



The gateway to sustainable growth

The lotus is a beautiful wetland flower that begins life as a seed in muddy, murky river beds and slowly rises towards the surface, finally bursting out of the water into the sunlight where the petals open one by one as it unfolds into full bloom. During the night the lotus closes and sinks under the water, yet resiliently emerges again into the sunlight of each new day.

The lotus is also regarded as a spiritual symbol of enlightenment, rebirth and resilience . . . rising above adversity. The aquamarine colour of the First Business Wellness lotus signifies courage. Present in art, literature, and mythology in a wide range of cultures, the lotus can be seen a global symbol of all that humanity aspires to be.

First Business Wellness and the Lotus Flower

Companies endure growth pains, obstacles and difficult challenges in the ever changing murky waters of tight economies, though competition and severe financial limitations.

First Business Wellness ushers the dawn of a new era, bringing vitality, courage and resilient growth to the SME sector as enterprises capitalise on the opportunity to be nourished through the 'wellness platform'; providing the depth, experience and expertise of professionals across the full spectrum of business disciplines . . . enabling companies to blossom, petal by petal, to their full potential.

Vision

First Business Wellness is passionate about enabling small and medium sized enterprises achieve sustainable growth by offering an all-inclusive holistic and affordable service through the expertise of seasoned professionals across all business disciplines.

Strategic Objectives

1

Increase the capacity to consistently deliver high quality work timeously through a team of competent associates within the key disciplines of brand strategy, business strategy, financial, legal, information technology, human resources, public relations and risk management.

2

Develop a balanced financial framework and affordable fee structure; tailor made to serve the particular needs of every client while ensuring a sustainable business platform for First Business Wellness.

3

Develop well thought out business diagnostic techniques designed to thoroughly and efficiently assess the critical turnaround strategies for companies to attain the growth essential to achieving their full potential.

4

Create a strong FBW branding presence within the small and medium sized business sector.

5

Provide an extraordinary personal service, walking the extra mile by being constantly available, accessible and affordable; committed to serving the particular needs of clients and in so doing retain them for life.

6

First Business Wellness is dedicated to continuously remaining current in a highly competitive marketing environment by being relevant, innovative and imaginative in its endeavours.

7

Forge collaborative relationships with educational institutions and relevant training organisations with the view to offer graduates much needed business experience through internship programmes.