

# THE ACADEMY FOR BUSINESS

*Business Overview*







# OUR WHY

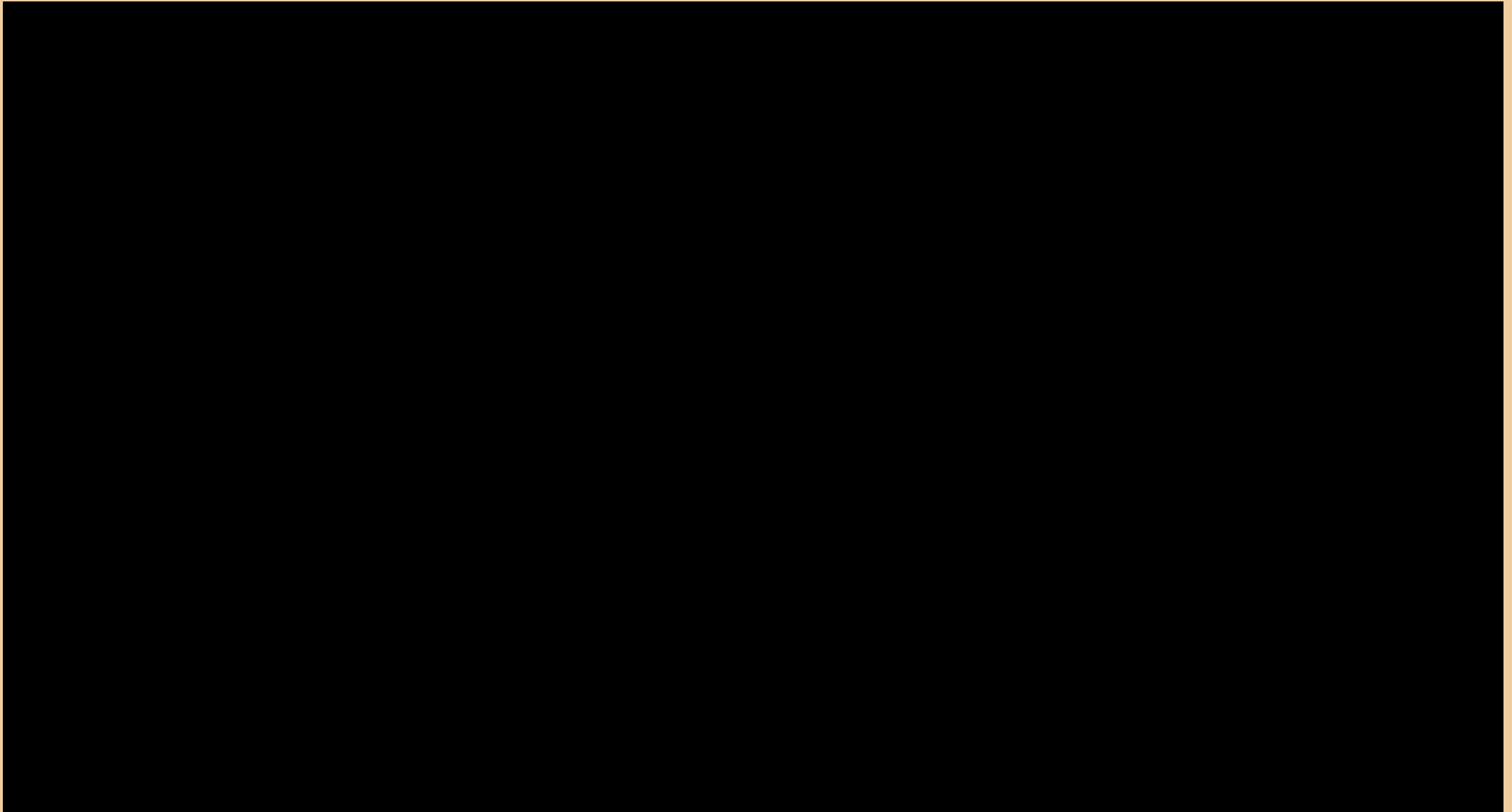
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*HELP Team Members*

*HELP You*

*HELP Your Business*

## THE ACADEMY FOR BUSINESS – VIDEO OVERVIEW



# WHAT IS THE PROBLEM

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## Staff Problems/Conflicts

*Top three problems business owners have.*



## Soft Skills Investment

*Businesses fail to adequately invest in staff's soft skills and the fundamentals of business.*



## Culture & Staff Incentives

*Staff Culture driven by wrong incentives ("I" focus Vs "Team" focus).*

# COMMON SCENARIOS

## Staff Observations & Business Owners' Observations

### On the same business scenarios

Business Scenario	Staff's Observations	Owner's Observations
1. Invoices of \$110k goes out to client and client pays all the invoices two days later.	Wow.....Mr Business Owner is doing pretty well for himself by pocketing all that money!!!!	From that \$110k the business has to pay GST, wages, superannuation, rent, materials, office expenses, phones, income tax .....  Which only leaves the business with a net only of \$15,000 (14%)
2. Business Owner meets up with other business owners for breakfast every week.	What a great social life ... having breakfast every week during work hours ..... while we have to slog it out...	It's great to catch up with like-minded people who I have built trusted relationships with that constantly feed me leads that fuels the business...
3. Business Owner leaves the office early to go home every Thursday afternoon at 2pm.	What a lifestyle!!!!..... gets to go home early while we have to keep the ship afloat.	The business is at a stage that allows me to go home early to spend more time with my family and see my daughter play hockey most Thursday afternoons....

# COMMON SCENARIOS (cont.)

## Staff Observations & Business Owners' Observations

### On the same business scenarios

Business Scenario	Staff's Observations	Owner's Observations
<p>4. Business owner meets with his business manager twice per week:</p> <ul style="list-style-type: none"><li>- Mondays Go over what the business objectives are for the week</li><li>- Fridays Review outcomes for the past week.</li></ul>	<p>How come the business manager gets to spend all time with the business owner every week twice per week..... I wish he would respect me and include me in on those meetings.</p>	<p>My business manager is critical how my business runs and he gives me the time to be able to work on the business ....he is the buffer between me and my staff....</p> <p>Our meetings twice per week allows for us to be on the same page of the expectations for the week ahead and provides accountability for the past week.</p>
<p>5. Business has a system of how jobs are processed in the job management system.</p>	<p>I'll process the job in the system my way .... my way is best .....</p>	<p>We have had a tested and effective system in place for many years on how jobs are processed in the job management system.</p>



# SOLUTION

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## Invest in Staff's Soft Skills

*Online Certificate III in Business*



## On the Job Education

*Team approach in completing Certificate III in Business together during work hours.*



## Staff thinking like Business Owners

*Deep appreciation of business fundamentals, the business and the owners.*

# TARGET MARKET

- INTERNAL TARGET MARKET
  - 1<sup>ST</sup> Year
    - Target 50 Referral Partners
    - Target 10% of Opportunities Available
  - 2<sup>nd</sup> Year & 3<sup>rd</sup> Year
    - Target 75/100 Referral Partners for each of the respective years
    - Target 10% of Opportunities Available

Courses #	YR1	YR2	YR3
Certificate 3 – Business (Generic) – Phase 1	2,250	3,375	4,500
Certificate 4 – Business (Generic) – Phase 2 *		225	338
Certificate 4 – Business (Custom) – Phase 2 **		225	338
TOTAL	2,250	3,825	5,175

*Based on only 10% of Target Referral Partners conversion rate.*

- Only 10% of Phase 1 take up.
- \*\* Only 10% of Phase 1 take up.

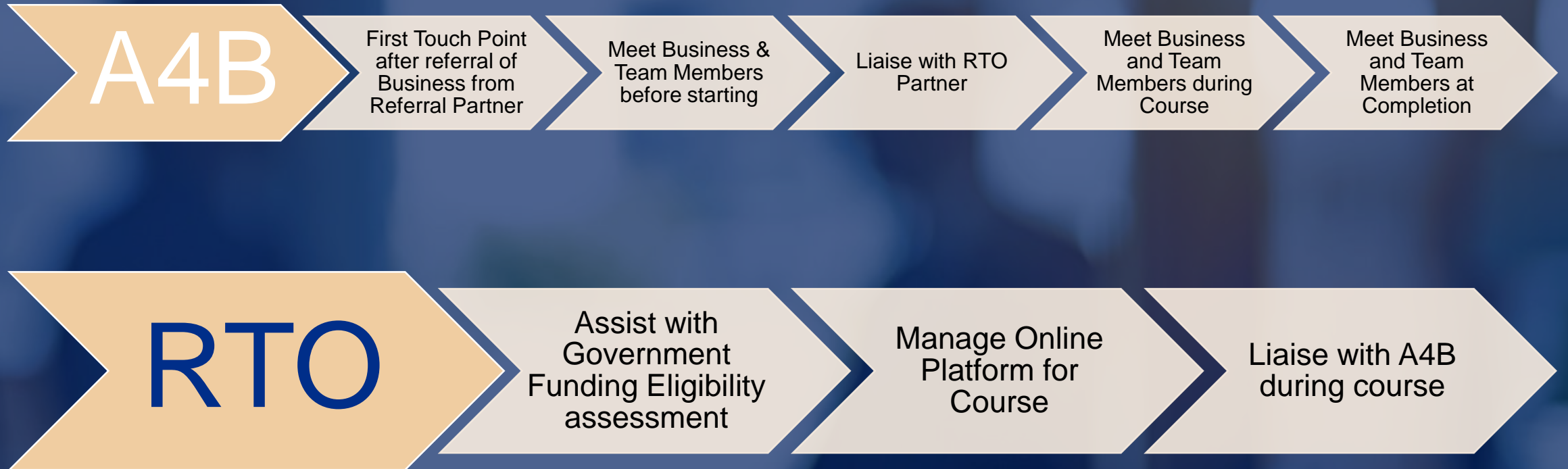


# REVENUE MODEL

Revenue \$	YR1	YR2	YR3
Certificate 3 – Business (Generic) – Phase 1	\$3,825,000	\$5,737,500	\$7,650,000
Certificate 4 – Business (Generic) – Phase 2		\$382,500	\$573,750
Certificate 4 – Business (Custom) – Phase 2		\$382,500	\$573,750
TOTAL	\$3,825,000	\$6,502,500	\$8,797,500

*All courses have been  
priced at \$1,700.*

# BUSINESS MACRO PROCESS



# THE TEAM

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Anthony Khoury  
*CEO*



Luis Aleixo  
*Chairman*



Jarrad Khoury  
Paul Khoury  
*Board of Directors*

# SEEKING RTO PARTNER

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with the following attributes



**HIGHLY REGARDED IN  
THE INDUSTRY**



**ETHICAL**



**SAME VALUES**

Family Values  
Honesty



**STRONG COMPLIANCE  
CULTURE**



**FUTURE OPPORTUNITIES**

*Explore future mutual opportunities  
around custom business courses in  
specific industry streams*



**RELIABLE**



# THANK YOU!

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