



Accounting | Tax | Advisory | CFO Outsourcing

*We enable SME's and large entities to improve performances,
accelerate growth and create sustainable long-term value*

COMPANY PROFILE

Empowering Your Business Towards Sustainable Success

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SAICA
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1. Executive Summary

Bethanie Management Consulting (BMC) is a premier financial and business advisory firm based in Johannesburg, South Africa. We specialize in providing a comprehensive range of services, including financial management, accounting, tax planning, and strategic business advisory to small-and-medium-sized enterprises (SMEs), large businesses, and the public sector.

Our mission is to deliver exceptional value through our tailored solutions, helping our clients achieve sustainable growth, optimize business risks, and enhance operational efficiency. With a team of skilled professionals and a client-centric approach, we are committed to driving excellence and fostering long-term partnerships.

2. About Us

Company History

Bethanie Management Consulting was founded in 2004 by Virgil Bethanie, with a vision to provide top-notch financial and business advisory services to businesses and organizations across South Africa. From our roots in Johannesburg, we have dedicated ourselves to empowering businesses, offering an array of innovative services designed to elevate performance, accelerate growth, and forge sustainable long-term value. Over the years, we have grown significantly, expanding our service offerings and establishing a reputation for excellence and reliability.

Bethanie Management Consulting (BMC) is proud to stand as a 100% black-owned, Level 1 B-BBEE contributor.

Vision and Mission

Our vision positions us as the go-to provider of innovative, tailor-made, integrated, and sustainable business and financial solutions. We aim to enable SMEs, large businesses, State-Owned Entities, Government, and other public sector organizations to not only succeed but also create significant value for all stakeholders. Our mission is deeply intertwined with this vision, as we strive to offer cutting-edge and value-adding business support, thereby enhancing the operational efficiency and unlocking growth potential for our clients.

Core Values

At the core of BMC's operations are our values, which include:

- **Integrity:** Upholding the highest levels of honesty and maintaining trustworthiness and transparency.
- **High Standards:** Constantly elevating performance and conduct standards to deliver superior services.
- **Client-Centric:** Our clients' success is at the heart of everything we do.
- **Teamwork:** Fostering exceptional teams to produce outstanding results.
- **Continuous Development:** Advancing our knowledge, skills, and capabilities to provide clients with value-adding services.
- **Professionalism:** Demonstrating unparalleled professionalism and integrity.
- **Innovation:** Embracing change, encouraging new ideas, and continuously improving our operations and client services to provide cutting-edge solutions.
- **Respect:** Treating all individuals with dignity and showing unwavering respect.



3. Our Services

Financial and Accounting Advisory

- Financial Reporting and Analysis
- Tax Planning and Compliance
- Budgeting and Forecasting

Business Advisory

- Strategic Planning
- Risk Management
- Performance Improvement
- Integrated Reporting

CFO Outsourcing

- Interim and Part-Time CFO Services
- Financial Leadership and Strategy Development

Management Support Services

- Operational Efficiency
- Growth Acceleration

Investment Support Services

- Valuations, Due Diligence and Deal Structuring
- Profit and Cash Flow Forecasts, Financial Modelling

Public Sector Advisory

- Relevant Legislative Compliance
- Public Funds and Resources Management

4. Industry Expertise

Bethanie Management Consulting has extensive experience across a range of industries. Our deep industry knowledge enables us to offer tailored solutions that address specific challenges and drive measurable results. The diverse range of industries that we served include:

- Manufacturing
- Financial Services
- Freight and Transport
- Property
- Technology
- Retail
- Agriculture
- Healthcare
- Public Sector (State-Owned Entities, Government – National, Provincial and Local)



5. Our Team

Our team comprises highly qualified professionals with diverse backgrounds in finance, accounting, and business advisory. Led by our CEO, Virgil Bethanie, our team is dedicated to delivering exceptional service and creating lasting value for our clients.

Meet our CEO & Founder - Virgil Bethanie



Bio: Virgil Bethanie stands at the helm of Bethanie Management Consulting as a seasoned business and financial advisor, an associate of The South African Institute of Chartered Accountants (SAICA), and a proud holder of a BCompt (Hons) degree from the University of South Africa (UNISA). With a foundation built at PricewaterhouseCoopers (PWC) during his Chartered Accountancy/articles training in 1994, Virgil has navigated through various roles across multiple industries, from accounting and financial management to chief financial officer and management consultant, amassing over 20 years of invaluable experience.

Achievements:

His accomplishments are as follows, amongst others:

Strategic Direction for a Courier Company:

As part of the executive team, he contributed to creating a new strategic direction for the largest courier company in South Africa. The board of directors approved this strategy, and he was responsible for securing funding to implement it.

Manufacturing Sector Funding:

He assisted a manufacturing client seeking expansion funding. Despite uncertainties around cash flows and profitability, he modelled different scenarios and presented the financial implications to lenders. They ultimately provided R120 million for the expansion.

Acquiring a Grocery Franchise:

A client approached him to provide support in the acquisition a large grocery franchise. As an advisor, he conducted commercial and financial due diligence, compiled a valuation (since none was available), and negotiated the deal. He also structured the investment, inviting a minority investor to take a 15% shareholding and securing additional acquisition loans.

Sheep Farming Acquisition:

Contracted by an agricultural bank, he evaluated a funding application for a sheep farming operation. Collaborating with experts, he performed due diligence and recommended an optimal funding structure. The Credit Committee approved a loan of R220 million for the acquisition.

Acquisition of an Access Control Technology Company:

A listed company aimed to acquire an electronic and biometric access control technology firm. He conducted due diligence, assessed value drivers, evaluated market demand, and confirmed the target's value. The acquisition was successful at R120 million, R5 million less than the initial asking price.

Advanced Internal Control and Financial Systems:

He played a key role in developing and implementing sophisticated internal control mechanisms, budgeting processes, and financial systems within various organizations.

Strategic Financial Leadership:

As a leader, he focused on structuring financial strategies that closely aligned with the overall business objectives, ensuring a cohesive approach to financial management.

Finance Department Transformation:

He was instrumental in transforming finance departments from their previous state to world-class standards, enhancing their efficiency and effectiveness.

Qualifications and Further Training: Virgil's commitment to continuous professional development is evident through his participation in training and development activities including courses such as:

- Advanced Valuations by Charles Hattingh/PC Finance.
- Financial Due Diligence hosted by SAICA.
- Leverage Buyouts
- The Art of M&A Due Diligence
- Strategic Planning

- Numerous training and updates on Public Finance Management Act (PFMA) – updates on yearend financial reporting, audit outcomes, subsequent year audit preparation of municipalities and national Government, updates on Generally Recognised Accounting Practice (GRAP) and financial management in the public sector
- And many more through seminars, short courses, webinars, and self-study.

Connect with Virgil through his [LinkedIn](#) profile or dive deeper into his insights on the [BMC Blog](#).



6. PREVIOUS MAJOR CLIENTS AND BUSINESS PARTNERS



Provided structured investments consultancy services



Provided outsourced CFO services and in-house consulting services



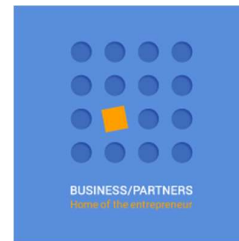
Provided business consultancy services, mentoring and coaching to IDC-funded businesses



Provided management advisory services to its clients including SA Breweries - Packaging division



Provided management advisory services to its clients including Mercantile Bank



Provided business consultancy services, mentoring and coaching to Business Partners funded businesses



Compiled annual financial statements according to IFRS and performed a financial due diligence in order to make an acquisition



Assisted the CFO with financial management services



PB Power LTD, Sihlali Molefi Inc, Denton Wilde Sapte (UK)

Through partnership, we provided transaction advisory services to the Department of Minerals and Energy on the Independent Power Purchase Project (NewGen Project)

7. Success Stories

Case Study 1: Optimizing Public Funds Management for a State-Owned Entity

- **Problem:** Inefficient allocation and management of public funds.
- **Solution:** Developed a comprehensive funds management strategy and provided ongoing advisory support.
- **Results:** Improved fund utilization efficiency by 25% and enhanced service delivery.

Case Study 2: Turnaround the Survival Challenges of a Manufacturing Company

- **Problem:** Significantly reduced profitability and cash flows.
- **Solution:** Implemented a turnaround plan focusing on improved product pricing, effective cost management, prudent working capital management and cash flow control.
- **Results:** Achieved a 30% increase in profitability within six months and significant 50% increase in cash flow position.

Case Study 3: Process Enhancement for a Retail

- **Problem:** Significant inventory losses and pilferage.
- **Solution:** Developed and implemented a comprehensive inventory management system to manage and control inventory movements throughout the company value chain
- **Results:** Achieved a 70% reduction in inventory losses within one year.

Case Study 4: Risk Management for a State-Owned Entity

- **Problem:** High risk profile.
- **Solution:** Developed and implemented a robust risk management strategy and system.
- **Results:** Compiled risk register that identified major risks with clear mitigation action plans.



8. Certifications and Awards

Certified by: South African Institute of Chartered Accountants (SAICA)



9. Contact Information

Bethanie Management Consulting

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