

## **Free Business Health Check Up to Help Local Businesses in Challenging Times**

Business Management Advisory (BMA), a local business providing support to independent businesses, has introduced a free business health check to help local businesses succeed in uncertain times.

Brian Kelly, BMA's founder and Managing Director, says the business health check is a way to uncover issues that might not be obvious to business owners and managers.

"Just as physical health check from your GP detects underlying issues that can endanger your health, a business health check uncovers issues that prevent growth and success of small to medium enterprises," Kelly said.

BMA provides its business health check at an onsite meeting with key decision makers in the business.

"When we conduct the business health check, we discuss issues, opportunities, goals and problems the organisation is encountering. At the end of the conversation we highlight any identified areas where immediate improvements to the bottom line can be made," Kelly said.

Kelly, who has over 25 years of chief executive and senior management experience, says that the business health check is especially relevant in current market conditions.

"We've had minor downturns in the last few years, but we haven't had anything like the current economic situation since the early 1990s. So many managers and business owners haven't been through anything like this before," he said.

Besides the business health check, BMA offers a complete range of advisory services to local businesses. These include a business support program, comprehensive business analysis, business plan development and implementation, operations management, and exit plan development.

Kelly noted the difficulty small to medium businesses face in being proficient in all the required areas.

"To operate a business today, you need to be proficient in management, sales, operations, IT, health and safety, HR, marketing and finance. Most managers are proficient in two or three of these. We bring in expertise in areas where managers and business owners need help."

As an Accredited Associate of the Institute for Independent Businesses, Kelly collaborates with highly experienced professionals who have been business owners or have held roles as CEOs, MDs and Chairmen.

"We have access to a bank of people who have the practical experience of trading in difficult periods. They now use their skills to help independent businesses succeed," Kelly said.

"BMA makes it possible to benefit from the services of an advisory board without the cost of having a board. This levels the playing field when competing with large businesses that have extensive expertise through their executive boards," he said.

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