



Integrated business consultancy

Many hold that a commercial expert can only give advice related to taxation or accounting issues

We see it another way. If helping a client's business grow through providing correct assessments and offering guidance in their development strategies by considering tax issues alongside economic and financial aspects is important to you, then you should join us. The requirements are integrated skills as well as the ability to create tangible projects by bringing together people specialised in analysing problems and reaching the best solutions.

Clients look for an advisor who can also help them with management and financial control so that accurate financial statements can be presented to third parties; someone who will be with them when making management decisions, helping to clarify all legal, financial and business aspects, able to suggest innovative projects, acquisitions and partnerships even on an international level.

The requirements are integrated skills as well as the ability to create tangible projects by bringing together people specialised in analysing problems and reaching the best solutions.

For this reason we are looking for associates who would like to join us and help our profession grow.

This is the reason we have created this site – to provide a place where commercial experts can find tools and resources to expand their activity into the field of integrated business consultations.

Studio Profile:

Background

Studio Camagni was founded in 1987 by Aldo Camagni, a company doctor specialising in company economics, finance and control. Previously, Aldo Camagni was the senior partner with responsibility at European level in a leading international group for auditing and advice. In the professional field, from 1992 to 2001, Aldo Camagni was a member of the Council of the Order of Company Doctors of Milan, with delegation to consultative committees and studios in the areas of Finance, Business Consultancy and Information Technology. He is, currently, president of the Finance, Control and Management Accounting Committee and the Committee for the Principal International Accountants (IAS) of the Order of Company Doctors of Milan. He also formed part of the committee of the National Council of Company Doctors for the auditing of accounts and management control in small and medium-size companies. He was a founding partner of Koinos (Cooperative Computer Technology Services Organisation of Company Doctors) of which he is currently an adviser and through which he maintains relations with its subsidiary Datev Koinos. Studio Camagni benefits from the international experience of its founder both in the auditing of accounts that has been growing since 1969, by contact with principal industrial, private and public groups and companies of various sizes, Italian and foreign, and in business consultancy on the management and organisational aspects of the company, matured as founder and responsible for the European activities of one of the greatest bodies in strategic, organisational and corporate finance consultancy.

Human resources and professional network

Today it is difficult to imagine a consultancy working with the company without recourse to specialists.

For this reason the studio works closely with other bodies in various professional fields and uses experts in various disciplines.

Studio Camagni has partners and agents with special skills in various business areas, with both company and academic backgrounds.

Professors working in the University collaborate with the Studio, providing a major scientific contribution.

In addition to the professional Studio specialising in company economics and finance, there is also a strategic and organisational consulting company, **Camagni & Partners Financial Advisors Srl** with partners who have joined from the business world.

Current activities

Since its foundation, the Studio has participated in major M&A operations, company/business assistance work of a strategic nature (company valuations, relations with shareholders, reorganisation, crossing the generations, internationalisation, quotations on the stock exchange, opening capital to third parties and the search for financial and commercial partners, including at an international level, in association with the main business banks) and has participated in the major restructuring of many industrial groups, with diagnosis of the economic and financial situation, providing and monitoring development plans and then identifying solutions, preferably financial.

Doctor Camagni, himself, sits on the board of directors and board of auditors of domestic and international companies of various sizes.

Associated studios and companies

There are studios and/or management consultancy companies that share their know-how and experience in professional operations with our studio. Each of them makes their own special skills available for greater project success.

Our style:

To understand the real problems for targeted intervention

Preliminary meetings

Through preliminary meetings in the studio or at the company we acquire the necessary information to formulate a working proposal tailored to the client's needs. These informative meetings are naturally free of charge and with no obligation: they identify the aims of the consultancy, define the operational aspects and clarify working methods and the terms of payment.

Preliminary analysis of the problems

As defined in the work proposal, if necessary, a preliminary analysis is carried out of the company and concludes with a report submitted to the Board revealing critical areas and the solutions we propose.

Activation of the intervention

Intervention is based on the results of the meetings or the preliminary analysis and is carefully discussed with

the Board before being carried out, while agreeing the time and method of activation.

Our activities:

Strategy and organisation

The **objective of specialisation in strategy and organisation** is to make decisions intended to significantly influence the future of the company. These are therefore decisions that concern the management of the company over a medium to long-term period.

The main objective of our consultancy is to support the Board in the assessment of the strategic alternatives through:

- assistance in identifying development scenarios and problems
- formulation of strategies and definition of strategic plans
- value creation and management
- internationalisation, joint ventures and entry into new business areas

The aim of **organisational advice** is to analyse company organisation (organisational check-up) and company functions, to identify strengths and weaknesses and provide concrete and measurable solutions for improved operation.

We are particularly concerned with designing, implementing, redefining and adapting the organisational structure and in particular:

- defining the company organisation chart (roles and functions) with associated areas of activity described for "line" levels and for "staff" items.
- Defining functions and tasks and the process of delegation and powers
- formulating procedures to regulate the growth of activities, coordinating and integrating the various functions and defining the relationships between interacting positions.

Budgeting and management control

Management control

It is not only a priority for large companies to place special emphasis on programs and centres of responsibility, define technical-accounting-computer tools for measuring the management results, make "timely" information available to make an assessment of the situation and decide on the most suitable choices.

Where we can help:

By providing assistance to the company in the definition and associated implementation of management control

systems aimed at the creation and maintenance of value for shareholders, using tools that permit the management to evaluate how the company operates in the market and thus to take the appropriate decisions.

Fine tuning the tools for monitoring and control:

- accounts plan for an "information tool" budget
- planning and budget for the financial year
- correct calculation of the costs and break-even point as analysis and decision making tools for economic advantage
- cost reduction and profit improvement programs
- management computer systems (reporting and "instrument panel")
- performance assessment systems

Company and exceptional finance

What are the consequences for the financial plan of the growth of a new business area? How do you protect the company from risks associated with changes in taxes or prices of raw materials? What tools would allow for better financial planning? Is the basic information available for governing and managing the financial resources and programming the requirements and the correlation of flows?

We can offer solutions designed to meet these requirements and satisfy the company's specific needs. We are particularly concerned with:

- financial strategy (company and Group)
- checking the financial feasibility of company plans
- models for financial planning and definition of the optimum financial structure
- models for the planning and control of investments
- treasury, cash management and financial reporting systems
- debt restructuring
- business plans and assistance during the start-up phase
- strategic and operational consultancy for exceptional operations: acquisitions, transfers, mergers, grants, opening up capital to third parties, commercial and financial alliances and quotations.

Accounts control and company check-up

Bookkeeping control and risk management

Application of techniques for auditing and bookkeeping control for controlling accounts and the internal control systems of companies and Groups.

Audit visits to commercial companies and bodies in which book-keeping control is provided with computer programs for checking useful in identifying points of

improvement in the book-keeping administrative system.

Also:

- due diligence checks
- assessment of the adequacy and reliability of the internal control system
- introduction of organisational models of prevention in accordance with Law Decree 231/2001 on the administrative responsibility of the company
- internal auditing in outsourcing

Company check-ups

A company check-up is a general check to identify any existing problems and economic and financial out of balance, shortcomings in internal control and to go back to their causes. This allows the entrepreneur to receive a complete picture of his company's current state of health and its capacity to react positively to future circumstances.

Each check-up visit has the following objectives:

- to ensure that the company is operating in the most effective and efficient way by producing a positive income flow and that the processes of creation of company value are fully operative (operational audit).
- To ensure that the internal back-up system of the company and its directors is fully functional.

Company crises and turnaround

Companies must be prepared, now more than ever, to face periods of decline or crises due to increasingly difficult, global and competitive markets. There are also crises caused by structural phenomena. In all these cases, continuous attention is needed to performance and revival. Even the most solid balances are in some sense always precarious. Hence the necessity for "continuous" restructuring of the company in order to maintain an organisation that remains strong and capable and to renew economic and financial balance and the ability to "create value".

We can offer assistance and experience in the following areas:

- preparation of tools for the prompt indication of symptoms of decline and unbalance
- facing up to decline and crises: strategic repositioning for operational functions and structures
- formulation of a turnaround plan (emergency plan, stabilisation plan, relaunch plan)

Assessments and expert opinions

Valuations

Since 1974, among the first in Italy, we have assessed the value of a company in parcels of shares, special assets, etc., not only for purposes of exceptional finance operations but also as orientation in the management of companies and in relations between partners and potential investors.

We have consolidated experience in scores of interventions in the following areas:

- valuations of companies and branches of companies using traditional and advanced methods
- valuations of unquoted company shares
- evaluation reports in accordance with articles 2343, 2343 b and 2501 (quinquies) of the civil code
- valuations of wealth, individual goods and rights

Other reports

- reports for the civil and penal Courts
- accounts reports
- undertaking administrative functions

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