

# Send me the Manager SMTM

Media Kit, September 2011

**Thank you for taking the time to read this media kit.**

Included you will find some basic information on Send me the Manager and our founder Tom Buswell.

Should you have any further questions Mr. Buswell is available for follow up questions or interview. We are also happy to provide additional images and materials on request.

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# 1.0 COMPANY OVERVIEW

## 1.1 WHAT IS 'SEND ME THE MANAGER' (SMTM)?

We provide the skilled, reliable and efficient manager every small business needs.

SMTM gives small businesses the opportunity to hire an experienced manager without the ongoing commitment, cost and difficulty of hiring a full-time employee.

Our managers help companies grow, taking on all kinds of different tasks, offering advice, and an external perspective, saving time, cutting costs and boosting profits.

## 1.2 THE IDEA

Running a small business is tough. Owners need to be skilled in many areas and there are endless demands on their time.

SMTM is born out of the idea that wouldn't it be great if small business owners had someone they could trust to help them out.

What would that look like?

From our experience the three main areas where small business owners could use some assistance are:

### **Share the workload**

One of the biggest frustrations of small business ownership is that there is just no way that you can get it all done. Having someone to help take on some of the extra workload means that the owner can focus on the areas which need their attention most of all, safe in the knowledge that the surplus tasks are being completed efficiently and effectively.

### **External Viewpoint**

With so much going on it can be very easy to lose focus and become overwhelmed. This is where someone with experience of the challenges of small business ownership is invaluable to offer an outside perspective on the company, re-focus the owner on the truly essential tasks and help motivate when the going gets tough.

### **Industry knowledge**

It takes many years in business to learn who the best suppliers are, what are the best prices they can offer, what are the trends in the industry and how do competitors operate. Having access to all of this key knowledge from day one would be invaluable to any small business owner.

### **1.3 WHY IS THIS VALUABLE TO SMALL BUSINESSES?**

We aim to deliver four outcomes for our customers, all of which are incredibly valuable for the small business owner.

#### **Higher profits**

It should go without saying but businesses need to be profitable in order to continue operating and grow. We are experts in boosting the profitability of our customers. We find ways to reduce costs through internal efficiency seeking or improved sourcing, we find extra profits from existing sales by improving margins and we help increase sales by working with our customers to better understand their target market, it's needs and how best to communicate with it.

#### **More time and less stress**

Our customers decide which tasks they want us to take on and when. By taking on some of the most time consuming and disliked jobs we can dramatically reduce stress levels and the time required of the small business owner. Hate writing the monthly newsletter, entering all those invoices, or can't stand the sight of Facebook and Twitter? Just hand them over to your manager.

#### **Long-term growth**

It's easy to lose sight of the target and become distracted by day-to-day challenges. We work with our customers to set specific goals designed to ensure that the company is always heading in the right direction. Our external perspective gives us the opportunity to spot potential problems that are difficult to see from the inside and helps our customers avoid the most common and dangerous pitfalls faced by small businesses.

#### **Reduced risk with added flexibility**

The risk of hiring a full-time manager is pretty high. You offer a contract with salary, bonuses, benefits, paid holiday and sick leave and it's very difficult to get out of this if things don't work out. With SMTM there are no bonuses, benefits, holidays or sick days and there is no long-term risk as our customers can cancel at any time. On top of that our services can be scaled up or down as required giving the flexibility required by fast changing small businesses.

"Tom has demonstrated exceptional industry knowledge, brilliant managing and marketing skills and a rare work ethic. He always carries out his work with a superb, friendly attitude and an impressive disposition to teach and lead by example. I highly recommend Send me the Manager as an asset to any business."

**Duilio Valenti, Frantoio LLC**

## **1.4 WHAT IS THE LONG-TERM GOAL?**

The long-term vision for SMTM is to help drive human innovation and growth by making it easier for small businesses to succeed and thrive.

We aim to be working with small businesses around the globe, offering an affordable and superior alternative to hiring full-time managerial help.

We want to build our knowledge of different industries, expand the skills we have to offer to small businesses and develop a dynamic network of contacts and affiliates worldwide so that we can maximize the value we have to offer our customers.

## **1.5 WHY WILL SMTM SUCCEED?**

**We are totally committed to the success of our customers.**

We love small businesses. We believe that they are the driving force behind a better world, offering innovation, creating jobs and fueling growth. We believe that in helping these businesses succeed we are helping to create a better future for ourselves and future generations.

**We will deliver real, measurable results to our customers.**

We understand the challenges and frustrations of small business and know that we can bring our experience to improve the chances of success for small business owners. We will help minimize wasted time, energy and money while maximizing efficiency, profitability and growth.

**We are made of good stuff.**

We will build a hard-working, skilled and fun-loving team, which will be fully committed to our mission of making life easier for the small business owner. We will never accept second best and we will always aim to exceed customer expectations.

# **2.0 MISSION, VISION AND CULTURE**

## **2.1 MISSION**

We make life easier for small business owners.

## **2.2 VISION**

We aim to create a scalable business model, eventually enabling us to work with businesses around the world. We will offer a uniquely personalized service, forging long term relationships with our customers, offering advice, guidance, and the skills necessary to be of real value to the small business owner.

In time we hope to be the first port of call for startups in the United States and beyond. We believe we can make this happen by offering exceptional value to our customers and consistently excellent results.

We hope to change the way in which small businesses think about their management, making them more flexible and better suited to meet the challenges that they are facing.

## **2.3 COMPANY CULTURE & VALUES**

### **Be good people**

We will always conduct ourselves with absolute honesty, integrity and we will not forget our impact on our environment, our society and all those around us while going about our work.

### **Build relationships**

We will always build open and honest relationships with other team members, our customers, suppliers and networks.

### **Amaze everyone**

We will consistently strive to exceed expectations, always going the extra mile and never settling for good enough.

### **Learn and grow**

We will always offer opportunities to learn new things, be adventurous, creative and open-minded.

### **Remember why we're here**

We will always remember that our core reason for being here is to make life easier for small business owners.

## **3.0 TOM BUSWELL**



Born and raised in Oxfordshire, England, Tom Buswell moved to San Francisco in 2010 to follow his heart and marry his Californian girlfriend Melanie. Tom first developed a love of business working for his father and after leaving University, instead of going into the family business as expected, he decided he wanted to try starting his own company.

In August 2005 AARGHT! Ltd was born and quickly grew to a turnover of almost £500,000 and led to Tom's move into the restaurant industry in November 2006 when he opened his first restaurant, the Jam Factory. Both businesses continued to flourish and were loved by the Oxford community. Towards the end of 2009 Tom realized his future was to be in America and made the decision to sell his businesses in the UK and make the move across the Atlantic.

Now married and ready for a new challenge Tom joined Frantoio LLP, a fine dining Italian restaurant, in Mill Valley, California as restaurant manager. Within twelve months he had increased net profits by over \$100,000 but despite his excellent performance he missed the challenges of running his own business.

In June 2011 Tom left this position to start *Send me the Manager* where he could help other owners take their businesses to new heights. He now works with a variety of small businesses in the San Francisco Bay Area, helping them succeed and grow by offering specialist advice and outsourcing their non-core business activities, saving them time and increasing profitability.