

1. Business Name Ideas:

Pye Advisory

Sister Business – Buyers agent (aide)

Specializes in first home buyers and investors – Land developers (panel of builders)

Goal – manage where they are going - not out of reach

2. Who do we exist for?

All business owners that want a more profitable streamlined complying business.

3. What is the business?

We are an accounting, advisory and outsourcing agency with a holistic approach, specialising in the construction and project home industry. We pride ourselves on a personal and proactive relationship with our clients, recognise the importance of compliance in regards to all facets of your business. Working to future goals not just recording history.

4. Tag Line:

Increase your pie?

Maybe use a Pye chart to show all components required for a successful business.

5. Services Offered:

Management Accounting

Home owner warranty insurance

Profit improvement

Bookkeeping
Pre Construction Outsourcing
Accounting solutions
Workflow
Bureau
Payroll
Financial Planning
Super
Taxation
Tax Advising
Auditing
Tax Agent
Add on services – One stop
Marketing
Finance
Graphics
Approvals

6. Target Market:

Project Home Builders
Trades Companies
Subcontractors
Brokers
Property Developers

7. How do people learn about our service

Social media – Associations – networking, Insurance brokers.

8. Who are our competitors and how do they position themselves? How do we differ from them?

Accountancy firms
Bookkeeping agencies

Ours is completely rounded – Encompasses all facets of the business both management, service and accounting

9. What is the exact wording we want to appear in the logo?

Pye Advisory

10. What is the overall message we wish to portray with our brand? What should people feel when they see or think of our brand?

Heightened sense of professionalism however also approachable.

Worth = Value

Value = Worth

11. 5 descriptive keywords

Management

Accounting

Home owner warranty insurance/ eligibility

Systems

Business analysis

Profit Bookkeeping

Workflow

12. logos we like:





13. Preferred Colours:

**Chrome / grey / Silver / White / Deep Blue
Raised**

14. How much experience does the company have:

More than 60 years experience. /

15. Size of your company.

**Small / direct / personable / enough resources to become a
“must have” force.**

16. Your business in one sentence?

Work with business experts

17. Your business in two words?

Solution Services

Results based

18. How did you start the company?

We both had expert business knowledge and together would provide a needed specialist service.

19. If our company/brand were a person who would it be?

Combination of the three:

Smart – Albert Einstein

Approachable – Robin Williams

Sexy – Marilyn Munroe

20. If our company/brand were an object what would it be?

Arrow

21. If our company/brand was an animal which one would it be?

Earthworms These often-forgotten creatures are Kings of the soil. Earthworms construct burrows in the earth, which act as airspaces allowing oxygen and water to enter. This is key to the survival of other soil-dwelling invertebrates and is important for plant roots. Even just the presence of earthworms in a habitat improves biodiversity. Where there are lots of earthworms, bacteria and fungi follow. Although this might sound like a bad thing, these organisms help to breakdown nutrients and make them available to plants. Earthworms act as nature's ploughs, mixing up the layers to spread nutrients, improving overall soil fertility. Even their faeces are important, as it helps to give the soil a good crumb-

like structure.

22. What do we wear to work?

Suit modern fashionable current – Evolve – Modern and current

23. How does the market see our company today?

**Value and worth is not recognized just like the earthworm.
However unless done properly business's cannot be successful.**

24. What aspect of our image needs improvement?

**People see old school
Value to worth ratio is off**

25. How do we want our image to be seen in 2 years?

**Sort after
Example of traditional values using the latest technology and ideas to assist businesses in reaching goals.**

We need to be perceived as a professional organisation that companies want to partner with.

See a problem before you have it / fix it before you know about it!

They often don't understand – If they have had the problem then fix it, they will then understand! However many many \$\$\$\$\$\$ later.

Packages Shown

Show setup