

# GOLDART CONSULTING

Finance • Marketing • Strategy • Management

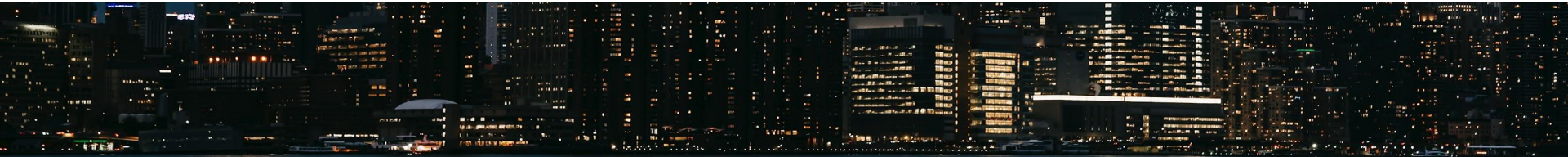
**We Help Small Businesses Succeed**



# Goldart Consulting LLC

Oftentimes in Business, the difference  
between Success and Failure is . . .

**Knowledge and Experience**





# How Goldart Helps You

**Our Consultants, *virtually or in-person*, complete work quickly, efficiently without hiring a full, 40-hour week position**

**Experience:** We use people with real-world successes to add essential knowledge and skills

**Professional:** We complete the needed work timely and ensure positive reception with the end users

**Leadership:** We lead projects with direct Financial impact focusing on the long-term future success

**Savings:** We offer greater financial flexibility without the cost of healthcare, insurance, unemployment

# An Integrated Path to Success



# Our Objective For Clients

**Goldart Consulting brings the latest Advisory skills and practices to companies in need at a cost that is not prohibitive**

- Our mission statement is clear: Use our experience and knowledge to help small businesses accomplish their goals.

**We are Small Business specialists offering Finance, Marketing, Strategy & Management services**

- We focus on in-depth analyses, targeted strategies and creative solutions leading to Sales / Profit creation and long-term value.



# Virtual Consultants: The Benefits

**In the modern era, there are no limitations forcing you to work in your local area. With the Internet, you can work with the best.**

Tools such as Skype, GoTo Meeting, Free Conferences, Whatsapp etc expand Small Business horizons

From Cost savings to skills upgrading to expanding your representation, Virtual Consultants are the best route to success

Schedule meetings, calls and work when it's convenient for you, not when your consultant has enough time to come to your office

**Get The Best Help For You, Not The Closest**

# Praise for Goldart

## **SOLD WITH STYLE INC.**

### **Pre-Sale Consulting and Apartment Staging**

"I started with Stuart to update my QuickBooks and give my company a focus that was lacking. I have since used him for marketing and strategic services. It has been incredibly valuable to have Stuart to handle so many things I was inexperienced with and have someone knowledgeable to bounce ideas against."

**Barbara Brock, Sold with Style Inc., CEO**

## **BEHREN & SOBEL**

### ***NY Based Full Service and Casualty Law Firm***

"Through a mutual client, I have worked with Stuart for several years. I find him passionate about his clients, thorough in his analysis, rich in experience and very effective when it comes to getting things done. I have recommended him to others in need of the services he provides and will do so again."

**Rod Behren, Partner, Behren and Sobel**

## **AJ PRODUCTIONS LLC**

### ***Media Production Company***

"Stuart has advised me on everything from my website message to contract details and investments to cash flow and profitability. I always appreciate the depth of his knowledge and his ability to see the whole picture of my business and how all the many pieces are interrelated. I recommend him without hesitation."

**Aurelie Jezequel, President, AJ Productions**

## **STACI PERELMAN LCSW, LLC**

### ***Psychotherapy Practice***

"Stuart came in and quickly took charge of my financial operations. He set me up in Quickbooks, organized my PLLC incorporation, clarified my planning, and prepared P&L statements for on-going management. He gave me a great sense that someone was watching the business, which allowed me to focus on helping my clients."

**Staci Perelman, Managing Partner, LCSW, LLC**



A close-up photograph of a hand moving a white chess king piece on a chessboard. The board is partially visible with other pieces in the background. The image has a dark, moody blue tint. The text "Our Areas of Expertise" is overlaid in the center in a white serif font.

# Our Areas of Expertise



# Six Key Domains

CFO / Finance Services

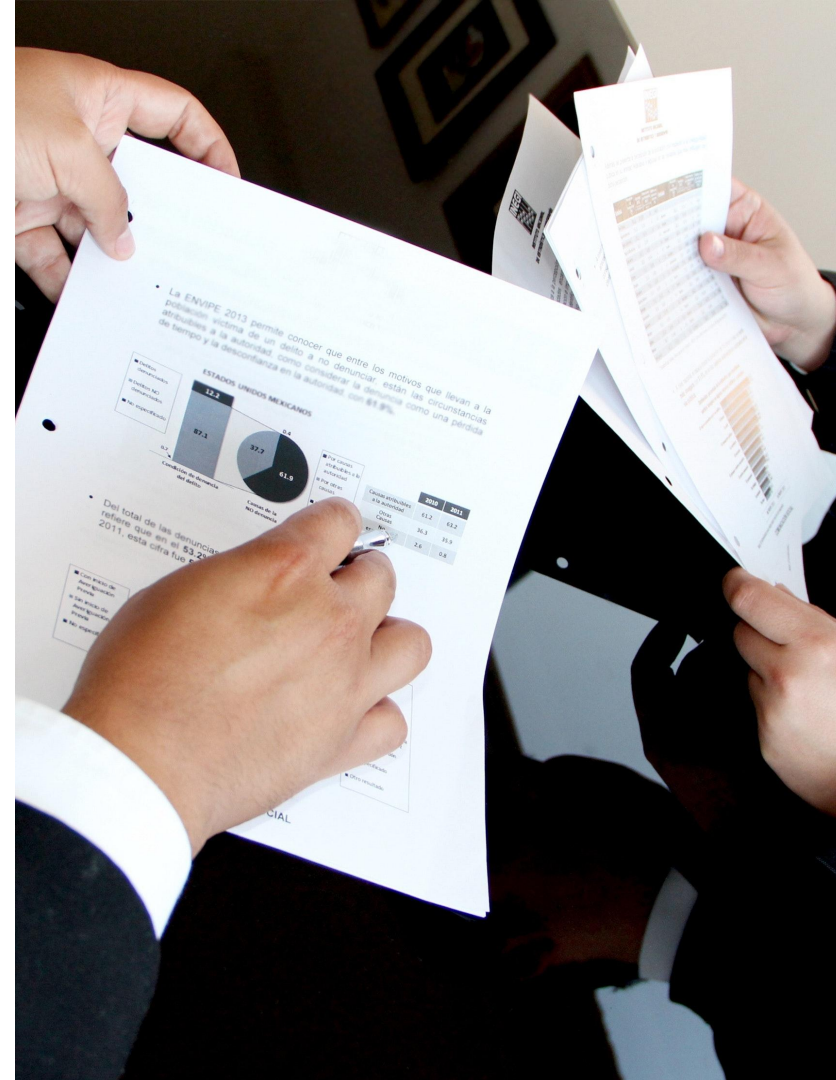
Marketing and Promotion

Business Plan Production

Business Management Advisory

Sale and Purchase Advisory

Funding and Capital Origination



# CFO / Finance Services



**Financial organization, analysis and planning is a core business activity enhancing an Owner's interests and achieving a high ROI.**

## Finance and Accounting

- Accounts Receivable & Payable Management
- Monthly Financial Reporting / Analysis
- Invoicing of Clients and Collections
- Quickbooks & Tax Accountant Liaison
- P&L Budgeting and Forecasting
- Cash Flow Analysis and Projections
- Cash Management
- Managing Bank & Finance Relationships



# Strategic Marketing



**Marketing creates solutions to drive Sales and Brand equity utilizing both traditional tools and newer Internet devices.**

## Promotion and Sales

- Advertising: Print & Other Media
- Direct Mail Campaigns
- Promotional Events
- Product Placements / Celebrity Tie-in
- Internet Advertising
- Website Development
- Search Engine Listing
- E-Commerce Programs
- Public relations Press releases
- Customer Newsletters
- Customer Loyalty Programs
- Frequent User / Large Volume Plans

# Marketing Strategy

**Marketing Strategy develops through deep analysis to understand target segments, market reaction and competitive forces.**

**Branding:**

Understanding customer wants and needs and communicating your ability to fulfill them.

**Positioning:**

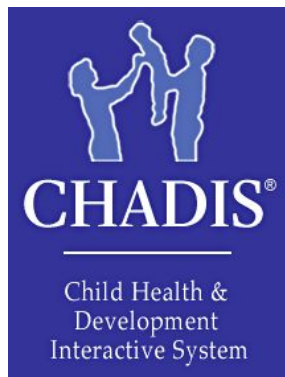
Understanding the marketplace and competitors with respect to your company's goals.

**Together:**

They drive how customers interact, feel and think about your company and its products.



# Some Campaigns We've Created



# Business Plan Production



**Business Plans are first an analysis of a project's chance for success then act as a communication vehicle to interested parties.**

- **The Narrative section** details a current or prospective company's plans and strategy: Product details, revenue schemes, marketing, management..
- **The Financial section** outlines financial history and future years' projections: Income Statement, cash flows, sources & uses of cash etc.

For a prospective company, detail the specific plans for the venture: revenue generation, target markets, expansion plans and marketing.

This Essential step includes the main financial statements as well as *detailed, bottom-up approaches* to deriving these numbers.





# Business Management



**Everyone has visions. Visionaries make theirs come to life through execution of decisions, skills, agility and timing.**

- Do you have the right people in place?
- Do you have the right systems?
- Do you have the right Sales materials?
- Do you analyse correctly?
- Are you planning sufficiently?
- Do you hire and fire effectively?
- Do you have the right compensation / commission programs?
- Do you have the right healthcare and insurance programs?
- Do you have the right investment & retirement programs?

# Sale & Purchase Advisory



**Goldart acts as an advisor to manage workflow, evaluate offers, and handle communication during negotiation.**

## **Sale & Purchase Deal Particulars**

- Cash vs. Stock Deals
- Up-front vs. Debt-based deals
- Earn-Out Plans
- Contingency Payments
- Asset vs. Stock Deal
- Purchase Agreements
- Continuing Employment Agreements
- Tax Policy



# Funding Origination



**Raising capital has substantial and perhaps existential effects on your business regardless of the type of funding desired.**

- Goldart has developed a network of associates and acquaintances that are potential investors and lenders in certain projects.
- Goldart works as a broker between investor and client. The goal is to help the client get the right deal.
- Key: Finding the best type of investor, the best type of capital and the best deal terms for the company.





# Pricing: How We Bill

## ***Per Project***

- We analyze the work with the client to understand fully the needs and depth of time necessary to complete it.
- A proposal is given to the client for acceptance at their discretion.

## ***Hourly Increments***

- We work in a 10-hour set with payments upfront and renewals of the next 10-hour set happening at the client's sole choice discretion.
- Over time, if both parties agree, the hour set is increased.

# Personal Resume



## **GOLDART CONSULTING LLC**

### ***Chief Executive Officer and Principal***

Goldart Consulting assists micro and small companies in various Strategic operations. Current and past clients are based in New York, New Jersey, Baltimore, California Colorado, Illinois, the Carolinas, Miami, Venezuela, London, Bordeaux & Paris.

## **SFX ENTERTAINMENT INC.**

### ***Corporate Director of Finance***

Reporting to CEO, managed and produced all facets of strategic financial analysis for mergers & acquisition, equity / debt financing, helping SFX to become the world's largest presenter of Live Entertainment events.

## **CABLEVISION SYSTEMS INC**

### ***Strategic Planning, Corporate Sales & Marketing***

Reporting to S.V.P. of Sales & Marketing, aided in overall Marketing strategy, developed pricing models, package redesigns, lead strategic initiatives to enhance revenue, retention, and long-term competitive position.

## **LEHMAN BROTHERS INC.**

### ***Assistant Vice President, Business Analysis***

Managed the expansion of department initiatives to all worldwide product divisions. Acted as the liaison to product area Senior management to initiate and coordinate Product area involvement with new company-wide profitability reviews and expense reduction projects.

**EDUCATION:** MBA, Finance, NYU Stern School of Business

BSM, Marketing & Management, Tulane University

# Goldart Makes A Difference

## LAW FIRM OF HOGAN & ROSSI

### General Practice Law Firm

"I have had the pleasure to work with Stuart at Goldart Consulting on two occasions on client cases, and thanks to Stuart's efforts, both ended successfully.

In each, Stuart's skills and perspicacity were essential to achieving our end, defending our mutual client's position, strategically thinking our best path forward. Personally, I was impressed by his ability to understand and assimilate complex legal arguments quickly and suggest potential paths forward to help our case. His financial knowledge of business valuations and ROI calculations were invaluable in achieving our success.

In the future, when I need a business consultant relating to my cases, Stuart will be my first call."

**David Simon, Partner, Hogan and Rossi**

## MARK THOMPSON ACUTHERAPY

### Specialized Acupuncture Practice

"Stuart came into our Acupuncture practice like a dynamo, leading the necessary changes to get our sleepy Acupuncture practice to the next level.

He directed the redesign of our website, created a whole new marketing theme, and with it, new sales materials including logos, brochures, sales letters and pamphlets. He overhauled our financial and accounting practices, which brought our focus back to where it needed to be, profitability and cash flow.

When you're not businessmen by nature, like acupuncturists, it's great to have someone like Stuart come in with the knowledge, focus and skills to right the ship and steer it to a brighter future.

**Jeffrey Sheehan, L.Ac, M.S. Licensed Acupuncturist**



# Contact Us

**We Help Small Businesses Succeed**

## **Goldart Consulting LLC**

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