

Who Else Wants a Professionally Run Business?

Belinda van der Zande is the owner of interior design store and soft furnishings manufacturing business The Curtain Maker. Her business relies heavily on giving customers as much of her time as possible in order to help them make decisions and receive advice about any individual interior design needs. This leaves her very little time to dedicate to administration.

Then when a major fire hampered the expansion of her business, Belinda's accountant recommended she utilise the services of The Administrator, Sue Hill.

Sue has been invaluable to Belinda in her role of overseeing all the day-to-day administration, and creating an infrastructure necessary for future expansion.

Belinda has worked with Sue for six months, and the benefits are obvious. First there is the practical and tangible – the instigation of accounting and office systems that ensure bills are paid and GST returns are filed on time. Belinda says she does not want the stress of having to worry about whether a supplier has been paid. "With The Administrator, I trust that it will be carried out efficiently and professionally."

When Sue and Belinda first started

working together, they set up a plan for what they wanted to achieve, which they have tweaked as they have gone along. The end result will be that Sue will be able to hand a streamlined set of office systems over to an administration assistant.

But The Administrator's services encompass much more than systems. They



Belinda van der Zande of The Curtain Maker leaves all the systems decisions to The Administrator

are also about mentoring clients so they become more competent at managing their businesses.

This is very good news because The Administrator also manages the account of Karitane-based design company, Ooid.

Run by Elizabeth Vanderburg, Ooid designs a variety of products. She has a range of reusable organic cotton shopping bags and sells gummed labels for home preserves, among other items.

Like many small business owners, Elizabeth detests day-to-day admin work – systems, accounts, bill paying, debt collecting etc. She'd rather be doing work she enjoys – designing and marketing the products she creates – than dealing with back-office work.

Three years ago she arranged for The Administrator to come in for a few hours each week and the arrangement has been hugely successful. Elizabeth's business runs like clockwork, she doesn't give a moment's thought to bookwork. Sue has her own desk, opens and sorts the mail, reconciles the banking, pays the bills, handles the financial reports and deals with debtors. She is, says Elizabeth, "an angel who works her magic, freeing me up to be a designer." She also saves the company money by helping Elizabeth

keep costs down.

Elizabeth uses Sue as a sounding board to give her a different perspective on her business. "The Administrator adds huge amounts of value to my company as she works with other businesses and sees different business models." Goal-setting, sales planning, time lining and brainstorming have all become part of the service The Administrator provides Ooid.

The Administrator has been successfully working with Otago businesses for the past three years and is now expanding. Business owners who are keen to have a professionally run company, and know their own limitations in this area, are invited to phone The Administrator for an obligation-free chat.



THE ADMINISTRATOR

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