the financial performance of his business. However, most of them are experts in something else! And they are very good at that something else, except that they are expected to know something about the 'numbers' too. They are mostly poised, confident, focussed individuals except when the numbers begin to fly. The lingo and the speed with which it comes begins to get confusing.

This journey is designed to provide solutions for this problem. We walk with the entrepreneur to fully understand the principles behind Accounting, Book-keeping and Taxes all in a bid to empower the modern day business leader.



Our Services

Accountancy Solutions

▼ *Visiting Accountant*

We readily provide accountants on-the-go. They are able to come into the business premises, assess, set up accounting systems if and when lacking, and provide all required periodic reports. This also includes filing of all necessary tax and statutory returns to the relevant government bodies.



▼ *The Accounting Implant*

Don't let your business get ahead of your finances. This is why PA assumes the responsibility of providing SMEs with the internal accounting resource that they need. This AI will provide the required direction for SMEs under the supervision of our own P.A. professionals.

▼ *Talent Supervision*

We have the business' best interests at heart. This is why we commit to ensuring that the reports provided by your internal accountant are both accurate and actionable especially for businesses that may not have the capacity to maintain a resident Finance Manager. PA fits perfectly into this space for the benefit of the institutions we serve.

▼ *Talent Search*

PA partners with businesses that can afford a resident accountant but may lack the capacity to attract, interview, place and orient one. PA is able to perform this role and ensure that a suitable candidate is identified, well oriented and is ready to perform before being handed over for business supervision.

Meet the Team



Shelmith Mugoh - *Finance & Commercial Expert,
Member of ICPAK*

I have spent more than 20 years in my Finance and Accounting career in various capacities. My goal is to empower and transform non-finance executives and entrepreneurs into financial decision-makers. This is because I am dedicated to demystifying financial lingo.

Backy Musili - *Image Consultant,
Certified Trainer & Life coach*

‘Your Personal brand is what people say about you when you are not in the room’ – Peter Drucker
Hence through my personalized image interventions, my life’s work has been dedicated to speaking to individuals and teams alike on Appearance, Behaviour, Communication skills, and Etiquette.



Susan Gichara - *Human Capital Strategist,
Executive & Productivity Coach*

I am enthusiastic change champion, with a dynamic 20+ year’s career in delivering actual organizational change. My familiarity with evolving economic trends enriches ability to provide insight to human resource management, business development and customer experience, across varied industries in hospitality, logistics, insurance and real estate sectors.

Hosea Muita - *Certified Fraud Examiner, Enterprise
Risk Specialist, Seasoned Finance
Practitioner; Member of ICPAK*

I am a Certified Fraud Examiner (CFE); a global certification in Fraud Examination/Investigations, a Certified Public Accountant and a Certified Public Secretary. I am also a CISA Certified Auditor. I hold a Masters Degree in Science (Finance and Investment) and bring in a wealth of knowledge in the finance sector due to my passion for working with SMEs.



Peter Kabunyi - *Software Engineer,
Automation Enthusiast*

I am a seasoned Software Engineer with speciality in Business Intelligence Software Development and Software Quality Assurance.

I am also a Financial Systems Integration Expert having successfully worked with multiple financial institutions and bring a wealth of knowledge and expertise in the business automation process.

Our Commitment



We are **Passionate** about seeing businesses thrive because we believe they can.



We are **Thorough** because we believe in excellence. We believe in capturing all the detail you need for decision making. Business is detail.



We believe that business need hand-holding if they are to become the large corporations of tomorrow. We are **Resilient** as we walk with them in their journey as they realize their big dreams.

Our Clients



MWAURE &
MWAURE WAIHIGA
& CO. ADVOCATES
*Commissioner for Oaths
and Notaries Publics*



DCRI
DISPUTE & CONFLICT RESOLUTION
INTERNATIONAL



KINGDOM SACCO

Empowering People, Transforming Lives

Thorough

Passionate

Resilient



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