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# Happy Goods Inc.

Case Study Highlight



# Background *Overview*

Happy Goods Inc., based in Austin, Texas, is a dynamic hospitality group managing five distinct catering and restaurant brands. Over the first 25 years, their internal accounting team effectively supported the company's growth. In that span, they grew from a catering company to a multi-unit restaurant group, making eight figures in revenue. However, as Happy Goods continued to expand and their operational complexities increased, the need for more advanced financial expertise became apparent. The situation became critical when their controller announced their resignation, leaving a leadership and financial oversight gap.





# The Challenge

As Happy Goods expanded its footprint in the Austin area, the company faced several significant challenges:

**Scaling Finance Operations:** The existing accounting team lacked the experience to establish standardized operational and procedural frameworks required for the next growth phase.

**Leadership Void:** The impending departure of their controller created an urgent need for seasoned financial leadership.

**Financial Strategy:** Happy Goods needed to secure competitive financing for expansion while improving cash flow management and profitability.



# Strategy & Execution

Strata Cloud stepped in as a fractional CFO and financial advisory partner, executing a comprehensive strategy to address Happy Goods' challenges:

## Financing

### Impact

*This collaboration resulted in potentially over \$420k in interest savings during the first ten years of the loan.*

- Leveraged banking contacts to secure a highly competitive rate on an expansion loan.
- Collaborated with the Executive Team and banking executives to structure the loan to best fit Happy Goods' expansion project.





# Strategy & Execution

## Financing

### Impact

*Our advisory role ensured better decision-making, aligning financial strategy with business goals*

- Integrated into the Executive Team, providing leadership and strategic direction to the finance team.
- Established regular meetings to track progress and prioritize weekly, monthly, and quarterly goals.
- Served as a trusted advisor during critical business growth decisions, offering expert financial guidance.



# Strategy & Execution

## Accounting Process

### Impact

*Accurate real-time financial data empowered Happy Goods to make timely growth decisions, staying ahead of competitors and capitalizing on profit opportunities.*

- Enhanced the accuracy and timeliness of financial reporting, reducing the financial review period from a 6-month lag to drafting financials within a week of a closed period.
- Provided direct bookkeeping support and identified necessary adjustments to financial statements.



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# Strategy & Execution

## Vendor Negotiations

### Impact

*This negotiation saved the company over \$60k in occupancy costs within the first 12 months, preserving cash flow and enabling readiness for further growth opportunities.*

- Led negotiations with the landlord of their most seasonally affected location, aligning base rent with sales levels and proposing a flexible structure.



# Strategy & Execution

## Employee Incentives

### Impact

*Company profitability increased by 157% year-over-year, with enhanced team morale and a stronger sense of camaraderie reported by management.*

- Designed a bonus structure to incentivize management staff at individual locations while fostering a sense of unity and collective company growth.



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# Results

Through Strata Cloud's strategic process and powerhouse company operations, Happy Goods Inc. has solidified its position as the premier hospitality group in East Austin. The company successfully navigated its expansion, secured favorable financing, and optimized financial operations. As a result, Happy Goods continues to thrive, expanding into new markets while maintaining financial stability and profitability.

## *Conclusion*

Strata Cloud's partnership with Happy Goods Inc. exemplifies the transformative impact of expert financial leadership and strategic execution. By addressing critical challenges and providing tailored solutions, Strata Cloud enabled Happy Goods to achieve sustained growth and success in a competitive market in an industry that is known for typically having razor-thin margins.



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