



**Incorporation**  
Business planning  
**Relocation**  
**Website**  
**Administration**  
Accounting  
Legal services  
Translation  
**Finance**  
HR  
**Sales**  
Marketing  
**Customer service**



## HELPERS presents: The SME Management Toolbox™

The SME Management Toolbox is an innovative form of business support that:

- provides start-ups and small companies with full-fledged corporate structure
- dramatically reduces cost and improves efficiency when launching a business
- builds on 'best practices' learned from following businesses from launch to success

**The formula is simple:** we have built a strong network and accumulated the know-how needed for launching a successful business without making compromises or wasting money. Now you can incubate your business with us using all but only the functions you lack.

## Your Business Launch An endless check-list or a single check-mark?

Our business launch check-list looks like this:

- ✓ Leave everything to **HELPERS**

Our clients get access to our own network of excellent providers. Don't take costly, stressful detours. Don't build your network on random contacts. Don't base your market entry on unreliable, inconclusive information. **Build on what we have already built.**

## Your Corporate Structure Even if you don't have one!

HR, finance, sales, marketing, operations, administration – in a typical SME, managers are stuck with these tasks. When will you be ready to hire professionals for all this?

You are ready now. Let us design a flexible outsourcing structure that your business can easily afford. For less than the cost of hiring a secretary, you can have professionals providing these functions for you – **putting you back in the director's seat!**

## Your Head Office Always working at optimum capacity

Operational capacity is tricky business. You set up a small office and hire an administrator – both too much and too little. Too many work hours without supervision – and not enough expertise.

### **Save your money**

Forget the office and the employee for a while. We will provide you with pay-as-you-go or part-time administration and back-office services.

### **Save your time**

Our own management will provide the required supervision.

**Save your strength – pick your battles and focus on the real challenges of your business.**



## How it works: The SME Management Toolbox

### Corporate Solutions for Businesses of All Shapes and Sizes

Starting up a business venture involves a number of risk factors. You cannot make informed decisions without reliable, up-to-date information. Building a trusted network from scratch can involve costly and frustrating detours. And, perhaps most importantly, there is the financial risk involved in setting up a full-scale operation before you have sufficient income to keep your business going.

The SME Management Toolbox allows you to enjoy the benefits of a full-scale operation from day one, without significant initial investment. **Minimize the risk and optimize your resources without compromises!**

### Business Launch – Start off on the right foot

#### Old way:

The person in charge of the launch somehow manages to find a lawyer or some personal connections in the new market, and relies on them for help and information. A lot of time, money and effort is wasted in the course of setting up even the smallest operation.

#### Our way:

**Company incorporation:** up and operational within 5 business days of your first contact

**Relocation services:** first-class relocation services for you and your staff at affordable rates

**Business planning:** market research, partner search, financial and organizational planning

### Back Office – Our office is your office!

#### Old way:

The start-up rents a small office and hires a secretary. Not only is this a waste of money, but it also normally involves an unqualified person fulfilling several functions semi-adequately. The CEO attempts to guide and supervise this person from a distance.

#### Our way:

**Administration:** part-time or pay-as-you-go secretary/PA based in our office and supervised by us

**Accounting, payroll:** use our own accountant and we'll take care of your reporting and taxation

**Language services:** Helpers Language Services provides top-notch translations for multinationals – and you!

## Middle Office – Solid footing for your business decisions

### Old way:

Start-ups generally lack these functions altogether. Managers rely on the accountant for financial advice, handle their own recruitment, and make business decisions based on random information.

### Our way:

**Financial controlling:** monitoring the costs, profitability, liquidity status, etc. of your operations

**HR:** recruitment and selection, performance appraisal, labor law related issues, contracting employees

**Management reporting:** regular reporting on your company's financial status and market conditions

## Front Office – Get your message across loud and clear

### Old way:

The front office consists of the manager (who does not know the local market or speak the language) and the secretary (who does not know the business and is not trained in sales, communications, or customer service). The company has a hard time making a truly professional impression.

### Our way:

**Sales representation:** sales based on our local know-how and your understanding of your product

**Marketing, web:** localizing your website, marketing strategy and communications

**Customer service:** your customers will feel we are speaking their language!



To discuss how your business can benefit from the SME Management Toolbox, please contact:

**Barbara Ürögdi**  
Managing Director

**Helpers Hungary Kft**  
1092 Budapest, Ráday u. 8.  
Phone: +36 1 317 8570  
Fax: +36 1 328 0363  
Mobile: +36 70 336 3646  
Email: [barbara@helpers.hu](mailto:barbara@helpers.hu)  
URL: [helpers.hu](http://helpers.hu)

