
Business Plan



Since listing on the Stock Exchange in 2004, Verticon has undergone a period of significant stress. Businesses and assets acquired as part of the original formation of the Verticon Group, and subsequently acquired, have not performed to expectation. Markets have proved difficult to operate within. Management has performed below reasonable expectations.

Verticon requested assistance from Pracsys to review the business, make appropriate recommendations as well as assisting and preparing for the future.

Outcomes

Pracsys undertook the role of developing a business plan for the next three years which was distributed to shareholders and the Stock Exchange to re-establish creditability within the market place and its stakeholders. The final business plan incorporated a review of asset base and market research to ascertain size of market, market share and anticipated revenue. Pracsys also carried out the preparation and implementation of a comprehensive financial forecasting and scenario planning model that will assist Verticon in the future.

Client: Verticon Group Limited

Pracsys Team involved in this project: Brian Cole & Michael Chappell