

# BusinessForum

Leading Business into the future

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## member profile

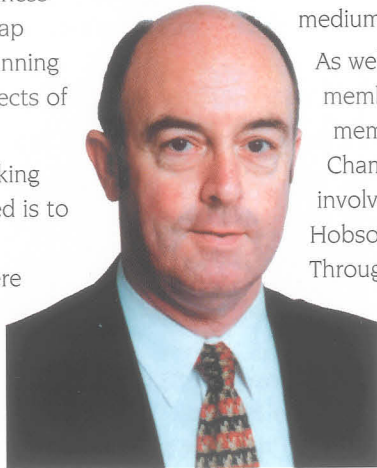
### Business program reflects a world of experience

As a Swiss diplomat for 30 years, Walter Simmen gained extensive experience in business administration and planning in several countries.

Having decided a year ago to make Melbourne his home, he has distilled that knowledge into a new style of coaching program offered to businesses through his company, Simmen & Anderson Consulting, of Altona Meadows.

The program is designed to help small to medium-sized business operators close the gap between business planning and the practical aspects of office administration.

"The challenge in making your business succeed is to keep your customers satisfied – that's where your main interest lies – while making the administration run smoothly," Walter said.



"If you had a more systematic way to tackle the administrative tasks by using the tools of modern technology to the right extent and making the loss of crucial data, information and knowledge less likely, your job would be easier and you would have more time to spend with family and friends.

"Our program achieves better efficiency, security and peace of mind in any business. What's commonplace for large corporations is now affordable and available to owners of small and medium-sized enterprises."

As well as being a VECCI member, Walter is an executive member of the Greater Western Chamber of Commerce and is involved in setting up the Hobsons Bay Business Group.

Through this contact, he recognised the need for a new, affordable service for small business owners and operators.

Walter Simmen.

Under the Small Business Efficiency Program, a dedicated specialist assesses the administrative aspects of the business and prepares a comprehensive report written in everyday language. The program runs for six months and has a set price.

"By analysing the whole complex of administration, we are able to suggest to the business owner the changes necessary to achieve a powerful administration that is as small as possible, but as big as necessary," Walter said.

"Following the individual recommendations contained in the report reduces time and effort for administrative tasks while taking into account the specific situation of each business and its owner,"

For more information, contact Walter Simmen on e-mail: [info@simmenanderson.com](mailto:info@simmenanderson.com), or on 8307 8702.