



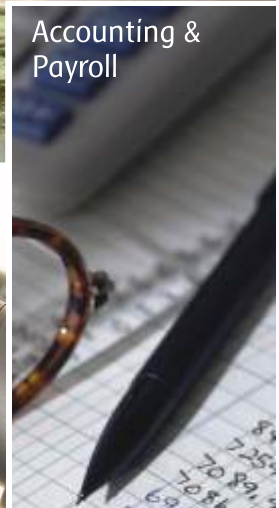
## NEW-AGE ENTREPRENEUR Support



Strategic Consulting



Compliances Management



Accounting & Payroll



Assurance Services



HR Services

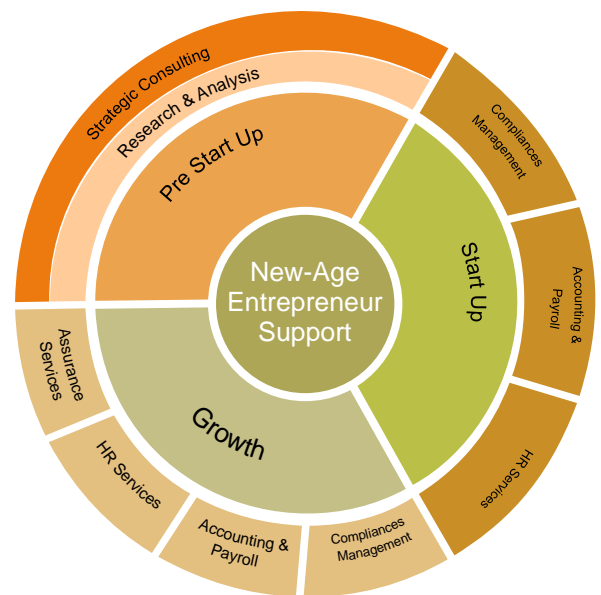


# New-Age Entrepreneur Support

## Your Friend, Philosopher and Guide

Endless opportunities await the entrepreneur of today, as long as calculated risks are taken and the right opportunities are seized. With the spectacular growth in the number of small and medium enterprises across the Country and sectors, research indicates that an economic revolution is at hand, with entrepreneurs piloting the efforts. The Indian economy is witnessing an exceptional growth phase- a phase of unlimited opportunities and plausible success for willing entrepreneurs.

Under the domain of New-Age Entrepreneur Support, we, at Floraison, identify and enable entrepreneurs, like you, who have innovative business ideas and domain expertise to create successful enterprises. We help you in devising your approach of setting up your own enterprise while offering complete support for the effective implementation and successful execution of your business plans. Our objective is to strengthen your spirit of entrepreneurship by providing you with a conducive framework to ensure a flying start to your dream project while equipping you with the required support system to stabilize and grow your business.



*Wherever you see a successful business, someone once made a courageous decision.*

*- Peter F Drucker*





# Our Services

## Strategic Consulting

- India Entry Strategies
- New Age Entrepreneur Support
- Business Mentoring
- Identification Of Resellers & JV Partners

## Corporate Communication

- Communication Planning
- Corporate and Business Profiling
- Campaigns, Leads and Reach Management
- Communication Support
- Communication Audits

## Accounting & Payroll

- Accounting & Payroll Implementation
- Compensation Structuring
- Accounting & Payroll Support
- Accounting & Payroll Resourcing

## Compliances Mangement

- Registrations & Approvals
- Compliances Set up & Automation
- Legal Services
- Compliances Support
- Compliance Resourcing

## Assurance Services

- Financial Audits & Due Diligence
- HR Audits & Due Diligence
- Compliances Audits & Due Diligence

## Human Resource Services

- HR Policy Set up
- Employer Branding
- Survey Services
- Recruitment Process Outsourcing
- Human Capital Consulting
- HR Support
- HR Resourcing





# Strategic Consulting

Increasing globalization and mounting competition necessitate strategic appreciation and prudent perception of the available prospects in order to translate mere opportunities into profitable business moves. Another significant factor would involve the development of a clear roadmap to successfully implement this understanding to meet the set objectives.

In the Strategic Consulting phase of the alliance, Floraison assists you in tactically planning and matching your strengths with the available opportunities and beyond. This is effectively executed by gathering, assimilating, screening and analyzing information about the business environment. The information thus obtained, equips you with a comprehensive insight into the existing as well as forecasted market conditions and thereby becomes the basis of all your business-related and planning strategies. Floraison possesses the necessary expertise and experience to enable your organization to effortlessly sail through start-up and growth phases. Our Strategic Consulting Services are tailored to give you a head-start in your venture, while minimizing the risk and uncertainty surrounding your business.



*There will be hunters and hunted, winners and losers. What counts in global competition is the right strategy and success.*

*- Heinrich von Pierer*



# Corporate Communication

The last decade has witnessed the emergence of many entrepreneurial ventures, many of whom have become trail blazers in their own right. But the same era has also witnessed the rise and fall of many more organizations which have not been able to make an impact. Perhaps what differentiates the former organizations from any other entities is their ability to communicate. History has rightfully shown us that no entrepreneur is ever short of ideas. However, history has also taught us that communication is an art in which not many excel and the ones who do, make the impact, cause the difference.

At Floraison, we understand the difference communication can make to the success of companies and corporate reputation. After all, these are the two factors which are integral to the survival of any organization. They play a central role in the achievement of the key business objectives such as creating shareholder value, attracting, retaining and motivating people, enhancing reputation with all audiences, creating consumer preference for products and services, and minimizing the impact a crisis can have on a company's financial position and business prospects. Our services under this segment focus on effective strategic management, planning and control of the heart of the new era organizations – corporate communication.



*The art of communication is the language of leadership.*

*- James Humes*



# Accounting and Payroll

Accounting and payroll computation are tasks, which are essential to a business organization and yet form its non-core segment. These are not only complex but also time-consuming - the time invested in these can be better invested in establishing the business and the resources devoted therein could be divested to deepen the core competencies of your organization.

As an integrated service provider, Floraison will ensure that the accounting and payroll systems at your organization are properly designed to meet your present and future needs, monitor the effectiveness of internal controls, and provide advice on operational efficiency within your organization. For us accounting and payroll is not mere number counting; it is an activity that offers tremendous value by stimulating logical and rational decision making.

Our employees are trained to understand the specific needs of your organization and are equipped with the latest technical knowledge to focus on its precise requirements and obtain cost-effective outcomes for you.



*All time management begins with planning*

*- Tom Greening*





# Compliances Management

Compliances management is a critical component of the internal control process for any business and a prerequisite for assessing corporate governance standards. Effective compliances management will enhance your brand and reputation by helping you avoid the adverse affects of non-compliance such as: litigation, fines, prosecution, bad PR, and the risks, costs, liability, and damage to brand reputation, typically associated with non-compliance.

Compliances Management is thus a specialized responsibility, which calls for an understanding of the legal, statutory and regulatory framework and its impact on business. Floraison possesses the necessary expertise to advise, administer and handle compliances services for your organization.



*Business changes come as waves gathering shape, gaining energy and momentum, and then crash across the companies that find themselves in their path...those companies that anticipate and respond quickly to these waves of change can often rise with the tide; those that don't are often crushed on impact.*

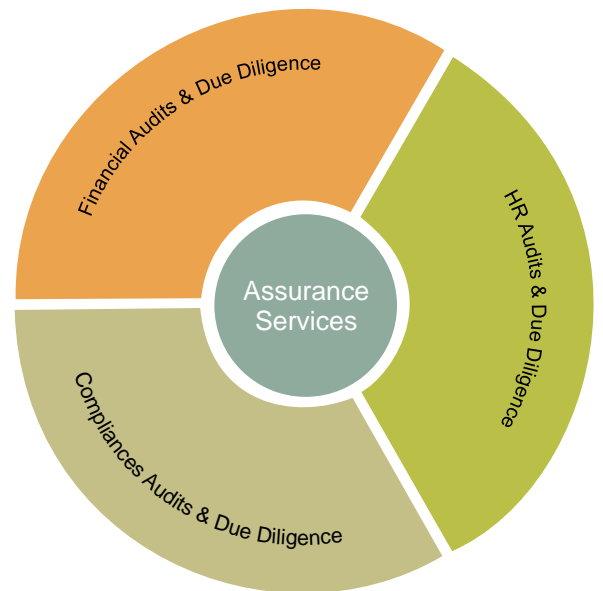




# Assurance Services

With corporate governance gaining prominence and social responsibility evolving into a core value for corporates across the world; with stakeholders demanding higher degree of transparency and ethical behavior, the demand for assurance services is increasing by the day. Thus assurance has grown beyond the Finance function and encompasses other functions like HR, legal etc.

Floraison possesses the necessary proficiency to carry out complex audits and reviews related to HR, finance, legal. Our services under this domain are customized to meet the precise requirements of your organization so as to enable stakeholders have an unbiased picture of the existing conditions in the most vital departments of your organization. Further, we add value by making intelligent recommendations and improvements that could benefit you immensely.



*The antiquity and general acceptance of an opinion is not assurance of its truth.*

*- Pierre Bayle*

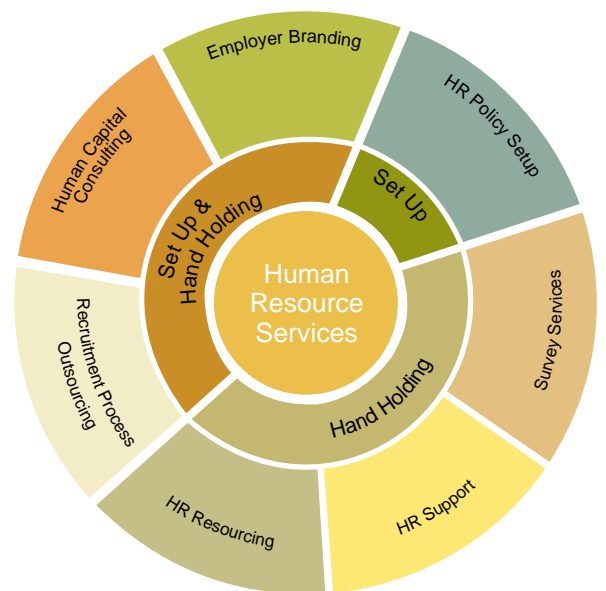




# Human Resource Services

The ability to attract, retain and nurture talent is increasingly becoming a source of competitive advantage for business. Accordingly, the HR objectives of any company need to align with the aspirations of employees as well as the business. This can be a daunting task for most companies, especially for start-ups and those that haven't established their brand yet.

Floraison provides your organization an array of Human Resource services with the fundamental objective of strengthening its relationship with people who matter most to its success- your employees. Our wide-range of services in this domain are designed primarily to result in a quantitative and qualitative growth of your human capital while enabling your organization manage all its HR objectives in a time and cost efficient manner.



*To manage people well, companies should elevate HR to a position of power and primacy in the organization, and make sure HR people have the special qualities to help managers build leaders and careers.*

- Jack Welch

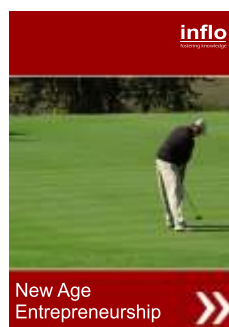
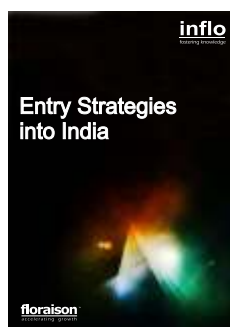


# Inflo

Venturing into the complex world of business requires not courage and determination but also the patronage of the right kind of knowledge. Doing business, especially in a land as complex and diversified as India, necessitates the decision makers at an organization to be equipped with a basic understanding and knowledge of the laws of the country and the cultural aspects that govern its corporate environment amongst various other factors.

Inflo is the knowledge fostering programme at Floraison. Having gained credible experience in the industry, we believe that all our employees, as consultant, have comprehensive understanding of the technicalities, the processes and everything that matters to the success of an organization: be it from the accounting & assurance systems viewpoint or the compliances perspective or perhaps the HR and the corporate communication dimensions. Through this programme we attempt to evolve this comprehensive understanding into concrete use and reach out to people who will perceive the imparted know-how as imperative to their success: be it budding organizations or established companies, promising entrepreneurs or seasoned business owners.

You could know more about Inflo by visiting us at [www.floraison.in/inflo.html](http://www.floraison.in/inflo.html). You could also write in to us at [inflo@floraison.in](mailto:inflo@floraison.in) to subscribe to regular updates related and periodic Inflo documents.



**inflo**  
fostering knowledge

*“A little knowledge that acts, is worth infinitely more than much knowledge that is idle”*

*- Kahlil Gibran*





# About Floraison

“Floraison”, in French means 'flowering'.

The name reflects our objective of “accelerating growth” as an Organization.

As a strategic and business consulting company, we partner our clients from the stage of inception to assist them in successfully commencing their operations and further hand-hold them to run their company efficiently. We believe true success is not just fulfilling our clients' requirements, but exceeding their expectations. And, to be successful, we work as a cohesive team all the way, using the best of tools, methodologies and approaches. We endeavor to constantly formulate efficient strategies for your organization, which would enable you to stay ahead of your competitors, always.

- » Our service model is an inclusive model and the range and variety of our service offerings distinguishes us from all our competitors. By engaging Floraison as a service partner, you would be in a position to seek all your organizational needs and requirements under one roof without ever feeling the need to approach any other service provider.
- » Our pricing decisions are based on three criteria - expected professional standards, current market indicators and reasonable client expectations. We believe in and have a strict policy on 'No Surprise' for our clients.
- » All clients are allocated a Single Point of Contact (SPOC), whose main responsibility is to maintain relationship with key accounts and address all client requirement and needs on a pro-active basis and get things done internally through various 'teams' that are expected to handle different activities for the client.
- » Our team members are carefully handpicked and therefore the quality of our services is higher than most other firms or companies. We have an internal programme for self development, knowledge enhancement, quality up gradation etc which are vital to creating a professionally competent service model.

Our clients perceive us not as mere service providers but as strategic allies who mentor them in their quest of turning their business aspirations into reality. Together, our expedition, so far has been rather intriguing and with relationship, we mark the beginning of yet another step in our evolution.

*“We advance on our journey only when we face our goal, when we are confident and believe we are going to win out.”*

*- Orison Swett Marden*





# Contact Us

At Floraison, the most important thing we can do today is sit down and talk. Talk about your past experiences, the current market, trends in your industry, your present and future goals, what is working well for you and what is not, your goals for this year and the future. We will expand upon that discussion and help you identify your options, weigh your choices, and put your decisions and planning into action.

As professionals, we know that talking and strategically planning with you is how we can best advise and serve you. Working with you as your key resource and guide, we can help you respond to changing economic environments and adapt your plans and strategies to meet your changing needs and goals - from month to month and year to year.

That's why we say the most important thing we can do today is sit down and talk. Today and regularly.

Give us a call today.

You talk. We'll listen.

Then we can get to work

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For a better insight into our services, please visit us at

[www.floraison.in](http://www.floraison.in)

Member of:

Confederation of Indian Industry

Indo-German Chamber of Commerce

Bangalore Chamber of Industry & Commerce

*Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives*

- William A. Foster



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