

SiEra Management Consultants (Pvt) Ltd
Sri Lanka

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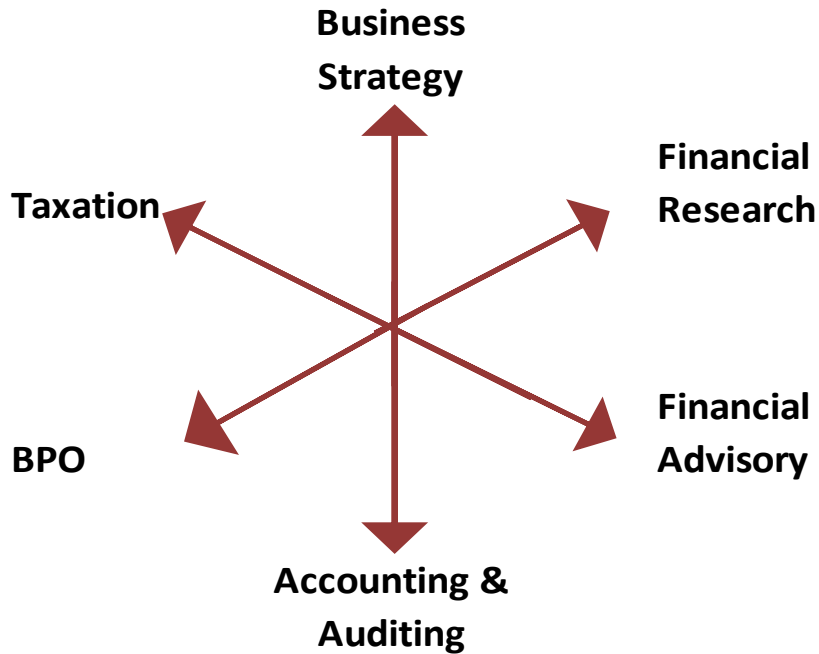
About Us

SiEra Management Consultants Pvt Ltd (SMC) is a Solution Provider for business in Sri Lanka & Overseas. At SiEra, we work with you, helping you to identify your potential and become more innovative, competitive & efficient to help you grow exponentially in the Local & global markets.

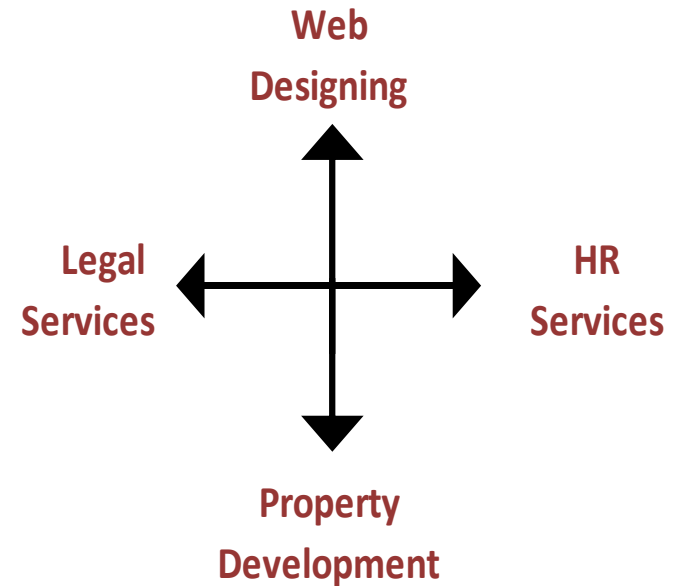
We provide various products and services to our clients to conceptualize & visualize technology driven business transformation initiatives.

What we have in store for you

Core



Ancillary



What we have in store for you

- ✓ **Business Strategy & Management**
- ✓ **Management Consultancy**
- ✓ **Accounting & Auditing**
- ✓ **Finance Process Outsourcing (BPO)**
- ✓ **Taxation**
- ✓ **Family Business Consultancy**
- ✓ **Project Report & Financing**
- ✓ **Financial Research**
- ✓ **Information Technology**
- ✓ **Legal & Secretarial Work**
- ✓ **Human Resources**
- ✓ **Marketing**
- ✓ **Business Support Services**
- ✓ **Wealth Management**

**Business Strategy & Management
Consultancy**

✓ **Strategy consulting**

- a) Strategic Planning
- b) Business Plan
- c) Strategy Implementation

✓ **Business financing**

SMC advise & arrange business financing through different methods such as,

- a) Project Proposals
- b) Bank Loan funding
- c) Debentures
- d) Venture Capital
- e) Institutional financing
- f) IPO Arrangement with leading Investment Bank

✓ Entry Strategies

SMC identifies the suitable entry strategy by following route:

- a) Working out suitable strategic options for business entry in Sri Lanka
- b) Evaluating entry options based on comprehensive analysis
- c) Advice regarding formulation of marketing strategies, market business growth strategies and working out marketing plans accordingly
- d) Strategic review and market due diligence
- e) Product launch and branding strategies

**Accounting
& Auditing**

- a) Corporate reporting
- b) Financial Statement Audit
- c) IFRS reporting
- d) Regulatory compliance & reporting
- e) Sustainability reporting
- f) Capital markets
- g) Accounting advisory
- h) Internal audit
- i) Reconciliation of Ledger Accounts & Bank Reconciliations

- a) Outsourcing Accounting Functions
- b) Payment & Receipt Out Sourcing
- c) Final Accounts & Monthly Accounts
- d) Inventory Management & Verification
- e) Financial Analysis
- f) Fixed Asset Verification
- g) Payroll Out Sourcing

**Finance
Process
Outsourcing**

Mergers & Acquisition Services

- a) Market research and analysis
- b) Target identification and investigation
- c) Preparation of information memoranda, company profiles, data rooms, etc.
- d) Preparation of business plans and financial modeling
- e) Strategic advice and deal structuring
- f) Due diligence coordination and support
- g) Valuation of companies
- h) Deal negotiation
- i) Liaison and negotiation with regulatory authorities, Financial Institutions, and other stakeholders
- j) Documentation & drafting of Agreement
- k) Debt raising and private equity financing

Business process Re-engineering

Diagnosis
Process analysis
Process Redesign
Process implementation

Performance metrics
Performance dashboard
Performance tracking and rewards

Performance management system

Taxation

- a) Direct Taxes**
- b) Indirect taxes**
- c) International tax services**
- d) Mergers & acquisitions**
- e) Sustainability & climate change tax**
- f) Tax accounting services**
- g) Tax function effectiveness**
- h) Transfer pricing**

Family Business Consultancy

- a) Strategy & growth**
- b) Business transition**
- c) Structuring of Business**
- d) Private wealth Management**
- e) Restructuring**
- f) Governance**
- g) Management Support**
- h) Accounting**

Service Package for SMEs

- ✓ **Identifying business opportunities**
- ✓ **Project appraisals**
- ✓ **Information on the current economic scenario**
- ✓ **Identifying potential business & strategic partners**
- ✓ **Review of regulatory, legal and tax environment**
- ✓ **Advising on the appropriate entry strategies**
- ✓ **Management of Recruitment and Selection Programs**
- ✓ **IT services**
- ✓ **Developing MIS & Accounting Manuals**
- ✓ **Assessing and designing internal control systems**
- ✓ **Advising & managing legal, taxation & other professional matters**

Financial Research

- a) **Competitor Analysis**
- b) **Economic Data Report**
- c) **Presentations for Managers**
- d) **Capital Market Information**
- e) **Data collection of Sectors in the**
- f) **Economy**
- g) **Company Data Collection**
- h) **Corporate Information**

Project Report & Financing

- a) **Preparation of Project Proposals**
- b) **Financial Feasibility Report**
- c) **Supporting for Project Financing**
- d) **Negotiation of Finance with Banks**
- e) **Project Management**
- f) **Apartment Financing**

Financial Research

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- b) Economic Data Report**
- c) Presentations for Managers**
- d) Capital Market Information**
- e) Data collection of Sectors in the Economy**
- f) Company Data Collection**
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Information Technology

- a) **Web Design & Maintenance**
- b) **E-Marketing**
- c) **Networking for SMEs**
- d) **Software Development for SMEs**

Legal & Secretarial work

- a) Corporate secretarial**
- b) Real Estate**
- c) Employment**
- d) Dispute Resolution**
- e) Agreements**

Human Resources

- a) Payroll Maintenance**
- b) Talent Acquisitions**
- c) Staff Outsourcing Services**
- d) Short Term Assignments**

Marketing

- a) E-Marketing**
- b) Customer Search**
- c) Customer Presentations**
- d) Bill boards and publish**
- e) Customer Survey**
- f) Product Presentations**

Business Support Services

- a) **Business recovery services**
- b) **Corporate finance**
- c) **Delivering deal value - Post & Pre deal services**
- d) **Financial due diligence**
- e) **Valuations and economics**
 - **Valuation consulting**
 - **Economics**
 - **Independent expert opinions**
 - **Accounting valuations**
 - **Modelling and business planning**
 - **Structuring services**
 - **Government Licensing for various industries**

Our Team

Sirimal Senarathne

Chief Executive Officer/Director

Mr.Senarathne holds a Master's Degree in Business Administration (Finance) from the University of Southern Queensland, Australia and a Postgraduate Diploma in Business and Financial Administration from the Institute of Chartered Accountants of Sri Lanka. He is Associate Member of the Institute of Chartered Accountants of Sri Lanka and he completed a Diploma in Information System Security Control Audit and Higher National Diploma in Software Engineering. Also, he completed Diploma in Marketing Management in the University of Sri Jayawardenapura, Sri Lanka.He is a Rotarian.

He has 15+ years of experience in Finance & Banking, Investment Banking, Accounting & Auditing, Portfolio Management, Project Finance, Budgeting, Management Consultancy, Marketing and Healthcare. He worked at Ernst & Young, Sri Lanka and Maldives, National Development Bank PLC, John Keells Stock Brokers (Pvt) Ltd, Millennium Capital Management (Pvt) Ltd ,SIGMA Group in Saudi Arabia and Ceylon Hospitals Plc. (Durdans Healthcare Group)

Ruchira Perera

Partner/Consultant

Mr.Ruchira Perera holds a Master's Degree in Business Administration (Finance) from the University of Southern Queensland, Australia, a Fellow Member of the Institute of Chartered Accountants of Sri Lanka and Associate Member of Institute of CPA, Australia. Currently Studying for a PhD in Finance and Management, University of Waikato, Hamilton, New Zealand.

He worked at Cargills Ceylon Ltd,Millers Brewery Limited, Kotmale Holdings Plc, Lion Brewery (Ceylon)Plc, Brandix Lanka Ltd, John Keells Plantations Ltd, Ernst & Young and BDO Burah Hathy,Chartered Accountants.

His experience ranging from finance and accounting, audit, management consultancy, Budgeting and portfolio management. Presently he is operating from New Zealand.

Ruwan Karunaratne

Consultant

Mr. Karunaratne holds a MBA in Finance from the University of Colombo and is a Member of The Institute of Chartered Accountants of Sri Lanka and Certified Management Accountants of Sri Lanka.

He is a senior financial professional with more than 18 years of experience in the field of finance and general management in Financial Services, Restructuring Companies, ICT relating to e-commerce and ERP solutions, Construction Projects in both private and public companies and Tax consultancy and Audit. He is Proficient in developing financial and operational strategies for group companies including central treasury operations, financial reporting, managing internal finances as well as implementing controls and procedures for improved business operations.

He worked at Ernst & Young, Pinnacle Engineering Services (Pvt) Limited, Ceylinco Sriram ,ASCOT Holdings/Boston Capital, Roomsnet International, Environmental Resources Investments, Novel Investments, QEG Lanka (Pvt) Limited.

He is a Director Investments at Jupiter Capital Partners and Serves as a Board Director of Pinnacle Engineering Services (Pvt) Limited, Boost Hotels (Pvt) Limited, Novel Investments (Pvt) Limited and RWN Technology (Pvt) Limited. He serves as a director in Sri Lanka Tourism Board.

Laknath Jayawickrama

Tax, Regulatory & Legal Consultant

Mr. Jayawickrama holds a Bachelor's Degree in Accountancy and the Bachelor of Laws degree in Sri Lanka. He is also an Associate member of the Institute of Chartered

Laknath is Tax & Legal services Consultant and provides services to many local & international clients. He has wide experience in services for large and multinational clients.

The background of Accountants in Sri Lanka and Attorney-at-Law of the Supreme Court in Sri Lanka, allows him to offer attractive solutions to his clients in diverse areas.

Laknath has over 17 years of experience in Sri Lanka and overseas. He commenced his career with PricewaterhouseCoopers (PwC) - Sri Lanka and later served with PwC - Southern Africa and PwC - East Asian offices. He was also heading an International Tax Division of a large conglomerate based in Singapore.

His specializations include, local and international structuring, M&A, transfer pricing, tax & regulatory compliances, Tax planning and Regulatory defense.

P.Prabagar

Consultant

Mr.Prabagar a Associate Member of the Institute of Chartered Accountants of Sri Lanka and Associate Member of Association of Chartered Certified Accountant, United Kingdom.

He worked at Ernst & Young officers in Sri Lanka, Oman and United Kindom and Santander Bank in London, United Kingdom.

His experience ranging from finance and accounting, audit, management consultancy, Budgeting and portfolio management.

P. Vidanapathirana

Labour/Legal Consultant

Mr.Vidanapathirana holds a Bachelor's Degree in Science from University of Ruhuna and Attorney at Law from Sri Lanka law collage.

He has more than 20 years of experience in Labour Consultancy, Company Formation, Property and HR Management.

Dimuth Dunusinghe

IT Consultant

Mr.Dunusinghe holds a Master's Degree in Business Administration (General) from the University of Sri Jayawardanapura, Sri Lanka, MSC in University of Westminster in United Kingdom.

He has 12+ years of experience in Information Technology and Project Management. He worked at DCSL, Lanka Bell, Sri Lanka Insurance, Phamaed and Omak Technologies (Pvt) Ltd.

He is a director of Novel Investments(Pvt) Ltd and Boost Hotels Software Solutions (Pvt) Ltd.

R.D Udayanga Perera

IT Consultant

Mr.Udayanga Perera holds a Bachelor's Degree in Bsc Special Honours degree (Information Technology) from Sri Lanka Institute of Information Technology (SLIIT).

He has more than 5 years of experience in Creating Web pages to Hospital ERP System, Creating e-flyers /gift vouchers / banners / Posters etc, Create and maintain hospital social media (Facebook, twitter, Google+, LinkedIn) pages, Coordinator of the hospital websites, Coordinator and maintain the hospital mobile application, Design & Develop web sites.

His technical experience for Operating Systems (Windows 2000/ XP/2007, Linux),Web Technologies (PHP, MYSQL, HTML, XML, CSS, JavaScript, ASP.NET),Database Systems (Oracle, MS SQL Server 2000/2005, MS Access, MYSQL),IDEs (Visual Studio.NET),Other Tools (Rational Rose, MS Project, MS Office),Familiar with Object-Oriented Analysis and Design with UML, Macromedia Dream weaver, Graphics (Photoshop, Illustrator, CorelDraw, PageMaker),Audio Editing (Cool Edit Pro).

Whom Do we serve

We serve the client in from diverse field such as:

- ✓ Finance & Investments
- ✓ Boat Manufacturing
- ✓ Power & Energy
- ✓ Pharmaceutical & Healthcare
- ✓ Education
- ✓ Fund Management
- ✓ Importers & exporters
- ✓ Media, Printing & Publishing
- ✓ Real Estate Developers
- ✓ Automobile Parts
- ✓ Agriculturist & Fisheries
- ✓ Finished Goods Manufacturer
- ✓ Banks
- ✓ NGOs & INGs



Our Clients

1. Hairu Group of Companies (Investments, Boat Manufacturing, Power & Energy, Engineering, Real Estate and Hospitality)
2. Prestige Group Lanka(Pvt) Ltd
3. PG Construction (Pvt) Ltd
4. Fairway Holdings
5. OSIA Group ,Singapore
6. Laoma Resorts ,Maldives
7. Kenrich Finance (Pvt) Ltd
8. Hemas Hospital
9. Timex Garments
10. Rising Star (Pvt)Ltd
11. Vogue Jewellery(Leading Jewellery Co. in Sri Lanka)
12. Union Chemist (Pvt) Ltd
13. Acqua Jet (Pvt)Ltd
14. Kumudu Hospital (Pvt) Ltd
15. Ugantha (Pvt) Ltd
16. STEGO Holdings (Pvt) Ltd
17. EMP Holdings (Electrical Switch Boards, Cabal Management Systems & Accessories, PVC, Engineering Produ
18. Sussex Educational Services Ltd
19. American Trade & Technology International Inc.
20. Ceylon Digital Trading (Pvt) Ltd
21. New Seka
22. SMACK SERA (Pvt) Ltd

Partners

- Acuity Partners
- NDB Investment Bank
- Jupiter Capital
- BDO Partners
- Emerald Funds (NDB ZEPHYR Partners)

Contact Us

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