



STEERING
SARL

Startups Package

Company Profile

Providing Management Advisory for Corporates

Steering is a proficient Management Advisory firm.

Our success is driven by a commitment to get results the right way, operating responsibly, executing with excellence, applying innovative technologies and capturing new opportunities for profitable growth.

We recognize that the world needs all the energy we can develop, in every potential form. That's why we work to responsibly develop the affordable, reliable energy the world needs.

Steering sarl fulfill requests for best practice insights, data, and recommendations to support both planning and implementation phases of startup companies. **Steering sarl** also provides Performance studies identifying key business issues that can improve operational excellence and competitive advantage.

Feasibility Study

Prior to your project launching, **Steering sarl** formulates a Feasibility Study for your future venture, including the analysis of the ability to achieve your plannings successfully, taking into account legal, economic, technological, scheduling and other factors, allowing your investment schemes to investigate the possible negative and positive outcomes, before investing too much time and money

Writing Business Plans

Business Plans are inherently

strategic. **Steering sarl** writes professional Business Plans specially made to your perspectives and needs, based on the resources and abilities and designing the road for the targeted future.

Writing Marketing Plans

Steering sarl helps you start and grow with business by identifying your target customers, the way to reach them, and how to retain them so they will repeatedly buy from you. The marketing plans will also focus on Pricing and Positioning Strategy as well as on Distribution plan.

Cash Flow Computations

Steering sarl synchronizes your income with your expenses and keeps an ongoing Cash Flow engine, all the way.

Break-Even Calculation

Steering sarl generates your break-even point by period of time and by business

development factors.

Financial Modeling and Valuation

Steering sarl develops a full set of financial projections to be incorporated in business plans and investor presentations.

Steering sarl implements an ongoing systematical control helping you analyze your financial situations on real time basis.

We also create customized valuation reports to support fundraising activities and compliance situations.

Successful Planning

Steering sarl helps startup companies to realize financial rewards focusing on their future becoming situations, with a smart calculation of breakevens.

**«Ideas are easy.
Implementation is hard»**
Guy Kawazaki

Set-up Strategies

Steering sarl creates a roadmap aligning the company's innovations with its products and corporate vision. We advise companies on the monetization opportunities embedded in IP-driven business models.

Systemizing Business

Steering sarl creates a strategic objective for a high quality business based on reliable Operating Procedures helping staff to make the right decisions, and Working Procedures optimizing tasks distribution by managers. Your choice of Managing Software and IT solutions will be perfectly driven

for systematic solutions.

Accounting Outsourcing

In today's challenging business environment, an increasing number of companies are outsourcing their accounting services requirements to expert vendors. An outsourcing

partner like **Steering sarl** can deliver superior results and minimize costs, while allowing you to focus on strengthening your business areas.

Steering sarl offers a wide range of accounting services, specially designed to fulfill your needs.





Steering sarl is a Lebanese business advisory firm providing accounting, audit, tax and business advisory services to clients nationwide.

The service is provided by a highly qualified group of people, helping you to set goals and achieve them in an optimistic professional mode.

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