

# Business Link- Working With The Accountancy Profession



Produced by:  
Business Link  
The Institute of Chartered Accountants  
in England and Wales  
The Association of Chartered Certified Accountants  
Chartered Institute of Management Accountants

## Business Link Support

Your clients recognise the value of professional advice. That's why they come to you as their accountant. However, business today is so complex that it is virtually impossible for a single organisation or practice to have the answer to every question.

Fortunately, you don't need to. Just ask Business Link. We are here not as a competitor but as a partner, offering a full range of information and advisory support that complements your own services.

We already work closely with the accountancy profession in three ways:

1. We could introduce you to provide specialist financial management and accountancy services to our clients

*Many accountants are already working with us successfully, providing consultancy support and financial guidance to our clients.*

2. You may bring us in to help your clients, providing advice in areas outside your own expertise

*More and more accountants in practice are recommending us to their clients too.*

3. We can work for your organisation.

*Whilst we may work with you on a client's business, you may also find we could assist you with your own.*

Furthermore, clients may be eligible to receive subsidies of up to 50% from Business Link towards your fees, for any specific consultancy projects that you undertake for them as one of our accredited consultants.

## What is Business Link?

Business Link is the most appropriate first port of call for organisations based in England which require any form of business information or advice. It offers quick and easy access to the most comprehensive range of services through a single telephone number.\*

Business Link receives funding from the Government but is in fact a network of private companies, staffed by impartial and entrepreneurial professionals with years of relevant first-hand experience gained in the private sector. It works closely with the business community including accountants, banks and lawyers, and is in partnership with Training and Enterprise Councils, Chambers of Commerce, Local Authorities, Enterprise Agencies and other economic development agencies.

Business Link is committed to helping businesses to improve their performance and maximise their potential. It achieves this by offering a variety of information and practical business solutions, tailor-made to suit each business and regardless of sector.

\* Although some Business Links offer their own lo-call numbers, all can be contacted through the National Signpost Line number on 0345 567765.

## Professional Advisory and Information Services

Our comprehensive range of assistance is designed to give real commercial support and value, whatever the sector or scope of the business. Our Personal Business Advisers (PBA) and Enquiry and Research teams are all on hand to help you and your clients with just about any aspect of business you can think of.

Help includes:

- Marketing
- Innovation and Technology
- International Trade
- Design
- Financial packaging
- Business planning
- Staff development
- Mentoring
- Management workshops and seminars
- Introduction to approved specialist consultants (with up to 50% subsidies on fees available)
- Grant searches
- Information

If you require further information on any of our services, or wish to find out about becoming an accredited consultant, please contact your local Business Link.

## Working With Accountants in Practice

### ***Constructing a successful expansion plan***

As one of South London's most ambitious and enterprising scaffolding companies, Formark needed a financial plan to enable them to expand, in order to be able to compete for larger contracts. So they called in Business Link.

Their PBA recommended that as they had previously been in touch with BDO Stoy Hayward, they should rekindle the relationship in order to evaluate their funding requirements for expansion.

The project was completed successfully. Moreover, Business Link contributed 40% towards BDO Stoy Hayward's fees.

Formark Director, Mark Endersby, is very pleased with this partnership approach. *"I welcome the input of Business Link, which can provide both the advice and the financial contribution."*

### ***High Growth Start Up - Financial Packaging***

An electrical equipment distributor with overseas backing and a factoring facility agreed in principle, was looking to establish retail and wholesale distribution outlets.

The principal had experience in the field and he was introduced by a major accountancy firm to Business Link Northamptonshire.

By closely working together a business plan was produced and presented to the local Lloyds TSB who supported this request through a SFLGS. The projected turnover in the first year was £1.3 million.

Barrie Egan, Financial Packaging Counsellor of Northamptonshire Business Link said *"This is a wonderful example of how an introduction to Business Link was packaged and financial support secured for a viable and enterprising proposition."*



For your local Business Link telephone the  
Business Link National Signpost Line 0345 567765  
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