



Finance &
Outsourcing.
Simplified.

Smarter Finance. Stronger Growth.

Outsourced finance & advisory services for growing South African SMEs.

Empowering South African SMEs

THE CHALLENGE

Why SMEs struggle with finance

Many growing South African SMEs do not have access to a dedicated finance function or strategic financial expertise. This leads to poor cash flow visibility, compliance risks, and missed growth opportunities. Yet hiring a full-time CFO or finance team is often not feasible at this stage.

Cash flow

Strong cash flow provides the foundation for sustainable business growth.

Limited financial visibility

Timely financial reporting supports confident business decisions.

Growing complexity

Growing businesses need finance expertise that evolves with them.

OUR APPROACH

A scalable finance partner, not just a service provider

AFA becomes an extension of your business, providing outsourced finance expertise tailored to your needs. We combine experienced professionals with modern cloud technology delivering CFO-level insight through a flexible and cost-effective outsourcing model.

Accounting & compliance

Accounting, tax, payroll and statutory reporting.

Financial planning

Budgets, forecasts, cash flow management.

Advisory & strategy

Growth planning, funding readiness, KPI dashboards.

OUR SERVICES

What we deliver

Accurate accounting

Accurate, timely records using cloud-based platforms.

Tax & compliance

SARS submissions, VAT returns, annual financials.

Payroll management

End-to-end payroll processing and statutory submissions.

Cash flow forecasting

Rolling forecasts with scenario planning.

Actionable management reporting

Monthly dashboards with KPIs that drive decisions.

Strategic CFO advisory

Strategic guidance on funding, growth, and governance.

HOW WE WORK

A proven approach to financial success



Discovery

We assess your finance function, business goals and operational requirements.



Onboarding

Systems setup, data migration, team intro.



Delivery

Monthly cycle of reporting, compliance & advisory.



Growth

Evolving scope as your business scales.

TECHNOLOGY

Cloud-powered finance

Work smarter with secure, cloud-based accounting solutions that provide real-time financial visibility, seamless collaboration and scalable technology designed for growing businesses.



WHY AFA

What sets us apart

Experienced finance professionals supporting SMEs across South Africa.

SA-focused expertise

We understand SARS, B-BBEE, and the regulatory landscape South African SMEs navigate daily.

Scalable engagement

Start with accounting. Add advisory as you grow.

Dedicated team

A named accountant and relationship manager, not a faceless call centre.

Real-time visibility

Cloud dashboards you can access anytime, from anywhere, on any device.

WHO WE HELP

Supporting growing South African businesses

We work with businesses that are:

- Looking to improve financial visibility and reporting.
- Spending too much time on day-to-day finance administration.
- Preparing for growth, investment or expansion.
- Seeking a trusted finance partner to support long-term success.
- Reduce key-person dependency within the finance function.

READY TO GROW WITH CONFIDENCE?

Let's build a smarter finance function together.

Whether you need support with accounting, payroll, financial reporting or strategic CFO services, our team is ready to help you build a finance function that grows with your business.

info@afa.co.za | +27 (0) 10 013 4277 | www.afa.global

