



**SUPERNICE
TALENT**

**SAVE. TIME.
SAVE. COSTS.
SAVE. WORKLOAD.
SAVE. STRESS.**

A SUPER NICE CRUNCH PTY LTD & SUPER NICE CRUNCH (PVT) LTD PRODUCT

CONTENT

- 01** WHAT TO EXPECT WHEN OFFSHORING
- 02** THE HIRING PROCESS
- 03** THE ONBOARDING PROCESS
- 04** HOW DO WE MAKE MONEY
- 05** WHY SRI LANKA
- 06** FAQs
- 07** MISSION
- 08** TEAM

WHAT TO EXPECT WHEN OFFSHORING

Offshoring isn't for everyone and no one ever said it is easy (well too easy ;)

It requires great communication, the ability to "let go", being okay with more than one go at getting it right and most importantly, purpose. Without those 4, this will likely be a failure and we would not recommend progressing.

You can't eat your cake and have it too, but this comes pretty bloody close.

COSTS

Australian equivalent is likely to be 8-12x more expensive. For example a CPA Accountant in Sri Lanka might have an hourly rate of \$9.95, compared to an Australia CPA's \$72 Incl Super hourly rate. Annual savings would equal \$126,000.

After a 6 month probation period, it is normal in Sri Lanka to receive a 8-12% pay rise as a reward to promote productivity.

After this pay reviews are conducted annually. In Sri Lanka it is also common to pay bonuses out at Christmas. We do not recommend paying bonuses throughout the year. All bonuses & payrises go 100% to the employee.

QUALITY OF WORK

You can expect a slightly lower quality of work that is more often than not caused by bad processes. Our subjective opinion is that Sri Lanka's will generally follow processes more accurately than their Australian counterparts but will struggle more with unplanned situations.

SCALABILITY

One you have taught your first employee, they will teach all new staff. This model means work upfront that delivers dividends into the future. Never train another employee again, can you imagine that !

PRODUCTIVITY

Unlike quality of work, it is our opinion that productivity overall is much higher in Sri Lanka. Our experience has been that Australian employee's are very easily distracted and are much more likely to miss deadlines and targets.

COMMUNICATION

If you are familiar with running a decentralized team (remote team), then offshoring will almost have no impact on your current communication. If you have never run a remote team before it can be a challenge at the start, but should become quite naturally within 1-2 months.

WHAT HAPPENS IF IT GOES WRONG

If you don't like any candidates after a 2 rounds of interviews you will have nothing to pay. We don't have upfront recruitment costs like most companies who charge \$5k to lock you in. And it doesn't stop, if you don't like what your experiencing in the first 2 months you can pull out anytime !

THE HIRING PROCESS

Step n° 1

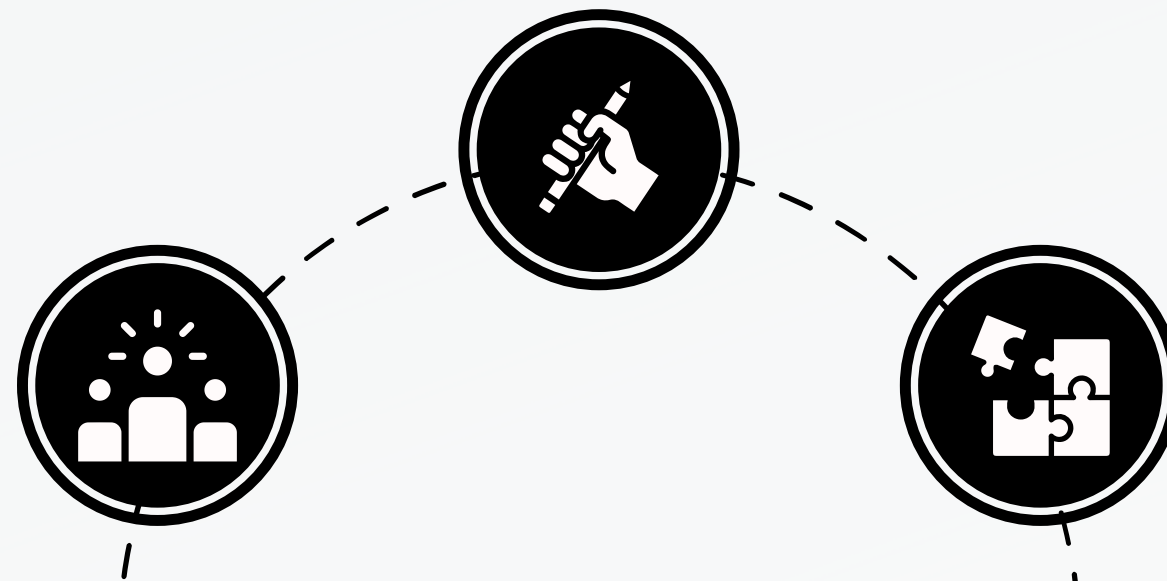
We meet with you to understand the best talent fit for your business and create a talent "profile". We then go to market with the talent profile and interview up to 60 applicants.

Step n° 2

We will conduct all interviews at not cost to you, in which we will then present the best 3 applicants in a live interview. Normally we will present a low, mid and high range salary applicant.

Step n° 3

Once you have chosen an applicant our team will do due diligence, background checks, salary negotiation and complete all local legal employment obligations. During this period our team will support you during onboarding. If you don't enjoy the experience we can either go back to market and look for another applicant, or you walk away scot free!



THE ONBOARDING PROCESS

01

DAY 1

Our team will hold your hand for most of day 1. This is an important day to establish access and an understanding of the team and business.

02

WEEK 1

In week 1 the best way to start your employee is to get them to write the operations manual to your business. You know that pesky thing you have always meant to do ! It is a great way for them to learn the role and for you to create an everlasting document

03

WEEK 2

By the end of week 2 your employee should be actively completing low hanging tasks without oversight and the training wheels should be close to coming off.

04

WEEK 5+

By week 5+ we would consider the employee ready to take on any tasks within their scope and be completely competent at any taught tasks.



HOW DO WE MAKE MONEY?

Much like you, we are also a business.

As such we charge a premium on the employees salary and this is how we make money. Most offshoring companies charge well over \$5,000 for recruitment, about 2 x the employees salary and lock you in for 3 years. We do not. We have a much longer term vision that supports you through affordability and the employee by passing on almost all of the pay to the employee.

We end up making about \$85-90AUD per employee per month profit. From our margin we cover things

- part of the EPF and ETF which is the equivalent of Super and PAYG in Australia
- Foreign exchange costs & risks - We take payment from you in AUD and cover the costs to get it to the employees in LKR (the local currency). The LKR is also very volatile and we take on all the Forex risk for you.
- Local taxes, registrations & overheads - We do everything by the book so our Sri Lanka Company (a Pvt Ltd) pays lots of local taxes and registrations as well as our Australian Company (a Pty Ltd)
- Overheads - our team spends a lot of time supporting your staff member whether it be recruitment, training, solutions or more. Did you know every day our team leaders will be available for one hour with your employee, assisting them with troubleshooting before they come to you with questions. We also use about 100 human hours during the onboarding process
- Many more other overheads costs such as rent, employee rewards, virus protection, software costs and more

WHY SRI LANKA

Sri Lankans' renowned drive and their ethos of "Kandayam Kada" (work like the hill) perfectly aligned with our commitment to excellence.

Like most companies, Supernice.au began our offshoring journey in the Philippines. Frankly, it was a disaster. It seemed our offshored employee was working for multiple people, the overseeing company was shady, and we even heard reports of them not paying their staff. Deadlines constantly slipped through the cracks, and our Filipino team, always polite, would often assure us they understood tasks, only for us to discover later that there were gaps. This is not a broad paint brush but just our experience in the Philippines which repeated itself 3 times. It just did not work for our team.

In our pursuit of a better solution, we turned to the accounting community for advice. Sri Lanka came highly recommended. Enter Ash, our first Sri Lankan hire, who not only met our expectations but surpassed them. Years later and over 50 staff, we are now in business with Ash.

Sri Lanka at a Glance:

- Ancient History: Sri Lanka's rich past dates back over 2,500 years, marked by ancient kingdoms like Anuradhapura and Polonnaruwa.
- Buddhism: Introduced in the 3rd century BCE, it greatly influenced the island's culture.
- Colonial Footprint: Sri Lanka saw a succession of Portuguese, Dutch, and British rulers until independence in 1948.
- Civil Strife: A devastating civil war raged from 1983 to 2009, rooted in ethnic differences.
- Today's Sri Lanka: A focus on development post-war, the nation is future focused community of hard work and growth.

Australia & Sri Lanka: Shared Threads:

- British Influence: Both faced British colonialism, shaping their governance and systems.
- Diverse Societies: Each country celebrates a tapestry of ethnicities and cultures.
- Cricket Love: A beloved sport, fostering friendly competition.
- Democratic Values: Both prize democratic governance, free press, and judicial independence.
- Emphasis on Education: High literacy and educational values reign in both nations.
- Nature's Charm: Rich in natural beauty, both nations allure tourists worldwide.
- Core Values: Peace, community, and family are deeply cherished.

FAQS

🕒 **Working Hours:** We follow an alternative schedule like 6:30 AM to 2:00 PM, aligning with international time zones, as seen in the case of some outsourcing companies (e.g., 11:00 AM – 6:30 PM Australian Eastern Standard Time or Australian Eastern Daylight Time, depending on the season).

🇺🇸 **Public Holidays and Alignment with Australian Calendar**

In some Sri Lankan offices, especially Super Nice T closely engaged with Australian clients or business operations, employees primarily follow the Australian holiday calendar rather than the Sri Lankan holiday calendar.

This means that we observe Australian public holidays such as Australia Day, Anzac Day, and others, aligning their work schedule with their international counterparts to facilitate smoother communication and workflow across time zones.

This flexibility reflects the adaptability of Sri Lankan office culture to meet the demands of a globalized work environment and enables efficient collaboration and customer service with Australian partners and clients.

🎉 **Bonuses:** Annual bonuses are a common practice in Sri Lankan companies, typically awarded in December.

These bonuses serve as a token of appreciation for employees' hard work and dedication throughout the year.

🎂 **Employee Celebrations:** We celebrate employees' birthdays, creating a sense of camaraderie and boosting morale within the team.

These celebrations can range from small gatherings to more elaborate events.

🚀 **Team Engagement:** To foster a sense of unity and relaxation outside the workplace, Sri Lankan companies frequently organize staff meetups and outings.

These events provide opportunities for team members to socialize, strengthen their bonds, and recharge.

MISSION

60% Goal

First and foremost, we want you to cut your costs, time, workload & stress by 60%.

Scalability

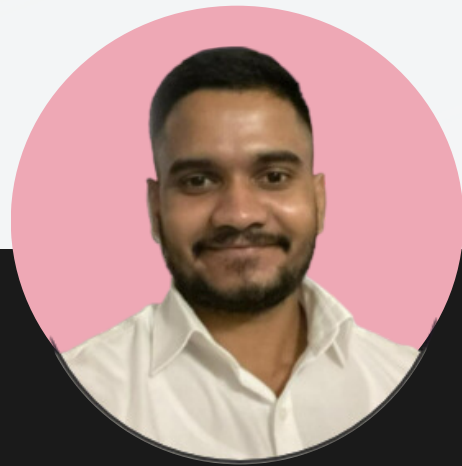
We want you to only have to train your first employee, and then use that employee to scale

Sustainability

We want to ensure employee happiness and engagement by creating a great working environment with fair compensation

**THE SUPER NICE
60% GOAL**

MANAGEMENT TEAM



Managing Director
(Sri Lanka)

ASHAN SENEVIRATNE



Managing Director
(Australia)

ISAAC FRENCH



Managing Director
(Australia)

MATT PROELLOCKS