



# VITALIS CONSULTING

RESCUE  
ASSESSMENTS  
TURNAROUND

[WWW.CONSULTING.VITALIS.CO.ZA](http://WWW.CONSULTING.VITALIS.CO.ZA)

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 [consulting@vitalis.co.za](mailto:consulting@vitalis.co.za)

## PURPOSE

**VITALIS CONSULTING** focuses on one thing only and that is helping businesses across South Africa to increase their net profit. Our Business Consulting Services are effective, cost-efficient and built on proven strategies to get your business profitable again.

We have assisted businesses in almost 30 industries to increase their net profits and ensure their future sustainability. Our experience has taught us that we do not need to bombard you with industry jargon and complicated theories.

We just have to focus on our core competencies and implement the best possible strategies for your business.

## SERVICES

**VITALIS CONSULTING** does not take a template approach and force your business to fit into a system. We understand that no two businesses are alike. Our approach and process rather acknowledges the position in which your business finds itself in.

After discussions with you, we determine the best possible strategies to be implemented to assist your business to grow its profits and ensure its future sustainability is improved.

### OUR CORE SERVICES ARE:

#### RESCUE

Business Rescue is the process in terms of the Companies Act whereby a failing business can be assisted to help it return to a profitable and sustainable operation. Business Rescue is however not applicable to all companies in distress.

#### ASSESSMENTS

Our Business Vitality Assessment is a complex, yet easy to implement, assessment to determine what the current state of your business is and where it is compared to the marketplace.

#### TURNAROUND

A Business Turnaround might just be what your business needs to regain market share. It aims to do exactly what its name says it must do, turn a business around, from an under-performing unit to one that out performs all expectations.

## KEY FOCUS AREAS

- Increasing Market Footprint
- Improve Sales and Marketing
- Reduce Costs
- Improve Profits
- Business Strategy
- Ensuring Sustainability
- Social Media Integration
- Building Solid Foundations
- Efficient Operations
- Business Planning



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## SERVICES

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### RESCUE

Business Rescue is the process in terms of the Companies Act whereby a failing business can be assisted to help it return to a profitable and sustainable operation. Business Rescue is however not applicable to all companies in distress.

Business rescue, as defined by the Companies Act 2008, aims to facilitate the rehabilitation of a company that is “financially distressed” by providing for: the temporary supervision of the company and management of its affairs, business and property by a business rescue practitioner.

The act defines the words “financially distressed” to mean that it appears reasonably unlikely that the company would be able to pay all of its debts as they become due and payable for the upcoming six months (commercial insolvency) or it appears to be reasonably likely that the company will become insolvent within the immediately ensuing six months (factual insolvency)

### ASSESSMENTS

Our Business Vitality Assessment is a complex, yet easy to implement, assessment to determine what the current state of your business is and where it is compared to the marketplace.

In simple terms, the Business Vitality Assessment provides you with the steps that need to be taken to move your company from its current state to your grand vision. The Assessment focuses on 15 different areas within your business.

We assess each area and draw up the strengths and weaknesses within each area. Thereafter we determine how you should improve each area to make the business more profitable.

### TURNAROUND

A Business Turnaround might just be what your business needs to regain market share. It aims to do exactly what its name says it must do, turn a business around, from an under-performing unit to one that out performs all expectations.

A Business Turnaround (Turnaround) is a process of restructuring a company that is not operating as desired. Any company can implement a turnaround process, whether it is profitable or not.

The goal of the Turnaround process can be anything from wanting a bigger market share through increased turnover or a cost advantage through being a lean enterprise or being the biggest competitor in a niche market.



# TIAAN GEEL

RESCUE  
ASSESSMENTS  
TURNAROUND

## CONTACT

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 @tiaangeel

 @tiaangeel

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## PROFILE

**VITALIS CONSULTING** is headed by Tiaan Geel who has been assisting businesses perform turnaround strategies and improve their operations since 2009.

As a registered Business Accountant with the Southern African Institute of Business Accountants (SAIBA), Tiaan completed his M.B.A through the Nelson Mandela Metropolitan University at the age of 29 and has assisted businesses in more than 25 different industries to improve their operations and ultimately their net profit.

Tiaan is a licensed Business Rescue Practitioner with the CIPC and is registered with the Turnaround Management Association of Southern Africa (TMA-SA). He has taken on 46 appointments in the capacity as a Business Rescue Practitioner and has assisted other business rescue practitioners on 5 more cases.

## EDUCATION

**CERTIFICATE IN BUSINESS RESCUE PRACTICE**  
UNIVERSITY OF SOUTH AFRICA (UNISA)  
2012

**MASTERS DEGREE IN BUSINESS ADMINISTRATION (MBA)**  
NELSON MANDELA METROPOLITAN UNIVERSITY (NMMU)  
2009-2011

**BACHELOR OF COMMERCE (RATIONUM) LAW (B.COM)**  
NELSON MANDELA METROPOLITAN UNIVERSITY (NMMU)  
2001-2005

## EXPERIENCE

- Business Rescue Proceedings
- Business Turnaround (outside of business rescue)
- Business Valuations
- Business Coaching & Mentoring
- Assessments of Business Viability and Sustainability
- Entrepreneurship
- Due Diligence

## ACHIEVEMENTS

**BUSINESS RESCUE**  
MANAGED TOTAL DEBTS OF +/- R239 MILLION  
DEC 2017

**BUSINESS RESCUE PRACTITIONER (BRP)**  
ACCEPTED 46TH APPOINTMENT AS A BRP  
MAY 2019

**'YOUR MONEY' ENTREPRENEUR OF THE YEAR COMPETITION**  
MENTOR TO AN E.O.T.Y. ENTRANT IN THE COMPETITION  
FEB 2014

**MBA TREATISE**  
PRESENTED AT THE IBC CONFERENCE IN KENYA BY  
PROMOTOR DR. M CULLEN  
JULY 2012



# SHERWIN FRANKS

RESCUE  
ASSESSMENTS  
TURNAROUND

## CONTACT

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## PROFILE

Sherwin started his professional career in the financial industry where he amassed 10 years of experience. He is a qualified liquidator and registered member of SARIPA, the South African Restructuring and Insolvency Practitioners Association and has assisted on more than 23 insolvency matters.

Sherwin completed a Business Rescue decision making course at the University of Pretoria and also obtained his SARIPA Diploma through the University. He assists businesses by helping them to look for new markets and to expand by keeping them relevant in current industries. His a passion for helping entrepreneurs is evident in helping them remain relevant for the future.

Sherwin also completed the Entrepreneurship Series at GIBS – Gordon Institute of Business Science. His favorite saying is: “your mind is an instrument, learn to be its master, not its slave.”

## EDUCATION

### SHORT COURSE IN BUSINESS RESCUE PRACTICE

UNIVERSITY OF PRETORIA

2016

### CERTIFICATE IN ENTREPRENEURSHIP

GORDON INSTITUTE OF BUSINESS

2016

### DIPLOMA IN INSOLVENCY

UNIVERSITY OF PRETORIA

2013

### REGULATORY EXAM 1 (FAIS)

MOONSTONE

2012

## EXPERIENCE

- Business Rescue Proceedings
- Business Turnaround (outside of business rescue)
- Business Liquidations
- Assessments of Business Viability and Sustainability
- Entrepreneurship
- Due Diligence
- Business Finance
- Business Banking
- Financial Planning

## ACHIEVEMENTS

### BUSINESS RESCUE

18TH BUSINESS RESCUE MATTER

MAY 2019

### INSOLVENCIES

ASSISTED ON 23RD LIQUIDATION MATTER

JAN 2017