

PCER GUIDANCE NOTES

Business advice, development and measurement

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Unit PC13 – Provide advice and support in meeting regulatory obligations

This unit is about assisting clients with their regulatory obligations. It involves keeping up to date with changes in legislation, providing appropriate advice and carrying out the functions required to enable clients to meet their regulatory obligations. The role requires a thorough knowledge of current and proposed legislation and how it relates to clients.

Element reference	Demonstrated behaviour and examples
Element 30 Identify and advise on relevant legal and regulatory obligations	Identify and monitor specific regulations which clients must comply with Identify, monitor and control business risks associated with the legal and regulatory environment Offer accurate advice which is consistent with the regulations Advise clients on the introduction of procedures and systems that may assist them to comply efficiently with regulations Supporting clients by providing seminars and literature about their regulatory obligations
Element 31 Provide support in meeting regulatory obligations	Answer client specific queries on meeting regulatory obligations Set up a company for a client Be aware of, and be able to explain, any reasons for not being able to perform certain roles which impinge on independence Carry out the functions required in order to meet regulatory obligations, eg prepare and file regulatory returns Discuss with client any errors, omissions or misinformation and where appropriate inform the appropriate authority

Unit PC14 – Formulate business strategy, objectives and plans

This unit is about the accountant's role in assisting clients with business planning. It requires you to have a clear understanding of clients' businesses and their direction and long-term goals. You need to apply a range of business planning techniques as well as having a clear understanding of the political, economic, technological and social environment.

Element reference	Demonstrated behaviour and examples
Element 32 Formulate business strategy and objectives	Consult with clients to formulate recommendations for business strategy Analyse any internal or external factors such as budget constraints and/or competitor information Perform SWOT analysis, investment appraisal techniques, market surveys and sensitivity analysis Evaluate the organisation's capability to achieve its strategic objectives Translate business strategy into clear targets and objectives Identify suitable performance measurement criteria Communicate ideas, strategies, targets, performance criteria and recommendations to clients
Element 33 Devise business plans	Define and prepare clear business plans which enable business strategies and objectives to be realised Involve relevant personnel in the development of the plans and ensure they are aware of the benefits and constraints of specific plans Make allowances for risks and contingencies where necessary Provide details of the resources needed to achieve plans Assist clients to specify a timetable for review

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Unit PC15 – Assist clients to raise finances for business investment

This unit is about the provision of guidance, advice and assistance in raising finance. It involves helping clients to understand the financial and business implications of raising capital or debt finance. It also includes assisting clients to understand the various options of finance from different sources.

Element reference	Demonstrated behaviour and examples
Element 34 Assist clients to understand and evaluate their options for raising finance	<p>Discuss business objectives with clients and clarify the need for, and value of, raising finance</p> <p>Discuss the purpose and applicability of different ways of raising revenue and capital funds</p> <p>Clarify clients' understanding of the principles, implications and formalities of raising finance</p> <p>Investigate the finance options available and analyse the costs and benefits of each option</p> <p>Discuss finance options with clients and recommend the most appropriate options</p> <p>Introduce clients to specialist advisors and intermediaries, where appropriate</p>
Element 35 Assist clients to raise finance to achieve objectives	<p>Support clients in devising a business case for raising finance</p> <p>Assist clients to assemble the information needed to seek finance</p> <p>Support clients through the process of securing new sources of finance, eg by preparing applications for finance and attending meetings with finance providers</p> <p>Assist clients to judge the value and applicability of different offers of finance</p>

Unit PC16 – Evaluate potential business/investment opportunities

This unit is concerned with investment appraisal and requires you to assess the business risks associated with any proposed ventures. You are expected to be aware of market conditions which may impact on future ventures or investments and make suitable recommendations.

Element reference	Demonstrated behaviour and examples
Element 36 Determine the risks and benefits associated with business/investment opportunities	<p>Evaluate the potential return (including non-financial) of business/investment opportunities</p> <p>Evaluate the risks associated with business/investment opportunities</p> <p>Calculate the financial requirements for the investment opportunity</p> <p>Identifying the advantages and constraints of potential corporate action</p> <p>Ascertain the need to secure finance and identify sources from which that finance may be obtained</p>
Element 37 Recommend ways of optimising the use of assets	<p>Consider the ways that assets (cash/current assets/fixed assets) are being used to achieve the clients objectives</p> <p>Identify ways to optimise the use of these assets in the organisation</p> <p>Analyse trends and developments which may affect the way the assets are used</p> <p>Recommend ways of developing assets, where appropriate</p>
Element 38 Establish the value of businesses	<p>Advise on/agree a formula for valuation with clients</p> <p>Establish and agree a valuation of the business with clients</p> <p>Discuss and agree the valuation review period and mechanism with clients</p> <p>Prepare a valuation report</p> <p>Outline all relevant issues to clients once a valuation has been completed</p>