



Financial & Business  
Consultants

# COMPANY PROFILE 2017



Month	Bid	Ask
FEB	€ 250,00	€ 260,00
MAR	€ 330,00	€ 350,00
APR	€ 410,00	€ 430,00
MAY	€ 490,00	€ 520,00
JUN	€ 570,00	€ 600,00
JUL	€ 650,00	€ 680,00
AUG	€ 730,00	€ 760,00
SEP	€ 810,00	€ 840,00
OCT	€ 890,00	€ 920,00
NOV	€ 970,00	€ 1,000,00
DEC	€ 1,050,00	€ 1,100,00

Category	Sales	Trend
West	930	↗
South	854	↗
North	652	↘
East	450	↗
Other	223	↗

## Alpha Group Business & Finance Professionals

*"Success is not final; failure is not fatal: It is the courage to continue that counts." -- Winston S. Churchill*

At Alpha Group, we pride ourselves at being more than just financial & business professionals. We believe it is our main aim to provide you & your business with a total business solution and that our every move is aimed at making your business more profitable.



## Alpha Group Adding Value

*We add value in the following areas:*

- Business & Financial Consultation
- Annual Financial Statements
- Taxation & SARS (Business)
- Insurance (AFS contract)
- Private Wealth
- Offshore Investments & Forex
- Analysis & Ratios

## Alpha Group Business & Financial Consultation

*“To get Game-Changing results, start focusing on Game-Changing thoughts.” - Robin Sharma*

*As Business & Financial consultants, it is our aim to add value to you and your business. We deliver by either:*

- Reducing Costs & Increasing Revenue (Financial Statements & Consulting)
- Highlighting Internal & External Strengths, Weaknesses, Opportunities & Threats (Financial Statements & Consulting)
- Increasing Accounting Efficiency (Recommendations)
- Providing Systems (Financial—SAGE, XERO, QuickBooks, CRM)
- Improving Business Strategy (Recommendations & Consulting)
- Leveraging Business Networks (Other Clients & Supplier Networks)
- BEE Letters Under 10 Million Turnover (EME—Alpha Group)

Our purpose is to add value to your business at any & all levels, but we also understand that for almost every business the main priority is to generate a profit. We therefore analyse your business and look at ways to increase the amount of profit you generate every day. This in turn will assist you in building up your financial capital & creating a sustainable business that will have the ability to protect itself from volatile market or industry conditions.

# Alpha Group Financial Statements & Management Statements

*“The Auditor is a watchdog and not a bloodhound” - Lord Justice Topes*

Proper accounting of your financial position is the backbone of any business, with our highly skilled professionals at your side; you will be able to reach your full business potential. Alpha Group delivers only the highest quality service to each and every client, no matter their size. We understand that clients are continuously growing & evolving their businesses, therefore we have different options that will suit you from day one. We are partners in your business, as your success is also our success. Start getting the figures that matter.

*We can assist you in the following fields:*

- Annual Financial Statements (SME clients — Alpha Group).
- Management Statements (SME clients — Alpha Group).
- Financial Statement Consultation, (SME clients — Alpha Group).
- Analysis & Ratios (SME clients — Alpha Group).
- Bookkeeping & Reconciliations (Brilliant Consultants)
- Management Reports (SME clients — Alpha Group).
- Sage One, Xero, Pastel, QuickBooks & Caseware (Alpha Group & Brilliant Consultants)

Sign a 2 year contract with us and get your 1st year financials FREE or at a discounted price. This deal is currently aimed at companies with a PI (Public Interest) score of less than 350, that do not require to be audited. We will do the PI analysis for Free.

## Alpha Group Taxation & SARS

“In this world nothing can be said to be certain, except death and taxes” - Benjamin Franklin

We get your Business taxation up to date & optimised within the taxation laws of South Africa. This usually goes hand in hand with the Annual Financial Statements. We analyse the figures & optimise your taxation. We can assist you in the following ways:

- Meeting with SARS at the tax practitioners unit in Brooklyn (Pretoria)
- Business taxation (Included in the AFS contract)
- Tax practitioner professional (registered with SAIT & SARS)
- Optimisation of your taxation profile.
- Notice of Objection—SARS
- Notice of Appeal—SARS
- Taxation attorney (Through Partner)

## Alpha Group Insurance

"Fun is like life insurance; the older you get, the more it costs.." - *Kin Hubbard*

Insurance is one of the most important aspects you have to consider in terms of your business & individual/family profile. Most of our clients already have insurance & pay their monthly premiums without hesitation. We make sure you are covered for all the correct types of insurance to the correct amounts that would be required to cover you & your business in the event you need it most.

We are offering to give you free financials (or discounted financials) if you move your current or new insurance profile to us. We believe that you should be getting more for paying your insurance every month and we are ready to deliver the extra value.

What we offer:

- 1) Business insurance profile: Free Financial Statements or a discounted price on your Financial Statements.
- 2) Business insurance profile: Free Management Statements or discounted price on your Management Statements.

You are paying insurance every month, why not move your insurance profile to us and skip paying for your financial statements for 1 year & receive a massive discount on your second year. Our contracts are for a minimum period of two years and include the AFS for every year, AFS Consultation & Taxation Consultation.

This deal is currently aimed at companies with a PI score of less than 350, that do not require to be audited.

## Alpha Group Other Fields

*"Don't be afraid to give up the good to go for the great." -- John D. Rockefeller*

We provide many other services leveraging our database of clients & partners. These services include the following:

### *Private Wealth:*

Planning for your future is something you should strongly consider, it is something you should already be actively participating in. Protect yourself & your family from any risks the future might hold. & start building up your own personal wealth.

### *Offshore Investments & Forex:*

Looking to get some money invested offshore? Or looking to get money from abroad? Not sure how this process works? or if you will get the best possible solution? At Alpha Group, we can connect you with the right people, offering you the best possible solutions. (Especially when you are buying/selling or investing abroad)

### *Analysis & Ratios:*

Analysis & ratios are tools that provide you with more information, the more accurate, detailed & understandable the information you have, the more likely you are to make better business decisions to drive your business forward. We will gladly provide you with analysis & ratios as required.

## Alpha Group Cares

“It does not matter how much we donate; it matters whether the donation is meaningful. How to define meaningful? Let society and history judge” - Ronnie Chan

There are many organisations that need our support in this world. These organisations fight for the weak, the hungry, the impoverished and the uneducated.

At Alpha Group, we like to give back, not only to our clients, but to these organisations. Every year we pick one organisation that requires our dire assistance and we donate 1% of our yearly profits to this organisation.

If every organisation joins in giving back, we will make great leaps forward in reducing many of the ailments currently plaguing our world.

Let us stand together!

## Why choose Alpha Group

We believe in delivering the best financial & accounting services to our clients.

It is our aim to be your partner in business. We will provide you with numerous analysis & figures and assist you in understanding the value of these analysis & figures. With the right information at the right time you will be able to make informed business decisions.

At Alpha Group, we have a strong code of ethics & conduct and we pride ourselves in being the best at what we do.

## Locations

We perform our financial & business service all over South Africa currently. With the assistance of modern day technology, we can connect & contact our clients anywhere at any time. Our head office is situated in Pretoria at 3 The Ring Street, Lynwood, 0081 with our Cape Town branch on the way.

We use software & services such as Skype, Conference Calls, Sage One, QuickBooks Online, Xero & CaseWare (Cloud) to connect with our clients all over South Africa. Don't be afraid to leverage technology to grow your business, we are always just one click or phone call away

## What you can get by working with Alpha group

These are part of some of the packages Alpha Group can provide to each and every client, no matter their size. Each plan (contract) can include the following:

1. Dedicated accountant, assisting you with all your business, taxation & financial services.
2. Dedicated consultant, assisting you with all your business, taxation & financial services.
3. Financial Statements, free or at a discounted price, dependant on contract terms.
4. Management Statements, free or at a discounted price, dependant on contract terms.
5. Ratio Analysis, calculated & explained giving you a report on how each one relates to your business.

## About Alpha group

We are a dedicated team working day & night to deliver the best service to our clients all over South Africa & the world.

Alpha Group is part of Azar Consulting (Pty) Ltd. The company was founded by Alexander Carel Naude, who holds qualifications in Business Management SAIM (degree), Accounting SAIBA & SAIT (degree), Operational & Financial risk Management SAIM (Hons degree) & Stock Broking (SAIFM).

### Contact Us

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