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The Deal Group of Companies

Effective end-to-end business solutions

Operations Optimisation, Franchise Development and Growth Strategy

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OUR OBJECTIVE IS TO BUILD STRONG, RESILIENT BRANDS AND EMPOWER BUSINESS EXPANSION

Our vision is to build strong, resilient brands that thrive in today's competitive landscape. With over 28 years of expertise, we specialise in helping both early-stage and mature businesses adapt to market demands and address current challenges to maintain sustainable business models.

We understand that every business has unique needs, which is why we customise each service to align with your specific goals. Our comprehensive approach covers every aspect of strategy development from consulting, operational analysis, board meeting insight, financial modelling, streamlining operations, digital and technology enhancements, franchisee development and lead generation, franchise recruitment and growth and exit strategies.

The Deal Group provides full end to end business solutions ensuring that your brand is positioned for long-term success.

At The Deal Group, your success is our success. We're focused on helping you build a strong market presence and grow your business, our goal is to provide practical solutions and expert guidance to support your business long-term success.

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WE CRAFT THE STRATEGY AND FRAMEWORK FOR A THRIVING BUSINESS.

We identify the most efficient approach to enhance your business by unifying all components of your strategy. We meticulously address the specifics and propel your business to greater heights.

Our expertise spans:

- Franchise Program Development (Full end-to-end process)
- Operational Enhancement
- Strategic Planning and Board Meeting Insight
- Financial Analysis
- Digital Operations Manuals
- Business Sales & Franchisee Lead Generation
- Expansion, Leasing and Key Property Targets
- Franchise Documentation (aligned with specific franchise lawyers protecting clients interests)
- Market Entry (Local, State, National, Global)
- Investment and Exit strategies

We collaborate closely to define your expansion goals, refine your value proposition, and identify market opportunities.

CORE FOUNDATION OPERATIONS MODULES

People &
Culture

Operations

Finance &
Economics

Marketing &
Brand

Customer
Proposition

Supply Chain
& Vendors

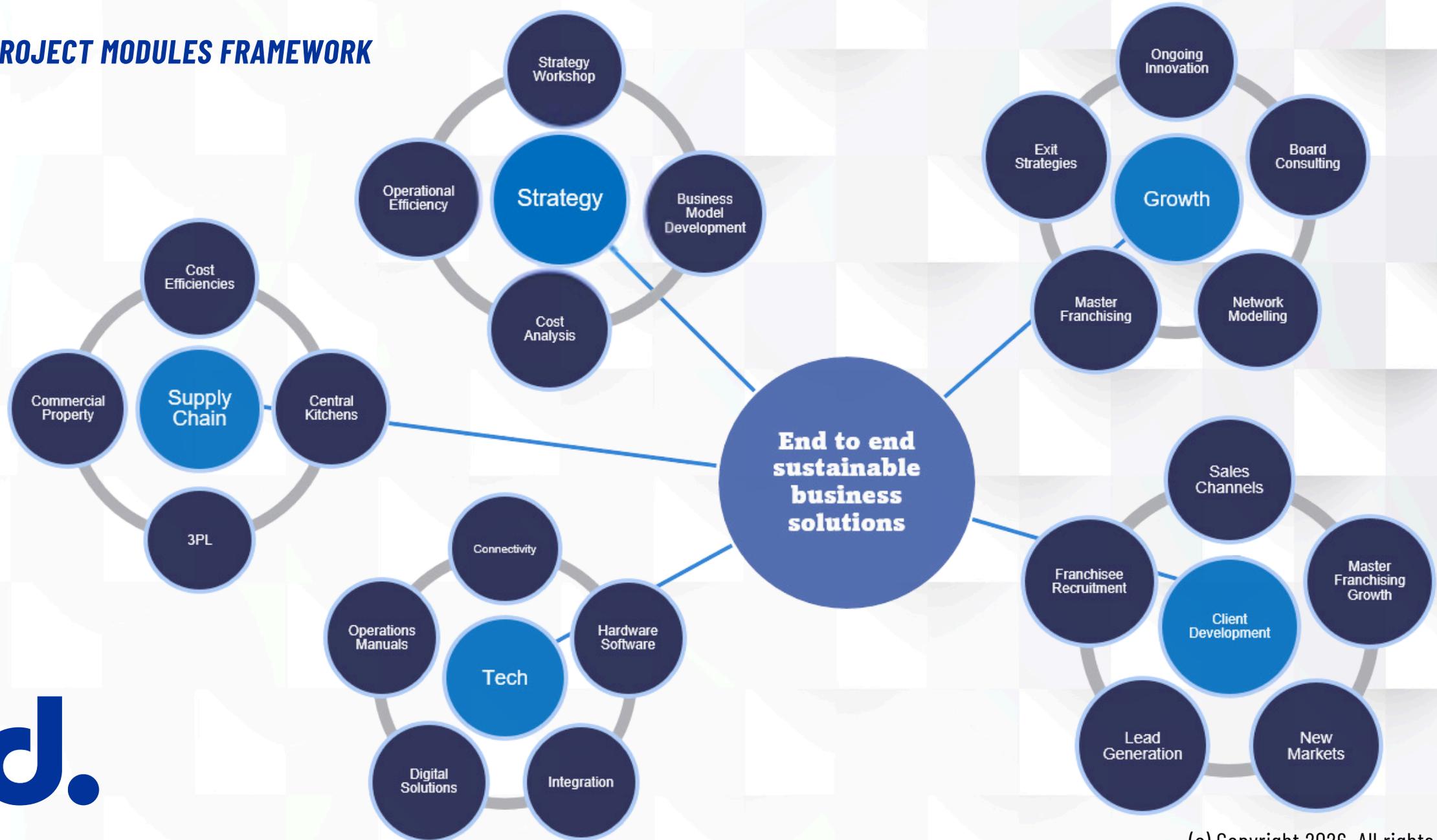
Governance
&
Compliance

Technology &
Smart Ops

Franchisee
Journey
(if required)

Growth
Readiness &
Scalability

PROJECT MODULES FRAMEWORK



Why Partner With Us?



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Proven Operational Expertise – We specialise in establishing strong operational foundations and turning strong independent businesses into scalable, profitable networks.



End-to-End Capability – From strategy and financial modelling to legal frameworks, recruitment and smart ops technology we provide a fully integrated solutions.



Commercially Driven Outcomes – Every recommendation is tested against commercial reality, profitability and long-term enterprise value.



Future-Ready Systems – We design frameworks that grow with your business, protecting IP, preserving value and enabling expansion.



Smart Operations Technology – We bring modern platforms to streamline tasks, enforce compliance, and reduce overheads so your network grows efficiently and transparently.



Tailored Approach – We know no two businesses are the same. Our methodology adapts to your unique culture, structure and goals.



Trusted Industry Experience – Backed by decades of advisory, franchising and growth strategy expertise, supported by proven methodologies and strategic alliances.

Your investment:

FREE INITIAL ASSESSMENT

Why it exists

- To give you a clear, objective snapshot of your business today, highlighting where the gaps are, where the opportunities lie, what needs to be prioritised, before you commit resources.

Why we do it

- We believe the best businesses are built on solid foundations. Our free assessment helps you see what's already strong and what needs work, so you can strengthen your operations and determine growth strategies with confidence, not chaos.

What we actually do

- Benchmark your current operation against our Core Foundation Operations Modules.
- Pinpoint the few critical gaps that hold operations back and the projects you can set as priority.
- Growth stress-test feasibility: can this scale as-is, what must change and in what order?

What you are provided with

- A readiness snapshot (green/amber/red across core modules).
- Confidence to decide before committing to more in-depth services.

Who it's for

- Owners and brands who want commercial perspective, not spin, especially brands in the early stages or established multi site operations, franchising or in the next phase of growth expansion in the next 3-12 months or 3 - 5 years, in order to ensure the right pathway and roadmap is in place.

Time & cost

- 45-60 minutes  (sometimes longer!) . No fee. No obligation. High value, Maximum clarity.

Next Steps

- Book your assessment. We'll send a short pre-check so the session is sharp, practical, and outcome-driven.



Flexible payment and billing options:

To help support budgets and cashflow, a discounted flat rate for blocks of prepaid hours and monthly retainers. This allows us to deliver on-demand consultancy and support as needed, act as an extension to your current team.

Option	Hours	Rate	Type
Casual	PAYG	TBD - After initial assessment	On Demand
Retainer	SET + PLUS	TBD - After initial assessment	3- 6 month engagement (2 upgrade or downgrade options during period)
Package	SET	TBD - After initial assessment	6 month - 36 month engagement
Custom	SET	TBD - After initial assessment	1 - 6 months



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Harry Proskefalias

OUR PEOPLE

EXECUTIVE PARTNER, SENIOR DIRECTOR AND HEAD CONSULTANT

With over 28 years of extensive experience in business operations, franchise management and strategic growth, Harry Proskefalias stands as a leading expert in the FMCG, Retail and F&B business sectors. Harry is a rarity in the industry, possessing a broad skill set that spans the commercial, operational and recruitment aspects of franchising. Having been a multiple-site business owner in retail and F&B, wholesale distribution and importing, franchisee, franchisor, senior corporate executive and director, Harry uniquely identifies with all perspectives of the business and franchising world, making him an invaluable partner for clients at any stage of their business journey.

Harry's leadership is characterised by his deep understanding of the business model and his hands-on approach to consulting. His strategic thinking, combined with a strong emphasis on operational efficiency and financial modelling, makes him an indispensable asset. Having worked with start-ups and multi-nationals across various industries, including; retail, hospitality, wholesale, importing, tourism, professional services and government departments, Harry brings an impressive work ethic and tireless dedication to his clients' needs. He is passionate about seeing his clients grow and takes pride in forming a key part of their success journey. His extensive experience in developing core strategies and operational frameworks across diverse industries ensures that his consulting services are both versatile and highly effective. Beyond his individual expertise, Harry has cultivated strong networks with other top-tier consultants who bring strengths in key areas critical to small and medium-sized businesses.

Whether it's operational efficiency, marketing, legal compliance, financial planning, business sales, exit strategies and new technologies, Harry's extensive connections allow him to assemble the perfect team to meet the specific needs of his clients. This collaborative approach ensures that clients have access to a comprehensive suite of services, enhancing their ability to succeed in today's competitive market. Harry is not only a strategic thinker but also a mentor and motivator. He is deeply committed to the success of his clients, taking the time to understand their unique challenges and aspirations. His collaborative approach fosters strong, long-lasting relationships built on mutual respect and a shared vision.

With Harry at the helm, clients can be assured of a dedicated partner who is as invested in their success as they are.

EXPERIENCE WITH THE FOLLOWING BRANDS & GOVERNMENT AGENCIES



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