

FUTURE-PROOFING YOUR BUSINESS

WHY STRATEGY COMES FIRST

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I. EXECUTIVE SUMMARY

In today's rapidly evolving business environment, Irish SMEs face mounting pressures from rising costs and regulatory complexity to persistent talent shortages. Yet, despite these challenges, many SMEs continue to focus almost exclusively on short-term operations, putting long-term value, scalability and resilience at risk.

Fitzgerald Power's **Strategy 360** framework addresses this gap, offering a holistic, actionable approach to SME growth, sustainability, and exit planning.

To support the development of Strategy 360, Fitzgerald Power surveyed over **80 Irish SME leaders** across multiple industries. This survey highlights both the opportunities and the planning gaps that exist across SMEs in Ireland.

KEY INSIGHTS FROM THE STRATEGY 360 SME SURVEY

75%

OF RESPONDENTS
REPORTED HAVING A
STRATEGIC PLAN

87%

SAY THEIR STRATEGIC
PLAN IS SUPPORTED WITH
A ROLLING BUDGET

36%

DON'T HAVE HR IN PLACE
TO SUPPORT THEIR
STRATEGIC PLAN

To bring these findings to life, this whitepaper introduces Cloudtech Limited, a hypothetical but realistic Irish SME inspired by advisory casework. Through the lens of Cloudtech's journey from organic growth to strategic value optimisation and exit planning we demonstrate how SMEs can apply the Strategy 360 model to move beyond reactive management toward **deliberate, proactive value creation**.

In this first whitepaper of the Strategy 360 series, we focus on the **Strategy pillar**, namely building a clear, actionable and resilient strategic foundation using proven tools such as:

- **SWOT Analysis** to identify strengths, weaknesses, opportunities, and threats
- **The Strategic Flywheel** to drive self-reinforcing growth
- **The Three Horizons Model** to plan for short, medium and long-term success

The **Strategy 360** model empowers SME owners and management teams to monetise the years of effort they have invested in building their businesses, and mitigate the risks.

II. INTRODUCTION

WHY STRATEGIC PLANNING MATTERS FOR SMES

Irish SMEs are the backbone of the national economy, accounting for **99.8% of all enterprises** and employing nearly **70% of the workforce**.

In today's hyper-competitive environment, SMEs face mounting challenges – from rising costs and regulatory complexity to intensifying global competition and talent shortages.

The 2024 CSO Business in Ireland report reveals a telling gap: while SMEs represent 99.8% of all enterprises, they account for just 30% of total exports. This underscores a broader issue – that scaling internationally remains a significant hurdle for many Irish businesses.

Without a clear strategic plan, **SMEs risk eroding margins, being exposed to more operational threats and missing opportunities**. Remaining focused on short-term performance leaves businesses exposed to growth plateaus, operational inefficiencies and vulnerability to shocks like **Brexit, Covid-19, inflation, and geopolitical instability**.

KEY INSIGHTS FROM THE STRATEGY 360 SME SURVEY

64%

OF SMES DON'T HAVE AN
EXTERNAL STRATEGIC
ADVISOR

64%

OF RESPONDENTS
ARE TARGETING
INTERNATIONAL MARKETS

27%

HAVE A CLEAR,
DOCUMENTED PLAN TO
GROW THEIR BUSINESS
VALUATION.

III. THE COST OF OPERATING WITHOUT STRATEGY



Fitzgerald
Power

ADDING VALUE.
ALWAYS.

Key Risks Without a Corporate Strategy	Key Benefits of Structured Strategic Planning
Weak Investment Readiness Unclear business models and poor governance make attracting funding very difficult	Greater Ability to Attract Funding or Prepare for Exit Professional plans and clear forecasts make SMEs more attractive to investors and buyers
Unstructured Decision-Making Reactive, inconsistent choices lead to wasted resources and missed opportunities	Clearer Employee Alignment and Engagement Defined goals and priorities create internal clarity and boost team performance
Lack of Clarity on Long-Term Direction Leadership, employees, and external partners are left unsure of the company's future	Enhanced Financial Resilience Better forecasting, risk management, and diversification improve the SME's ability to weather challenges
Challenges in Achieving Scalable Growth Operational bottlenecks and leadership limitations prevent sustainable expansion	Enhanced Valuation Multiples Predictable, scalable businesses attract higher valuations during funding rounds or exits
Reduced Operational Resilience Exposure to market shocks, supply chain disruptions, or sudden crises is amplified	Tax-Efficient Structures for Shareholders Early strategic planning allows efficient ownership, exit, and submission setups that optimise the tax outcomes

THIS WHITEPAPER SERIES BRINGS CLARITY TO THESE RISKS AND BENEFITS.

BY INTEGRATING STRATEGY, FINANCE, OPERATIONS, TAX, AND EXIT PLANNING, SME OWNERS CAN MAKE INFORMED, PROACTIVE DECISIONS THAT MAXIMISE LONG-TERM VALUE.

Introducing Cloudtech Limited

To bring the Strategy 360 model to life, we introduce **Cloudtech Limited**, a hypothetical but realistic company that mirrors the challenges faced by many Irish SMEs. Cloudtech Limited is a Kilkenny-headquartered IT Managed-Services Provider (MSP), which was established in 2014 and has experienced consistent revenue growth over the past 2 years. At the beginning of this case study, in September 2022, Cloudtech had the following characteristics:

Strong regional player with trusted IT and cybersecurity services, but limited brand visibility at a national level.
Revenue growth primarily from project-based contracts, with less emphasis on long-term, recurring revenue models.
Minimal focus on emerging technologies like AI-driven IT management or predictive cybersecurity services.
Management information (MI) reporting is ad hoc, backward looking and operationally focused, lacking integrated financial forecasting or strategic KPI tracking.
Financial accounts included non-core, owner-related expenses, making underlying profitability less clear to external parties.
Limited formal succession planning; over-dependency on key people, particularly with regard to the founder and key clients.
Brenda, the founder, was 51 and had never considered an exit. She was the sole shareholder with her equity held personally.
Based on an independent expert valuation, the enterprise value of Cloudtech was €3m as of 30th September 2022.

Why Cloudtech Matters as a Case Study

Cloudtech’s journey mirrors the challenges and opportunities faced by many ambitious Irish SMEs:

Moving beyond founder-led decision making
Establishing scalable systems and governance
Aligning financial management with strategic vision
Building operational resilience
Preparing early to create a meaningful exit event

Cloudtech Limited demonstrates how deliberate strategic planning transforms businesses from good to great — and how SMEs that invest early in strategy can realise greater long-term value, operational resilience, and, ultimately, plan for an exit.



Throughout this whitepaper series, Cloudtech’s experience will illustrate how each of the Strategy 360 pillars, **Strategy, Finance & Operations, and Exit and Tax Planning**, can be practically applied to deliver real, measurable outcomes.

IV. STRATEGY 360 MODELS

BUILDING A STRATEGIC FOUNDATION

Once a business recognises the need for structured strategic planning, the next question is **how** to design and deliver it effectively.

The Strategy 360 framework deploys proven models to help SMEs like **Cloudtech Limited** build robust, actionable strategic foundations. These models allow leadership teams to understand their current positioning, define their future trajectory, and develop a roadmap to bridge the gap.

A compelling strategy goes beyond a written plan. It provides direction, informs priorities, and unifies decision-making across the business. To be effective, strategic planning must be intentional, iterative, and embedded within the organisation's culture.

The strategic plan should include:

1. **The opportunity:** A simple diagnosis that clearly articulates the opportunity.
2. **The goal:** The ultimate destination. The timeframe to achieve the goal should be clear.
3. **The guiding principle:** The overall approach that the business will take to deliver the goal. All strategic actions and decisions should be made in line with this guiding principle.
4. **The roadmap:** The actions that the company will take to deliver the goal.

Furthermore, the strategy should be rooted in the company's foundation statements:

1. **Purpose:** The higher-order reason for existence that goes beyond making money.
2. **Vision:** Where the business wants to be by a specific point in time.
3. **Mission:** The moves required to achieve the vision.
4. **Values:** How the individuals that make up the organisation behave.

Key strategic concepts SMEs might employ include:

1. **SWOT Analysis:** A structured framework to assess internal strengths and weaknesses alongside external opportunities and threats, helping SMEs identify where to focus and how to compete more effectively.
2. **The Strategic Flywheel:** A concept where consistent, reinforcing actions build momentum over time, allowing SMEs to compound growth by delivering value, building brand trust, and reinvesting smartly.
3. **The Three Horizons:** A growth framework that encourages SMEs to simultaneously strengthen the core business (Horizon 1), develop emerging opportunities (Horizon 2), and explore future innovations (Horizon 3) for long-term sustainability.

In essence, the goal of good strategic planning is to **create enduring competitive advantages** that allow SMEs to outperform their rivals.

At its core, great strategic planning is about simplicity and ruthless focus. The discipline to kill the great ideas that don't align with your plan is as important as the creativity and ambition required to generate those ideas in the first place.

– **STUART FITZGERALD, CEO, FITZGERALD POWER**



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“



People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I'm actually as proud of the things we haven't done as the things I have done. Innovation is saying no to 1,000 things.

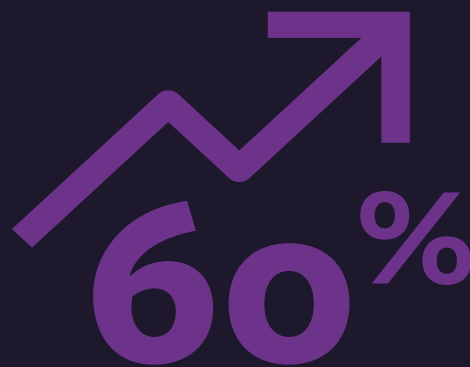
– **STEVE JOBS**

V. TAKING THE PULSE OF SME IRELAND

PART 1: STRATEGY DEVELOPMENT



OF ALL
RESPONDENTS
**HAVE A
STRATEGIC PLAN**



ARE TARGETING
**LONG-TERM
ORGANIC GROWTH**

3
YEARS



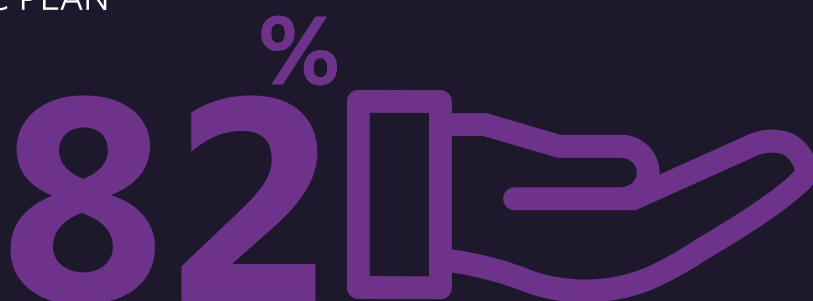
IS THE AVERAGE
TIMEFRAME SET
OUT FOR THE
STRATEGIC PLAN



50%

REVIEW AND UPDATE
THE PLAN **EVERY
TWELVE MONTHS**

12
MONTHS



SUPPORT THE STRATEGIC
PLAN WITH A **BUSINESS
DEVELOPMENT PLAN**



OVER HALF SAY THE **CEO**
/ MD IS RESPONSIBLE FOR
THE STRATEGIC PLAN **AND**
ITS EXECUTION

64% 
SUPPORT WITH A
HUMAN RESOURCE PLAN



64% 
TARGET
INTERNATIONAL
MARKETS

87%

SUPPORT THEIR
PLAN WITH
A ROLLING
BUDGET



35% 

EMPLOY AN **EXTERNAL**
STRATEGIC ADVISOR

 **59%**
DON'T HAVE AN
INED / INDEPENDENT
CHAIRPERSON

VI. THREE KEY CONCEPTS EXPLAINED

SWOT Analysis: Diagnosing the Current State

A SWOT analysis is a foundational diagnostic tool that encourages leadership teams to reflect on internal capabilities – Strengths and Weaknesses – and the external environment – Opportunities and Threats. Regular SWOT reviews ensure strategic agility. A typical SWOT analysis may include some of the following elements.

Agility and Flexibility – Ability to quickly adapt to market changes

Niche Expertise – Specialised knowledge or unique product offerings

Customer Loyalty – Strong relationships with a local or dedicated customer base

Personalised Service – Customised customer service due to smaller scale

Lean Organisational Structure – Less bureaucracy, faster decision-making

Innovative Culture – Openness to creativity and new ideas

Limited Financial Resources – Smaller capital reserves compared to larger competitors

Dependence on Key Clients – Revenue risks if major clients are lost

Lack of Brand Recognition – Low market visibility compared to big brands

Skills Gaps – Limited access to specialised talent

Technology Constraints – Outdated or insufficient tech infrastructure

Scaling Challenges – Difficulty growing operations rapidly



Emerging Markets – New geographic or demographic markets opening up

Technological Advancements – Tools that improve operations or reduce costs

Changing Consumer Trends – SMEs can often respond to trends quicker than big firms

Partnerships and Alliances – Opportunities for collaboration to expand reach

Government Grants and Incentives – Financial supports targeted at SMEs

E-commerce Growth – Expanding online sales channels

Intense Competition – Both from SMEs and large corporations

Economic Downturns – Reduced consumer spending affecting revenue

Regulatory Changes – New laws or compliance requirements that burden SMEs

Supply Chain Disruptions – Dependence on key suppliers can be risky

Rapid Technological Changes – Risk of tech becoming obsolete quickly

Cybersecurity Risks – Increasing threat of digital attacks and data breaches

The Strategic Flywheel: The Interdependent Actions That Create Positive Momentum

Jim Collins popularised the flywheel metaphor in his book [Good to Great](#); “Consider the flywheel, a massive metal disk mounted horizontally on an axle, about 30 feet in diameter, 2 feet thick, and weighing about 2,000kg. Great effort is required to push the flywheel forward inch by inch. It’s difficult at first but once the flywheel starts to rotate it gathers momentum. Suddenly the heavy weight of the wheel is working for you with each rotation creating greater momentum.”

Take the example of Giro, a leading brand in cycling helmets, shoes, and apparel, focused on performance, innovation, and safety.

If we imagine Giro’s flywheel, it might look something like this:



The Three Horizons: Managing Growth

The Three Horizons model is a framework developed by McKinsey & Company that helps companies manage growth across different time frames. It recognises that to sustain long-term success, businesses must simultaneously focus on three horizons.

	Horizon 1 DEFEND AND EXTEND THE CORE BUSINESS Present to near-term (0–2 years)
TIMEFRAME	
FOCUS	Keep the existing business healthy and growing
KEY ACTIONS	Strengthen the current core products or services. Improve efficiency, profitability, and market share. Incremental innovations such as better processes and service.
GOAL	Maximise the cash flow and competitiveness of today's business.
	Horizon 2 BUILD EMERGING BUSINESSES Mid-term (2–5 years)
TIMEFRAME	
FOCUS	Develop new growth opportunities that are adjacent to the core
KEY ACTIONS	Invest in new product lines, services, markets, or business models. Scale promising innovations. Bridge today's business to tomorrow's.
GOAL	Create new revenue streams that will become tomorrow's core.
	Horizon 3 CREATE VIABLE OPTIONS FOR THE FUTURE Long-term (5–10+ years)
TIMEFRAME	
FOCUS	Explore disruptive innovations or entirely new bets
KEY ACTIONS	Fund early-stage ideas, R&D, startup partnerships, experimental projects. Tolerate uncertainty and potential failure.
GOAL	Plant seeds for transformational growth that may reshape the business or even create entirely new markets.

Cloudtech Limited: Building the Foundations for Growth

Brenda was convinced that there was an opportunity to grow Cloudtech's revenues and profits. She was determined to maximise the potential of her business, but recognised that she couldn't do it on her own.

Brenda's first step was to incentivise her leadership team. This step is discussed in detail in **White Paper 3 Exit and Tax Planning**.

With her leadership team aligned Brenda ran a series of internal workshops articulating:

1. **The opportunity:** To capitalise on the accelerating demand for outsourced IT services among Irish SMEs by offering a differentiated, customer-centric managed-services experience.
2. **The goal:** Become a top-10 Irish IT MSP within 3 years.
3. **The guiding principle:** Provide the highest quality and most impactful IT services and customer experience to the SME sector in Ireland.
4. **The roadmap:** The team developed a quarterly strategic roadmap that sat within its Strategic Flywheel. This is discussed in more detail below.

These workshops also helped to surface Cloudtech's foundation statements, which were:

1. **Purpose:** To ignite the growth of Ireland's SME sector by delivering transformative, future-ready IT solutions that empower businesses to scale, compete, and lead with confidence.
2. **Vision:** To become Ireland's most trusted and transformative IT partner for SMEs – driving hyper-growth, redefining service excellence, and shaping the future of managed IT services.
3. **Mission:** To power Ireland's SMEs to grow and thrive with smarter, faster and game-changing IT solutions – delivering unmatched service, driving innovation, and setting a new standard for managed IT services.
4. **Values:** The values distilled by Brenda, her leadership team, and the wider Cloudtech organisation were an authentic reflection of the behaviours that had brought the business to this juncture and would support the next stage of growth.

Understanding Cloudtech's SWOT

The team began with a SWOT analysis. They noted that the Irish IT MSP market is highly dynamic, driven by:

- Accelerated digital transformation
- Rising cybersecurity threats
- Increasing SME demand for cloud-based and managed IT services
- Government initiatives supporting SME digitisation

However, the landscape is also challenged by:

- Growing competition from global MSPs, consultancies, and in-house IT teams
- Acute cybersecurity talent shortages
- Economic pressures leading SMEs to become more price sensitive to IT spend

The SWOT analysis provided a clear, structured understanding of Cloudtech's internal capabilities and external environment helping Brenda and her team to:

- Identify key strengths to leverage for growth
- Highlight weaknesses that needed to be managed or mitigated
- Uncover market opportunities that Cloudtech could capitalise on
- Anticipate potential threats that could impact future performance

This analysis formed a strategic foundation for Cloudtech's business planning, marketing strategy, service development, and investment decisions.

Established Reputation – Over 20 years of trusted experience in IT managed services in Ireland

Comprehensive Service Offering – Strong capabilities across managed IT, cybersecurity, cloud services, and telecoms

ISO 27001 Certification – High-standard cybersecurity credentials enhancing client trust

Customer-Centric Approach – Strong focus on service quality, responsiveness, and client relationships

Regional Reach – Offices in Dublin, Kilkenny, and Galway, providing broad national coverage

Agility and Flexibility – Ability to tailor solutions for SMEs and mid-market businesses quickly

Scale Limitations – Small relative to multinational MSPs operating in Ireland

Brand Visibility Challenges – Not as recognisable nationally as larger MSP brands

Resource Constraints – Limited budget for R&D and high-end tech investments

Talent Attraction and Retention – High competition for skilled cybersecurity and cloud professionals

Heavy Reliance on Irish Market – No international diversification. Dependent on the Irish economy

Technology Partner Dependence – Reliance on partnerships with Microsoft etc. could be a risk if relationships change



Rising Cybersecurity Demand – Irish SMEs are increasingly aware of cybersecurity threats

Cloud Migration Boom – Ongoing shift to cloud services offers growth potential

Post-Brexit IT Complexity – UK and EU regulatory differences create opportunities for cross-border IT compliance services

SME Digital Transformation Funding – Irish government supports digitisation of SMEs (e.g. grants, initiatives like Digital Ireland)

Managed Security Services Growth – Expanding cybersecurity-as-a-service could open new revenue streams

Strategic Partnerships Expansion – Deepening ties with global tech providers to enhance offerings

Intense Competition – From global IT giants, emerging MSPs, and in-house IT departments

Cybersecurity Liability – A major client breach could damage reputation severely

Economic Uncertainty – Budget cuts by Irish businesses could reduce IT spending

Rapid Tech Evolution – Need to continually upskill and adopt emerging tech (e.g. AI, zero-trust security) to stay competitive

Price Sensitivity – SME clients may prioritise cost over premium service

Vendor Concentration Risks – Heavy reliance on a few tech vendors could expose Cloudtech to pricing or partnership risks.

Using the Strategic Flywheel to Build Momentum

Next, the team turned its attention to Cloudtech's Strategic Flywheel.

The framework they designed included six interdependent elements:



Guided by this framework the team developed a strategic roadmap, based on a series of quarterly actions, to deliver their 36-month strategic goal.

Each quarterly action sat within an element of Cloudtech's Strategic Flywheel.

Understanding the Long-Term Growth Opportunity Using the Three Horizons

Finally, Brenda and the leadership team considered Cloudtech's Three Horizons of Growth, ensuring they fully understood their market opportunity and long-term growth opportunities. This work can be summarised as follows:

	Horizon 1 DEFEND AND EXTEND THE CORE BUSINESS Present to near-term (0–2 years)
TIMEFRAME	
FOCUS	Maintain and grow Cloudtech's current core services – managed IT, cybersecurity, and cloud services
KEY ACTIONS	- Deepen client relationships through exceptional service and proactive account management. - Upsell premium cybersecurity packages. - Expand SME market share across Ireland. - Optimise internal operations such as automation, ticketing systems and service delivery models. - Enhance brand visibility and thought leadership through webinars, case studies, and awards.
GOAL	Maximise profitability and reinforce Cloudtech's position as a trusted IT partner for Irish businesses.
	Horizon 2 BUILD EMERGING BUSINESSES Mid-term (2–5 years)
TIMEFRAME	
FOCUS	Expand into adjacent services and new client segments
KEY ACTIONS	- Develop Managed Security Services (MSSP model) to offer 24/7 threat monitoring and incident response. - Launch compliance-as-a-service offerings – GDPR, NIS2, ISO certifications advisory. - Develop a telecom offering using integrated communication platforms such as VoIP and collaboration tools. - Target mid-market enterprises with scalable IT solutions. - Form strategic partnerships with SaaS vendors and cloud platforms to broaden the solution offering.
GOAL	Create new, fast-growing revenue streams that complement and extend the core business.
	Horizon 3 CREATE VIABLE OPTIONS FOR THE FUTURE Long-term (5–10+ years)
TIMEFRAME	
FOCUS	Explore transformational growth areas and prepare for market disruption
KEY ACTIONS	- Invest in AI-driven IT management and predictive cybersecurity – i.e. machine learning-based threat detection. - Develop proprietary automation platforms for IT support – e.g. AI chatbots for basic support queries. - Launch IoT Security Services to support Irish companies adopting smart devices and new tech solutions. - Explore geographic expansion into carefully selected UK markets. - Build a Cloudtech Labs unit to test radical innovations in cloud, edge computing, and decentralised cybersecurity.
GOAL	Position Cloudtech as a future-ready technology leader, not just a managed services provider.

The team then aligned the outputs of this analysis with their Flywheel and strategic roadmap.

The Impact

The benefits for Cloudtech following this strategic development work were:

- **Stronger client retention and deeper partnerships:** Driven by consistently high service levels and expanded cybersecurity offerings.
- **Accelerated revenue growth:** As new high-quality clients were attracted through enhanced brand reputation and targeted marketing initiatives.
- **Greater financial resilience:** With predictable, recurring revenue streams from managed service contracts and compliance solutions.
- **Enhanced operational efficiency:** Through internal optimisations like automation, service ticketing improvements, and proactive account management.
- **Increased innovation capacity:** With reinvested profits funding AI-driven IT management initiatives, new service development, and Cloudtech Labs innovation projects.
- **Strategic positioning for future markets:** Early investments in emerging technologies and geographic expansion laid the foundation for Horizon 3 growth.

Bringing it all Together

By combining the SWOT, Flywheel, and Three Horizons models, Brenda and her team built an integrated strategy which included the following key elements:

- **Maximise Horizon 1 and focus on core strengths:** Double down on service excellence, cybersecurity leadership, and regional presence.
- **Exploit Horizon 2 opportunities:** Expand into adjacent areas like Managed Security Services and compliance solutions.
- **Accelerate the Flywheel:** Keep delivering client value, reinvesting smartly into people, technology, and innovation to build momentum.
- **Mitigate weaknesses and threats:** Increase brand visibility, reduce over-dependence on Ireland, and invest in future tech capabilities early.
- **Future-proof the business:** Prepare for a world where IT is automated and AI driven, and cybersecurity is more critical than ever.

VII. CONCLUSION: STRATEGY IS A JOURNEY, NOT A DESTINATION

Conclusion

At every stage of the SME lifecycle, from startup through scale-up to exit, structured, strategic planning is the critical foundation for success.

Without a clear, evolving strategy, businesses risk plateauing, losing direction, and ultimately leaving substantial value unrealised.

But with a focused, actionable strategic plan, SMEs can:

- Navigate complexity with confidence
- Allocate resources more effectively
- Build stronger, more resilient operations

- Enhance their attractiveness to investors and acquirers
- Maximise their long-term value for founders, employees, and stakeholders

The story of **Cloudtech Limited** demonstrates that the difference between ‘good’ businesses and ‘great’ businesses isn’t luck or brute effort; it is deliberate, disciplined strategic execution.

Strategy 360 empowers ambitious SME leaders to turn **today’s ambition** into **tomorrow’s scalable, sustainable success**.

LOOKING AHEAD:

Strategy 360 Part 2 Powering Success

In the next whitepaper in the Strategy 360 series, **Powering Success: How Finance and Operations Drive SME Growth**, we will explore how strategic planning must be underpinned by financial discipline and operational excellence.

We’ll show how businesses like Cloudtech Limited transform:

- Static financial reporting into dynamic rolling forecasts
- Informal management into structured accountability frameworks
- Operational bottlenecks into scalable growth platforms

Building a great strategy is essential but executing it through financial and operational mastery is where real value is created.

Stay tuned as we continue the Strategy 360 journey.

Other whitepapers in this series



Part 2

Powering Success: How Finance and Operations Drive SME Growth



Part 3

From Growth to Legacy: Exit and Tax Strategies for Business Owners

How can we help?

Our team is dedicated to providing you and your business with the absolute best financial advice out there. We approach each and every case from a fresh perspective, working with you to find tailored solutions that leave your business stronger than ever. With our expert analysis, we translate figures into a language you can understand. Using timely, reliable advice, our experienced team of experts devise sophisticated plans to encourage cost efficiency and growth. If you would like to discuss this research, contact our team at Fitzgerald Power today.



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