

pop business

Proactive, Organised, and Personalised Accountants

For Franchisors & Franchisees













The POP Difference

An award-winning, modern, and tech-enabled accounting firm that provides holistic and pragmatic tax, accounting and advisory services for Australian businesses and their families.

Our customers love working with us because of the "***POP* Difference**:

- **Proactive** - Always on the ball and on the front foot, <24 hour responses
- **Organised** - We clear roadblocks that allow you to move and make more financial decisions effectively
- **Personalised** - Clear advice with custom strategies that fit your unique goals and challenges

POP Business excels in Tech, Franchises, E-commerce, Professional Services, Construction, Retail, Hospitality, and Medical Practices.

Trusted Experts

Since its inception in 2018, POP Business has worked, partnered, and advised over 2,000 businesses in all industries and in all life stages.

Notably, our uncompromised dedication to helping our clients succeed in business using cutting edge technology and robust high-caliber strategic advice has allowed POP Business to be known as a trusted Chartered Accounting practice and an emerging leader in the industry.

Lawpath

xero

ettitude

zeller

TURO

BizCover

INSIGHT PROPERTY FINANCE

CryptoTax CALCULATOR

The POP Leadership Team

The POP team have a strong pedigree coming from top tier Australian Accounting Firms from Pitcher Partners, Moore Stephens and Hall Chadwick. This history provides the team with strong capabilities for advice, creativity, and professionalism with a modern and tech-enabled flair.



Sidney Cachuela
Director
Chartered Accountant, B. Comm, Dip. FP, Registered Tax Agent

Expert Chartered Accountant in strategy, business models and pragmatic solutions for sales, marketing and operations.



Patrick Sargent
Director
Chartered Accountant, B. Comm, Registered Tax Agent

Expertise in business strategy and models, financial modelling, business & family group tax, leadership and business growth.



William Chen
Senior Manager
Chartered Accountant, B. Comm, M. Comm

Highly Accomplished Chartered Accountant with expertise with advanced tax strategies and advice for SMEs to Multinational Corporations.



Lee Bui
Senior Client Manager
Certified Practising Accountant, B. Comm

Award-nominated accountant and business advisor, exceptional at business structuring, tax advice, external CFO and strategic planning to create outstanding business outcomes for clients.

Modern Accounting with a Personal Touch

Digitally Advanced



Our accountants are experts with cloud technology to provide greater services without losing the valuable face to face time

True Experts



Our team of Chartered Accountants are experts from Top-Tier Accounting Firms and deliver tax effective strategies and business enhancement services to fit your needs.

Value for Money



Our pricing models ensure a competitive & transparent fee to match the enhanced quality your business needs. No hidden fees.

Organised & Personalised



We leverage technology to deliver more proactive & friendly interactions than any traditional accountants.

Peace of Mind



We partner with a diverse network of specialists to support your growth & offer guidance at every stage of your business.

POP's Value-Added Services



Tax & Accounting

- Tax Lodgements
- BAS
- Financial Statements
- Bookkeeping
- ASIC Updates
- ATO Representation



Business Advisory

- Tax Optimisation
- Business Structuring
- Start Up Advisory
- Business Valuations
- Cashflow Management
- Succession and Exits



External CFO

- Financial Health Check
- Budgeting & Forecasting
- KPI Development & Monitoring
- Financial Modelling
- Future-proofing

How we work with you

Step 1 - Initial Meeting

The POP team will meet to understand your overarching needs to ensure we can truly add value to your business.

Step 2 - Scoping

The POP team will then assess your accounting file and other relevant information to propose a tailored and accurate quote with clear deliverables.

Step 3 - Engagement

A POP Client Manager will begin supporting you to ensure a Proactive, Organised and Personalised approach is taken to delivering our agreed upon engagement.

Step 4 - Delivery

Your POP Client Manager will ensure that deliverables are on time and are explained clearly to ensure you have the ability to make prompt and informed business decisions.

Step 5 - Feedback Loop

Your POP Client Manager and the Directors are always open to hearing your feedback to ensure we can continue to deliver outstanding services and value to you.

Ready for the future?

Contact us

www.popbusiness.com.au

sid@popaus.com.au

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