



OKUMM

Growing small businesses
through confident pricing

Helpful insight into the inner workings of your business through Okumm will enable you to grow your business with a flexible and profitable pricing model. Okumm will give you the confidence to know exactly what you're worth. Whether it's renovation, providing flowers at weddings, building a website or building furniture, Okumm gives you the tools to accurately calculate your costs, confidently determine a profitable selling price and optimise your model to maximize profit.

Get in touch:

francois@okumm.com
0727015168
okumm.com





About Us

We are passionate about working with up-and-coming entrepreneurs and small business owners who are excited to see their company grow, and profit from the success of growing a satisfied customer base.

We are driven to help reduce the financial pressure small business owners find themselves in as a result of little or no growth or low profit margins. We are committed to enable entrepreneurs to have a positive impact on their environment.

Drive

Entrepreneurs want to solve real problems and make a difference. They are patient and passionate. Their desire to be successful overcomes obstacles along the way. To really be successful requires a small business to have a healthy financial model that grows and adapts with the business.

Risk

An inaccurate financial model can easily result in a business being under continuous financial pressure. This can be as a result of an unknown profit margin, inaccurate cost price, misinformed financial decisions and an incorrect selling price.

Results

A flexible financial model that is set up correctly will increase the overall profitability of a business. By identifying the true costs and gross margin you are able to determine profitable selling price. Having confidence in the financial model of a business creates a healthy drive and reduces stress in the business owner.

An Okumm financial model allows you to:

Forecast the resources usage required to meet your monthly target.

Model various pricing strategies and evaluate what the effect of each is on your profitability, sales targets and market expectations.

Test various scenarios to help identify what areas of growth you can invest in next.

Our Services

Step 1

Get in touch:

- Send an email
- Give us a call

Step 2

We'll determine how we can be of assistance

Step 3

Sign up for the BETA or Let us consult

Price Assessment

We offer a free price consultation for the entrepreneur who who want to grow their business through improving their costing, pricing and financial modelling but are not sure where to start.

We will review:

- Your current pricing model and strategy implemented
- 7 principles of pricing
- How to change your prices
- 10 pricing strategies and identify which are applicable to your situation.
- How we can draw up a proposal to help your business grow

Consultation

For the entrepreneur who wants to focus on their businesses value proposition and have us take care of the financial model.

We'll create a profitable but flexible financial model on Okumm or Excel, custom to your business

We'll deliver:

- An accurate costing model
- A flexible pricing model
- Researched and implement a winning pricing strategy
- Feasible yet healthy targets and selling prices to meet your business goals
- Cash flow forecast
- Budget