

Welcome to Business Development Alliance

**BDA**  
Business Development Alliance



## Our Clients

Just some of the businesses our director and advisors have assisted over the years.



## Business Development Alliance

Business Development Alliance (BDA) is a professional firm of highly experienced consultants dedicated to optimising the strategic and operational potential of businesses by providing excellence in service and implementing appropriate long term sustainable solutions.

Our aim is to provide the very best business development services to our clients using specifically tailored business solutions that meet the individual needs of the client and of their business.

### **Our three key areas of speciality in services to business are:**

- Franchising Development Programmes
- Family Businesses
- Corporate Business Growth Strategies

## Our goal is your goal

To optimise business performance and maximise returns to stakeholders, every element of a business model needs to be regularly reviewed. This may include:

- Structure
- Branding & Marketing
- Operations
- Business Systems & Documentation
- Financial Model
- Customer Service Practices
- Training and People Development
- Strategic Plan

## Developing your business

Most business owners need help and they often find it outside of their business.

We have determined three key elements of developing a business that guides us and our clients through a disciplined process of improvement which brings results.

Our cornerstones are:

*1. Strategise*

*2. Systemise*

*3. Commercialise*

## 1: Strategise

Building any business to a well considered plan is a difficult enough task in every sense of the word. However, formal plans and strategies help to keep the business on track and reduce the risk of heading somewhere else other than where you should be, or intend to be going.

At BDA we can assist you to review your strategic plan, manage its development and create the implementation plans to reach your objectives.

Some of the areas we would strategise with you include:

- Growth Strategy
- Brand Identity
- Marketing
- Human Resources
- Financial Model
- Operations
- Production
- Retail Solutions and/or Sales
- Distribution Channels
- Business Risk
- Exit Strategy

## 2: Systemise

Systems help to give structure to people who may otherwise deviate from objectives without such procedures in place to guide them.

Our expertise in creating and then documenting and working with you to implement systems allows your business to operate without unnecessary exposure to people failures.

We all know that people are the single cause of most business failures (other than a lack of capital), and with strong and practical systems in your business this risk can be reduced significantly.

This systemisation focus will allow the business to run more efficiently and consistently, creating a better quality of life for the people in your business and for you too.

Some of the areas we can systemise with you include:

- Organisational Board
- Roles and Responsibilities
- Sales Processes
- Finance – Key Drivers, Reporting Capabilities and Administration
- Personnel Selection and Assessment
- Operations Manuals and Documentation of Processes / Procedures

### 3: Commercialise

A business with a sound strategy, plans and systemised processes over the entire operations, will undoubtedly, be worth considerably more as an asset to an investor, due to the lower level of risk associated with sustaining and growing profits in the future for a new owner.

With good will factors being as strong as they are, every \$10,000 in additional profit that is generated by a process of improvement, could be worth as much as \$50,000 to you when sell your business!

Yes you will retire one day and this program of development is specifically designed to increase the Value of your Asset.

## What's next?

The short answer is: To Realise What Your Business Needs Now!

At the outset of the business there was a plan, whether it was written or not is not important now. Over time the plans may have changed but ultimately there is still a plan and the driver of that plan is you, as the business owner.

Some of the main items for business owners to manage include:

- Vision – Keep it current to realistic expectations
- Energy – Maintain your energy levels
- Finance – Don't starve the very asset that feeds you
- Attitude – Stay positive in the face of adversity
- Commitment – Don't give up
- Infrastructure – Give the business what it needs now – ahead of growth
- Focus – Do one thing very well
- And more ...

## Our Services

Business Development Alliance consulting work includes:

- *Franchise System Development*
- *Field Service Training/ Manuals*
- *Master Franchise Development*
- *Operational Manual Reviews and Online Operation Manuals*
- *Existing Franchise System Reviews*
- *Franchisor/Franchisee Relationship*
- *Franchisee Performance Reviews*
- *Franchisee Training needs Analysis*
- *Franchisor, Mentoring, Coaching, Training*
- *Franchisee Performance Benchmarking*
- *Disclosure Documents Requirements*
- *Marketing Plans*
- *Franchise Recruitment/Selection Manuals*
- *Provision of Field Visit Services*
- *Franchisor Training Needs Analysis*
- *Franchisee Recruitment Coaching*
- *Franchise Agreements – Reviews*
- *Re-Branding your Business*
- *Franchise Advisory Council Structures and Facilitation*
- *Franchise Viability Studies*
- *International Development*
- *Franchise Growth Strategies*
- *Strategic Thinking Workshops*

## Terms of engagement

When you engage Business Development Alliance to work with you on your business we will furnish a comprehensive proposal detailing the agreed scope of work and the processes involved; plus of course the desired outcomes and our Professional Fees to complete the project.

If it is attractive to you we will explore the option to leverage some of our fees into results. We see as a 'win win' scenario but of course the outcomes would need to be transparent and clearly identifiable, to ensure that we are both able to monitor the outcomes on a regular basis.

We will offer you a payment plan that where possible is tailored to your needs so that you and your business are not placed under any financial duress during the process of development and improvement. All that we seek from you as a Client is your total commitment to the project and the timelines that we agree upon.

A copy of our Client Contract will be provided to you to read prior to any appointment.

## Our Team

### Personal Profile - Mark Fernandez

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Mark Fernandez  
Director  
BDA

Mark brings over 20 years of senior management experience in franchising and business development to our team and to your business. This valuable experience ranges across many business models including multi international companies and local Western Australian systems.

Mark has been influential across a number of key industry sectors, including Retail, Shipping and Hospitality.

As a business executive Mark specialises in delivering solution based outcomes for business growth and productivity. He is a natural problem solver and takes a keen interest in teaching clients how to focus on solutions rather than getting caught up in the many day to day challenges that they face.

His legacy is the development of a culture of service excellence with all stake holders and is passionate about staying abreast with current and new business initiatives.

Mark is currently completing his MBA at Curtin University; a true reflection of his passionate belief that all business owners and executives must continue to grow and learn as individuals, if they are to provide to their roles and/or their businesses the necessary skill sets required to take them to maturity with optimum outcomes.

Mark is a committee member of the West Australian Chapter of the Franchise Council of Australia.

Mark is a family man with young children. This of course keeps him grounded and in touch with reality and is the Vice President of the Parents and Citizens Association of which they attend.

In summary Mark brings many valuable lessons and skills sets to the table all of which are available to assist you to grow and improve your business. His contribution will be very valuable to you.

## Personal Profile – Alison Slyns

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Alison Slyns  
Consultant  
BDA

Alison has been involved in franchising for several years and on many levels, from locally-based systems to multi-national and globally recognised corporate franchises. This broad range of experience, strengthened by qualifications including a Bachelor of Marketing and Media degree completed in 1999 and Certificate II and III in Office Administration attained in 2001, has reinforced her passion for facilitating fresh perspectives and new initiatives in business operations through the development of effective communication tools. To date, Alison has garnered significant experience in assisting franchises throughout Australia in a diverse range of roles, including field consultancy, business management and administrative support.

As well as her franchising career, Alison continues to operate her own business in the dairy industry with her husband and his family, being primarily involved in customer service and business development strategies. Alison and her husband's efforts have been recognised in the annual South West Small Business Awards for the last two years as recipients of category business management awards. Effective management of the business has also resulted in fourteen individual product awards being presented at some of Western Australia's most prestigious dairy industry awards.

Alison enjoys the challenge combining her academic qualifications, hands-on business knowledge and lessons learned from various employment situations within the franchising sector to consult with clients on the diverse range of options available to them in the franchising segment. Her aim is to develop franchise systems that incorporate flexible frameworks and effective communication tools that facilitate new initiatives being integrated in to an ever-changing operational structure.

Alison has a friendly and professional approach that helps her clients achieve the critical balance between focusing on current perspectives and future goals, whilst managing the projects in a fun and enjoyable environment.

## Personal Profile – Brent Armstrong

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Brent Armstrong MBA Grad Dip Bus B.Ed Ad Vo  
Ed  
Consultant  
BDA

Brent Armstrong brings a vast array of experiences to BDA which is invaluable to clients. He started his working life as an apprentice Chef which included both National and International experience. He was involved in the opening of the Menzies at Rialto in Melbourne, and at the tender age of 21 was promoted to Sous Chef where he was responsible for looking after over 100 staff.

After several years successfully working as a Chef, Brent received a scholarship to become a TAFE lecturer at the College of Tourism and Hospitality Queensland. This was the beginning of a 20 year career in the Adult learning environment. During this time Brent saw first hand the importance of making learning disciplines relevant to adults, the practical implication of this is simple: when people want to learn they will, when they do not, they will not.

His vast experience coupled with his many formal qualifications enables him to analyse situations and develop innovative solutions: and importantly justify his reasoning. Brent also likes to ask others why they do things. This helps him to understand where people are coming from. This allows Brent to adapt his approach in how he deals with different people in different situations.

In addition to his time at TAFE Brent became a Franchisee of the worlds largest fast food restaurant brand Pizza Hut owned by the YUM Corporation. Over a period of 6 years as a franchisee he was a multi site owner of four stores and also assisted with the management of a number of additional outlets. This experience has given him a great understanding of the franchise environment, and importantly the challenges faced with operating multiple sites.

Brent is a capable and knowledgeable business man with extensive experience in a large international franchise system. Add to this the disciplines and learning's from his many formal qualifications and he is clearly a resource of great value to clients. Why not tap into that resource, you can only benefit from it?

## Personal Profile – Elisa Hylton-Potts

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Elisa Hylton-Potts AIMM, BSc(Hons)  
Consultant  
BDA

Elisa has over 10 years of experience management consulting and managing projects both in Australia and the UK. She has worked across multiple business areas including Operations, Finance and IT, providing a variety of services to projects involved in; business development, expansion and strategy, business and process improvement, systems analysis and selection, compliance, management information analysis and reporting structure re-design. At present, along with consulting to franchise companies, Elisa also works with a top-tier management consultancy.

Elisa has experience in a variety of industries including Retail, Logistics, Banking and Finance, Media, Energy and Agri-business, and has worked with companies ranging in size from small to multi-national. This variety has provided her with expertise in business development and project management, along with an extensive understanding of the requirements for business optimisation and efficiency.

Elisa has a Bachelor of Science Honours degree in Mathematics with Management Studies, holds the Investment Management Certificate, is a part-qualified actuary, and has recently passed the relevant examinations in order to become a master black-belt in business process improvement (pending work experience for full master black-belt accreditation). She is also a professional member of the Australian Institute of Management.

Her experience further includes:

- Strategic Planning
- Laboratory Information Management Systems
- Change Management and Training
- Business Transformation
- Total Quality Management and Business Process Re-engineering
- Business Case Development
- Business and Functional Requirements Development
- Systems Analysis, Comparison and Recommendations for:
- Resource Planning and Variable Budgeting Systems

## Contact Us

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