



RGCC

GLOBAL

E-BOOK · CLIENT GUIDE

How we will work together

A clear, straightforward guide so you know exactly what to expect at every stage — from first contact to results.

We find the solution. And bring the team that delivers.



RAFFAEL COUTINHO

Executive Consultant | Operations & Finance

WELCOME

BEFORE WE BEGIN

If this guide has reached you, chances are something in your business isn't working the way it should — and you want to understand what it is, and where to start fixing it.

This e-book exists to answer one simple question: how will we work together? Here you'll find, with no fluff, what happens at each stage, what you receive, what I expect from you, and how we measure results.

My proposal — and my team's — is not to hand you a pretty report. It is to get inside your operation and your finances, identify where money is leaking and where the business is stuck, and show you exactly what to do — with a practical plan and close follow-up all the way through execution.

“I lead with clarity, solve problems directly, and care equally about the people and the numbers behind every operation.”

I help business owners who feel stuck — who know something isn't working, but don't know exactly what, or where to start. If that sounds like you, this guide was written for you.

RAFFAEL COUTINHO

Executive Consultant | Operations & Finance

REAL EXPERIENCE, NOT JUST THEORY

Raffael Coutinho is a general manager of operations and finance with more than 30 years of hands-on experience — built day by day, not in a classroom — across hospitality, team management and logistics. His career spans four countries — Brazil, Portugal, the United States and the United Kingdom — through international hotels, cruise lines, property management and, since 2019, logistics and operations.



Raffael Coutinho

Throughout his career he has taken on stuck businesses and unlocked results: financially restructuring a last-mile delivery company in the UK, building a bar from scratch in London, and helping entrepreneurs organise their path to growth. His work combines strategic vision with practical execution — he doesn't just hand over a plan, he stays until the results show up.

30+

years of international
experience

4

countries: Brazil, Portugal,
USA & UK

1,000+

people led across
multicultural teams

\$200M+

in managed operations,
direct and indirect

+25%

average improvement in
operating margin across
projects

98%

of clients stay engaged after
the project

Areas of expertise: operations management, logistics & last mile, financial management & P&L, turnaround & restructuring, new business set-up, people & leadership management, client experience and strategic planning.

YOU HIRE MORE THAN ONE PERSON

*You don't hire a consultant.
You hire a team.*

Behind RGCC Global there is more than a consultant: there is a consulting structure, with a team and a network of specialists working alongside Raffael on every project.

In this market, consultancies usually revolve around a single name. The risk for the client is well known: knowledge concentrated in one person, limited availability and a single point of view. Here, the model is different:

- ◆ Raffael personally leads every project — from diagnosis to results. He is the one inside your operation, accountable for every delivery.
- ◆ A multidisciplinary team works alongside him — specialists in operations, finance, processes and people, selected according to what each project needs.
- ◆ You get more than one pair of eyes — the diagnosis is challenged from more than one perspective before it becomes a plan, and execution doesn't depend on a single person's diary.

In practice: you hire the consultancy, you get Raffael as your leader and point of contact, and you bring along the structure of a team — without the weight of a big firm.

WHO IT'S FOR

WAS THIS WORK DESIGNED FOR YOU?

Our work creates the most value for businesses that recognise themselves in at least one of these situations:

- ◆ Business owners who feel growth has stagnated and can't identify the cause.
- ◆ Companies with a disorganised operation, unclear finances or processes that don't scale.
- ◆ Entrepreneurs with good ideas who struggle to turn them into consistent results.
- ◆ Businesses that need an external, direct, unfiltered diagnosis before investing time and money in the wrong direction.
- ◆ Companies that are expanding or going through transition and need structure to grow without losing control.
- ◆ Brazilian entrepreneurs in the United Kingdom who want to grow with structure.
- ◆ Brazilian or Portuguese companies that want to enter the British market — and British companies that want Brazil or Portugal.

SECTORS SERVED

Logistics & Distribution • Hospitality • Food & Beverage • Property & Facilities • Services • Franchises • Retail

Experience across such different sectors is no accident: the same principles — operational discipline, focus on people and attention to the numbers — work in any operation. That is what we apply to your business.

HOW OUR WORK UNFOLDS, STEP BY STEP

Our work follows a complete five-stage process, designed to generate real results — not just recommendations on paper. You will always know which stage we are in, what is being done and why.

01 — DIAGNOSIS

Everything starts with an in-depth understanding of the business: a visit, conversations with the team, analysis of the numbers, the processes and the real day-to-day routine of the operation — not just what's on paper. This is where we find out where money is leaking and where the business is stuck.

YOU RECEIVE: *an honest, unfiltered reading of your business's current situation.*

02 — MAPPING

With the diagnosis in hand, we identify the bottlenecks and opportunities — and measure the financial impact of each one. Not everything needs solving at once: the mapping shows what actually moves the result.

YOU RECEIVE: *the critical points of the business, organised by priority and financial impact.*

03 — STRATEGIC PLAN

A clear definition of what needs to change: initiatives, priorities and short, medium and long-term goals. A practical plan, written to be executed — not to sit in a drawer.

YOU RECEIVE: *a clear action plan, with an order of priority and defined goals.*

04 — IMPLEMENTATION

This is where most consultancies stop — and where our work stands apart. We follow execution closely, with a focus on discipline and speed, alongside your team. The work doesn't end when the plan is delivered; it ends when the results show up.

YOU RECEIVE: *close follow-up of execution, from start to finish.*

05 — INDICATORS

We monitor the business's KPIs, make continuous adjustments and consolidate the gains so they are sustainable — financial and operational, side by side. What isn't measured isn't managed.

YOU RECEIVE: *clear indicators to track progress and sustain the results.*

WHAT WE EXPECT FROM YOU — WORKING TOGETHER, HANDS-ON

Consulting isn't magic: it's method applied with discipline. For the work to succeed, we count on three things from your side:

- ◆ **Transparency** — access to the numbers and the real routine of the operation. The diagnosis is only real if the data is real.
- ◆ **Openness to listen** — the diagnosis is direct and honest, with no fluff and no empty promises. It isn't always comfortable, but it's what generates results.
- ◆ **Commitment to execution** — the plan is built together with you and your team. Implementation is closely supported, but the decision to act is yours.

SUCCESS STORIES

THIS METHOD HAS ALREADY DELIVERED

Three real examples of how the process works in practice:

CASE 01 — LOGISTICS COMPANY · UNITED KINGDOM

CHALLENGE

Low-profitability operation with a fragile financial structure.

ACTION

Financial restructuring, route and cost optimisation, process redesign.

RESULT

Recovered operating margin and sustainable growth.

CASE 02 — BAR & RESTAURANT · LONDON

CHALLENGE

A new business built from scratch in a highly competitive market.

ACTION

Business plan, operations set-up, hiring and financial management.

RESULT

A profitable business with consistent cash flow within the first 12 months.

CASE 03 — PROPERTY GROUP · UNITED KINGDOM

CHALLENGE

Low operational efficiency and high maintenance costs.

ACTION

Process standardisation, supplier management and financial control.

RESULT

Cost reduction and a significant increase in operational efficiency.

FIRST STEPS

HOW WE GET STARTED

1 — YOU GET IN TOUCH

By e-mail, phone, WhatsApp or LinkedIn — whatever is easiest for you.

2 — A FREE 45-MINUTE DIAGNOSTIC CONVERSATION

A conversation to understand your situation and find out where your business is losing money — and how we can turn that into a competitive advantage.

3 — A TAILORED PROPOSAL

If it makes sense for both sides, you receive a proposal designed for your company's reality and moment — tailored work, not an off-the-shelf package.

4 — THE WORK BEGINS

We start with the Diagnosis (stage 01) and follow the complete process until the results show up.

FREQUENTLY ASKED QUESTIONS

Do I need to pause my operation during the work?

No. The work happens inside the real routine of the business — that routine is exactly what we need to understand and improve.

How long does the project take?

It depends on the diagnosis. The strategic plan sets short, medium and long-term goals, and the timeline is agreed with you before we start.

Is the service in person or remote?

Based in the United Kingdom, with activity in Brazil and Portugal — in English and Portuguese.

CONTACT

LET'S TALK?

Book your free 45-minute diagnostic conversation and find out where your business is losing money — and how we can turn that into a competitive advantage.

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PRESENCE

United Kingdom · Brazil · Portugal

We find the solution. And bring the team that delivers.
