

# Our values

At Rusa Consulting, we offer a highly personalised and prompt service. We only take on a small number of clients at any one time and focus on their business.

At the heart of our ethos is a belief in simple strategies and practical solutions. We use our core skills that can be applied to a wide range of businesses and tailor solutions to individual business needs.

We work with a network of established professionals to offer complementary services in the event that clients require a wider range of services for business improvement.



- Property Services •
- Buying and Selling Businesses •
  - Strategy •
- Business/Operating Plans •
  - Interim Management •

## Business Improvement

Simple Strategies & Practical Solutions



## Nik Raof Daud

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**Business Improvement**  
Simple Strategies & Practical Solutions



Clients of Rusa Consulting benefit from over 20 years experience in general management of small and medium-sized companies, including plcs, operating in the UK, Europe and Asia.

## About us

Raof Daud was educated at Imperial College, London and Corpus Christi College, Cambridge, reading engineering. He has also attended management programmes at Insead, France and the Manchester Business School and has spent the last 15 years working at Managing Director-level. A results-driven individual with a proven record in adding value to businesses, Raof is customer-focused and skilled at helping people to realise their full potential. Having worked for a Far Eastern conglomerate for two decades he has a blue chip background in financial discipline and corporate governance, whilst his operational experience gives him a keen understanding of the challenges facing smaller businesses. He is adept at recognising and managing risks, as well as developing and implementing robust and detailed business plans.

# Services - how we can support you

## Property Services

- Buying, selling or letting commercial and residential property
- Specialists in brownfield sites
- Property renovation and refurbishment
- Property/estate management, including vacant properties

## Buying and Selling Businesses

- Preparing businesses for sale
- Maximising sale value
- Targeting businesses for acquisition

## Strategy

- Advising Board level directors
- Investment decisions

## Business/Operating Plans

- Preparation of business plans
- Supporting implementation of operational plans
- Developing and implementing appropriate operational and financial controls
- Identifying risks and developing contingency plans.

## Interim Management

- Stabilising the business
- Managing key relationships
- Preparation of recovery plans
- Restructuring and rationalisation

