

# Chalandra (Charlie) Naidoo

Profile - Independent Contractor & Implementer

A charismatic individual with experience in multiple industries that has a strong reliance on technology solutions for customer acquisition and growth. I bring passion and personality to all life and work experiences. Whether working with corporates or start-ups, I favour all interactions to be light hearted yet professional.

I believe that great people, smart work, proper planning, good communication and an eye open to change will pave the road to success. Business professional seasoned in the functional areas as described here.

## 2. BUSINESS MODELLING

Taking direction from the strategy decided by business boards and executive committees, I validate their decisions with Market Research and Analytics, Market Segmentation exercises and suggest new Product Introductions and Customer Acquisition strategies. I also add value here by documenting business strategy and drafting Financial Forecasts and Budget spread sheets to be formalised by accounting professionals. Where required, this work can extend to the creation of business whitepapers.

## 4. BUSINESS DEVELOPMENT

More so to the creation of a sales pitch; with a warm yet strong personality, I convey the value proposition of your business to new customers, partners, marketers, investors and endorsers with confidence. I have the EQ skills that better my IQ, making negotiation, relationship building and account management some of my better traits.

## 1. BUSINESS ADVISORY

Independent advisor to sole proprietors, business boards and executive committees workshopping to define or refine business strategy. I assist with identifying most appropriate business structures (legal and people) as well as work with clients to unpack growth opportunities (new customers, investors, franchising, financing and partnerships). I also look at operational processes and suggest reengineering strategies to improve business performance. I round off my advisory with the creation of a solid road map, timelines to meet objectives, setup reporting and feedback mechanisms for business leaders to achieve their goals.

**Note: I ideally prefer to couple my advisory services with one of the four execution services below.**

## 3. STRATEGY IMPLEMENTATION

From my many years of experience in programme and project management; and people development, I will unpack your business strategy into executable sub projects, structuring the organisation for operational and execution excellence (Organisational Development). I will lead business and technology projects using agile practices, coordinating with partners to ensure that the overall business solution is positioned correctly, building rapport with external vendors to support business objectives as well as balance customer requests and requirements with technical constraints.

## 5. EXECUTIVE ADMINISTRATION

Most small to medium businesses find it difficult to find time for executive administration. This is where I come in to assist with paperwork and documentation for the purposes of (but not limited to) applications for business finance, investment packs and endorsement requests. This extends to the creation of internal company policies and procedures, client terms and conditions and business contracts.

**What does your business need?**

Email: [info@chalandra.com](mailto:info@chalandra.com)

Web: [www.chalandra.com](http://www.chalandra.com)

Mobile: +27 84 445 5057

LinkedIn: <https://www.linkedin.com/in/chalandra-charlie-naidoo-2083a649/>