

# CaseStudy

Franchise Member  
Accountancy Network

WE PROVIDE  
PROFESSIONAL  
SERVICES

## THE COMPANY

In the summer of 2004 a Chartered Management Accountant started an Accountancy Practice opening an office in the North of England as a Franchise member of a National Accountancy Network.

With no clients the practice relied upon the Franchise Website and the Franchisor passing over leads to convert. The Firm was positioned to provide a full service including, Accounts for Sole Traders, Partners and Limited Companies, VAT, Tax Returns, Corporation Tax Returns, Self-Assessment, Payroll, Business Advice and Co. Secretarial services. Working along side the owner was an Account Assistant and a family member taking on administration duties.

At the end of the first years trading, the Firm fee income had reached £45,000 ex VAT.

## THE CHALLENGE

Growth and Staff. In no simple terms the Firm knew that to attain a level of ambitious growth the focus would have to be on core business development and staff.

61%

Net Profits

Annual  
£435K  
Fee Income

## THE OPPORTUNITY

Towards the end of 2005, the Firm Director attended one of our Outsourcing Events and never having considered outsourcing decided to begin trials with us.

### First Steps

After meeting the firm and staff we put together a process aligned to the business set up. Understanding the software packages and potential immediate challenges. We became familiar with the type of clients, records and dockets in use.

### Our Approach

We assigned a dedicated Chartered Accountant and a team that consisted of Senior Accountants and Support Staff to deal with the Firms needs, putting in place clear turnaround times on work to be processed and clear reporting lines. Our IT Team set up secure VPN facilities and provided login credentials to transfer electronic data and scanned materials to our Gujarat office. Daily communication is via telephone, Skype and email, just as if you had a remote office in the UK

### The Benefits

The Director is now entirely focused on growth. Time is spent marketing the Firm, attending Networking, spending more time client facing building loyalty and referrals. Our relationship with the Director and staff has evolved since 2005 to today, we are fully embedded into the workflow of the business and an extension of the team.

### The Futures Bright

The Director visited our offices in Gujarat in 2018 and met the Accounting Head, Managers and members of the Tax and VAT teams engaged in completing the Firms work. The Firm currently employs locally, an Account Assistant, a part time Payroll Clerk and a part time Junior Clerk. The Director is in the process of opening up another branch within the Franchise Network and believes the Practice can grow by 30% without the need to recruit additional staff.

## HOW COULD WE HELP YOU?

Capacity, MTD, Staff, Exit Strategy, Fee Resistance etc. contact a local consultant to understand the benefits of Doshi Outsourcing.

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