



E-Commerce

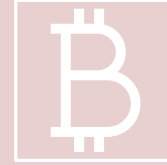


CORIENT HELPED E-COMMERCE COMPANY TO GROW ITS
SALES BY 3 TIMES AND PROFIT BY 26 TIMES OVER 3
YEARS





CLIENT BACKGROUND



Client is leading E Commerce Company in South West of England selling equipment's and all necessary provisions for Caravans and Motorhomes



The client was not sure if the business was making enough profit as the existing bookkeeper was not providing accurate Management Accounts on monthly basis



There were several issues in bookkeeping which resulted in client losing confidence in the books

Capability to Manage End to End Accounts

Service Level Agreements- Real Time Accounting and Month End Management Reporting

Rich experience, capability and specialisation in managing finance function for ecommerce company as compared to bookkeeper

Reduction in costs by over 45%

Ability to meet additional requirements of client such as automation, adhoc reporting, data analytics, etc



WHY CLIENT HAS CHOSEN US

CORIENT FRAMEWORK



STEPS TAKEN BY CORIENT



01

Cleaning up
books of
accounts

02

Developing
Standard
Operating
Processes

03

Developing
Daily/ Weekly
and Monthly
Dashboards

04

Monthly
Management
Reporting and
Conference Call

05

Follow up on
agreed action
items

RESULTS DELIVERED



Increase in Sales by 3 times over 3 years



Formation of separate legal entity



Increase in profitability by 26 times due to better overhead management, increase in Gross Profit Margin, volume discount fro suppliers



Improvement in Acid Test Ratio from 0.2 to 0.9



Improvement in Current Ratio from 0.8 to 2.10v



E-Commerce



ENABLING BUSINESSES BECOME *NEXGEN* ENTERPRISES

