

# COMPANY PROFILE



Rosy Innovations

Consult | Create | Innovate



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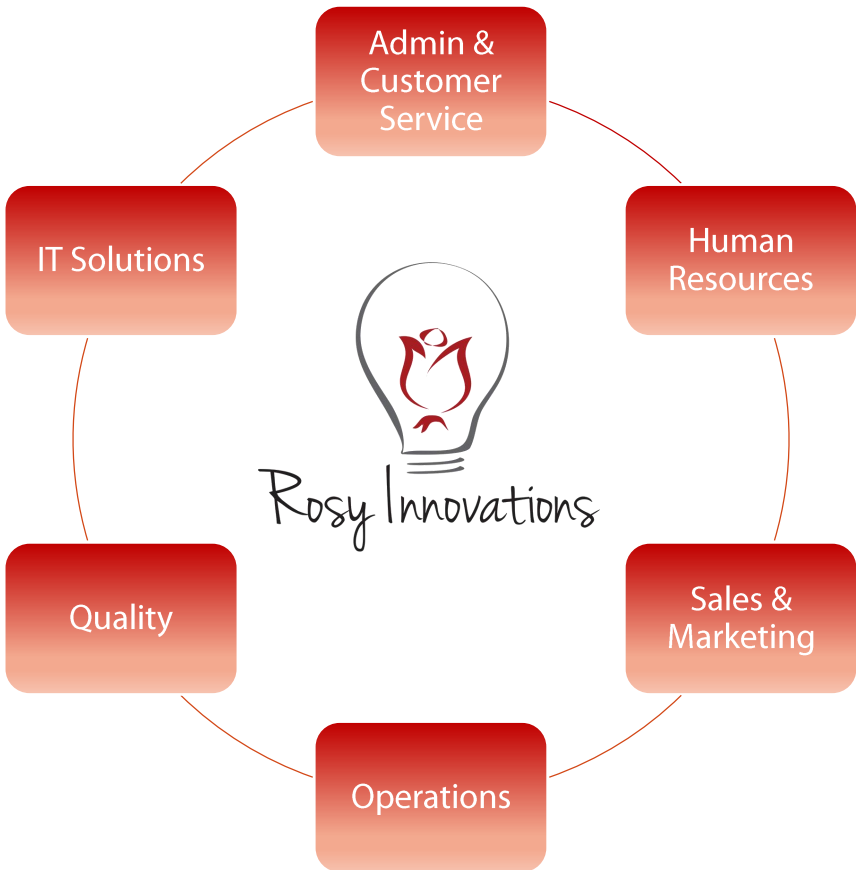
Rosy Innovations is a Sydney based consultancy that supports small to medium sized business owners and individuals to grow their business, progress with confidence, and make fast and informed decisions that are effective and practical.

We understand that every business has different needs, which is why we get to know you and your business, and deliver customised strategic solutions that meet your needs.

With our hands-on approach, Rosy Innovations work with you to boost the structure of your business and provide you with a firm foundation on which to grow.

We identify the trouble spots of your business – from administration to customer service, sales and marketing, operations, to team development – and create and implement an action plan to improve and strengthen those areas.

When it comes to your business, Rosy Innovations can offer you a friendly, professional and reliable resource, with options that best suit your needs.



## ABOUT US



If you always do what you always did,  
you will always get what you always got.

- Albert Einstein

We are committed to delivering quality services through consistent cost-effective methods, so for short or long term support, Rosy Innovations can provide you with a wide range of services to make sure your business runs smoothly.

All services offered start with a complimentary consultation to review your specific requirements.

### Administration & Customer Service

- Documents – Email and Letter Templates, Reports, and Manuals
- Databases and Spreadsheets
- Company Policies and Procedures
- PowerPoint Presentations
- Customised forms in MYOB, Xero, etc
- Bookkeeping

### Human Resources

- Recruitment including Screening and Reference checking of Applicants
- Job Descriptions
- Induction Programs
- Employment Agreements
- Employee Handbooks and Policies
- Performance Management
- Payroll

### Sales & Marketing

- Customer Relationship Management (CRM) set up and customisation
- Sales Strategies
- Marketing Strategies
- Lead Generation
- Pricing Framework
- Customer Segmentation
- Product Launches
- Company Events

### Operations & Quality

- Business Planning
- Internal Procedures and Strategies
- Workflow Structures
- Process Implementation
- Document Control
- Quality Systems and Compliance
- Risk Assessments
- Work Health and Safety Systems

### IT Solutions

Through our dedicated and trusted partner and leader in IT solutions, we can offer:

- IT Consulting
- IT Support
- Web Design
- Web Maintenance
- Web Hosting
- Domain Names
- Web Hosting
- Cloud Solutions
- Hardware and Software Products



## OUR SERVICES



We share your aspirations, work to understand your experiences, and align our incentives with your objectives — so you know we're in this together.

- Integrity is the cornerstone of our company. We believe our client relationships are based on honesty, fairness and commitment to excellence.
- We work with you and your business on a one-on-one approach. Answering every question that you present. We are your personal business support.
- We believe in the quality of our work. We treat your business like it's our own. Taking pride and building trust in the professional relationships we establish with our clients.
- With our continuous improvement methods, we constantly strive to make sure that your business is on the correct path of development and your infrastructure is on a solid foundation.
- We look at the "Big Picture" when it comes to our clients. We see your business as a whole, not just parts of it, and we want to instil a philosophy of complete business growth.
- Innovative Solutions - that's our goal to you, providing unique improvement solutions to take your business on the path to success.



## OUR VALUES



# what is Rosy Innovations?

*Rosy*

is about  
bright and  
positive ideas



*Innovation*

is the profitable  
implementation  
of these ideas



Creativity is thinking up new things.  
Innovation is doing new things

- Theodore Levitt

While business owners and managers often have a broad range of experience and skills, various changes can create a need that can't be met with the existing resources within their business.

When that occurs, we can provide the support and expertise necessary to deal with the situation as well as an objective and independent viewpoint that can help to effectively focus you and your team.



WHY US?

*So, why choose us?*

**Rosy Innovations can:**

- Make an early assessment of and contribute to the needs of your business.
- Offer external unbiased advice and guidance that is practical and relevant to your business.
- Provide an extra pair of hands for specific projects.
- Apply consistent cost-effective methods.
- Develop and implement strategies and processes surrounding skills and organisational development.
- Bring experience and a fresh pair of eyes.
- Provide outcomes that *ARE* implementable, clear-cut and tailored to your business.



# CONTACT US



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