



**Excellence**  
Accounting Services

A team of qualified accountants helping you in numerous areas of business such as bookkeeping, financial reporting, payroll registers, staff training etc.

# CORPORATE BROCHURE

All of our accountancy services are truly comprehensive, and there are absolutely no hidden fees or charges.

## Summary

We bring accounting, valuation and tax expertise to the table in one go for our clients.

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A client focused consultancy with a service-mindset. We want to see you succeed and demanding a lot from ourselves too to achieve it.



# Excellence

Accounting Services

Accounts | Bookkeeping | VAT | Outsourcing | Software | Consulting | Training

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# ABOUT US

## BRIEF OVERVIEW



### MISSION

Look beyond the numbers,  
increase profitability and enhance

We help businesses of all sizes and individuals to manage their finances, let them focus on achieving the results and assist them to comply with tax regulations and procedures . We are proud to be one Dubai's leading Accounting and Consulting Practice and serving our clients for 11 years. Our friendly advisors have worked with the reputed consultancies such as one of the BIG 4, Ernst and Young. Our aim is to provide all accounting services under one roof without any hassle. We cater to all your accounting needs such as bookkeeping, financial reporting, VAT UAE compliance, business consultancy and much more.

Whatever the size of the firm and project, all our services are customised to your needs. Either you are a sole trader that needs help with their very first annual self assessment or a large firm that want to outsource all aspects of their accounting work, WE GOT YOU! We believe in smart work and our services are tailored to reduce costs and save time and money for our clients. We ensure that your accounts are not delayed and all company accounting requirements are fulfilled on time.



### VISION

Go that extra mile for clients

# THE VALUE

## OF OUR COMPANY

Our values are deep-rooted in our work culture and our people are proudly committed to embrace these values. Our values are embedded for more than a decade in our culture and we take them very seriously. We practise and incorporate them in our daily work life to bring out the best version of ourselves to your clients.



### INTEGRITY

We dealing with our clients and our colleagues in a fair and ethical manner, and gain trust through our actions.



### RESPECT

We respect for one another in the office which leads to greater productivity and staff satisfaction.



### COMMITMENT

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since.



### HIGH EXPERTISE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever sinc.



Over 25 years of experience in various industries



Full suite service solution for all your accounting needs



A fresh and proactive approach to their accounts and tax planning



Ensure compliance with authorities and regulatory bodies

# CORPORATE SOCIAL RESPONSIBILITY

Being a leading accountancy firm in Dubai, social responsibility is very crucial and is an integral part of our culture. We aim to make a positive impact in the local communities where we work and live. We take out the time to serve the community by doing different activities such as by working with local charities, organizing events to raise money for local charities and local causes.

We constantly encourage our staff to the part in fundraising events in the local community. Also, our staff is active in volunteering activities not only for fundraising but use its professional expertise to support community organizations that can not afford expensive services otherwise.



# WHY CHOOSE US

## WE DO MORE THAN JUST YOUR ACCOUNTS AND TAXES.

- » Trusted Business Consultants and Advisors
- » A Reputation for Excellence
- » Personal Attention That Produces Results
- » Extensive Tax and Accounting Experience
- » Valued Relationships With Our Clients
- » Reasonable and Transparent Fee



We do everything you would expect from accountants and tax advisors, but there is more to us. We provide business consulting services too along with a personalized and wide range of tax and accounting advice. So, whether you are an established business or you are just starting off, we are here to support you and guide you through the step-by-step process of business and financial needs for your business. We ensure that you have all the information you need and help you with the planning to maximize your business efficiency.

Everything we do is inspired by our mission, vision and values. If this sounds like the type of accountancy firm that you would like to work with, don't just take our word for it, have a look at the testimonials from our clients and get in touch. We would love to hear from you.

We spend time understanding the ins and outs of your business and customize our services to meet the needs of your business.

# ACCOUNTING SERVICES

## A TEAM OF QUALIFIED ACCOUNTANTS

The Excellence Accounting and Business Services team provides a full range of services to support you at every stage of your business, whether you are starting up, expanding or preparing to sell.

We go beyond mere accountancy, right to the heart of your financial future. We act as more than just accountants to become your trusted advisor. Built on nearly half a century of accounting and auditing experience, our reputation for technical excellence remains steadfast. Highly skilled partners and professionals with extensive training and experience continue our tradition of distinction.



### ACCOUNTING & BOOKKEEPING

Getting with your accounts and bookkeeping isn't an expensive luxury. Our consultants can provide the help you need, so you can spend more time growing your business.



### ACCOUNTS RECONCILIATION

Having EAS as your partner for Bank, Debtors or Creditors Reconciliation ensures conducting a detailed evaluation of your financial records and transactions.



### FINANCIAL REPORTING

Are your financial reports accurate? Our accurate and detailed financial reporting services can help you make informed decisions by providing a clear picture about where the business stands.



### CFO SERVICES

Unable to afford a full-time Chief Financial Officer (CFO)? Well, you don't need to. We are here to be your very own Chief Financial Officer.



## FREE INITIAL CONSULTATION

The first hour consultation with one of our senior team members is offered free of charge and is a great opportunity to talk to us and get a better understanding of how we can help you.

We are offering you a free initial consultation with one of our senior team members to give you an opportunity to discuss how we can help and support you and your business.

All of our offerings are tailored to each individual client and a competitive written quotation will be provided based on the services you require.



All of our accountancy services are truly comprehensive, and there are absolutely no hidden fees or charges.

	2015	2016	%Growth
5	8,714	36,912	+321%
12	107,812	109,287	+1%
18	91,938	+37%	
29	128,819	+42%	
128	278,161	+78%	
283	11,827	+18%	

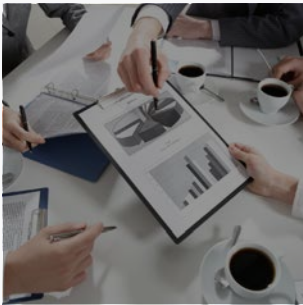
  

2015 target		2016
2015	2016	
8,714	36,912	
107,812	109,287	
91,938	91,938	
128,819	128,819	
188,128	278,161	
10,283	11,827	
47,029	107,812	

# BUSINESS CONSULTING

## SEEK ADVICE FROM SPECIALISTS

Tied up between uncertain financial climates, frequent regulatory changes and great technological advances that make it hard to keep up? In this ever-changing environment, firms need greater insight into their own organization, more innovation and strategic deployment of available resources. We help organizations to establish flexible and adaptable businesses that can quickly switch focus between growth and cost reductions.



### BUSINESS CONSULTANCY

Our team will help you unlock the hidden value of your firm by directing your management focus to areas which are the high priority and provide a researched and more scientific approach to decision making.



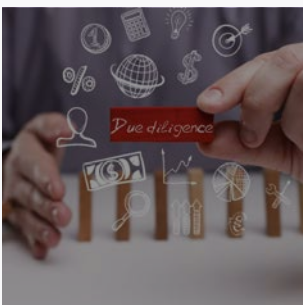
### BUSINESS VALUATIONS

Whatever your business aim is, knowing the worth of your business is essential for business expansion planning. However, business valuations can be controversial yet subjective at the same time and there are numerous reasons for conduction it such as ownership dispute, management decision making, mergers and acquisitions, ownership dispute, goodwill impairment etc.



### FEASIBILITY STUDIES

Is your project/business feasible? If in doubt, it is worth getting a second opinion! We conduct feasibility studies which involve extensive research and investigate by conducting evaluations to analyze the real potential of a project.



### DUE DILIGENCE

Invest in a company? Do you know their liability status or if they are financially stable? Before risking high equity stakes, let us do a background check first!

Our due diligence service investigates the attractiveness of the investment you want to make to help make a more informed decision and draw light on factors that will make the transaction successful.

# VAT SERVICES

## UPSKILL STAFF WITH THE RIGHT KNOWLEDGE

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### VAT SERVICES IN UAE

Value Added Tax (VAT) was introduced in the UAE on 1 January 2018. The rate of VAT is 5 percent. VAT will provide the UAE with a new source of income which will be continued to be utilized to provide high-quality public services.

### VAT REGISTRATION

If the value of taxable supplies or taxable expenditure exceeds AED 187,500 in previous 12 months OR if the taxable supplies or taxable expenditure are expected to exceed AED 187,500 in the next 30 days, it is mandatory for the business to register for VAT.

### VAT IMPLEMENTATION

Value Added Tax (VAT) has been implemented in UAE from 01st January 2018. If your business qualifies for either mandatory or voluntary registration, our team is available around the clock to assist you from registration till making your business VAT compliant.

### VAT RETURN FILING

It is mandatory for all businesses to file returns as the government has to generate revenues for the country's better future. One key aspect of it is to check for black money as returns are filed every quarterly.

### VAT CONSULTATION

We give our clients best advice on all aspects of UAE VAT advice, whether you are a global head of indirect tax or a sole trader we help to reduce the cost of VAT and duties, simplify procedures and ensure compliance.

### VAT TRAINING

We offer VAT training to individuals and businesses that want to learn and grow. We help to upskill you and your staff with the right knowledge and update the skill set.

# ACCOUNTING SOFTWARE

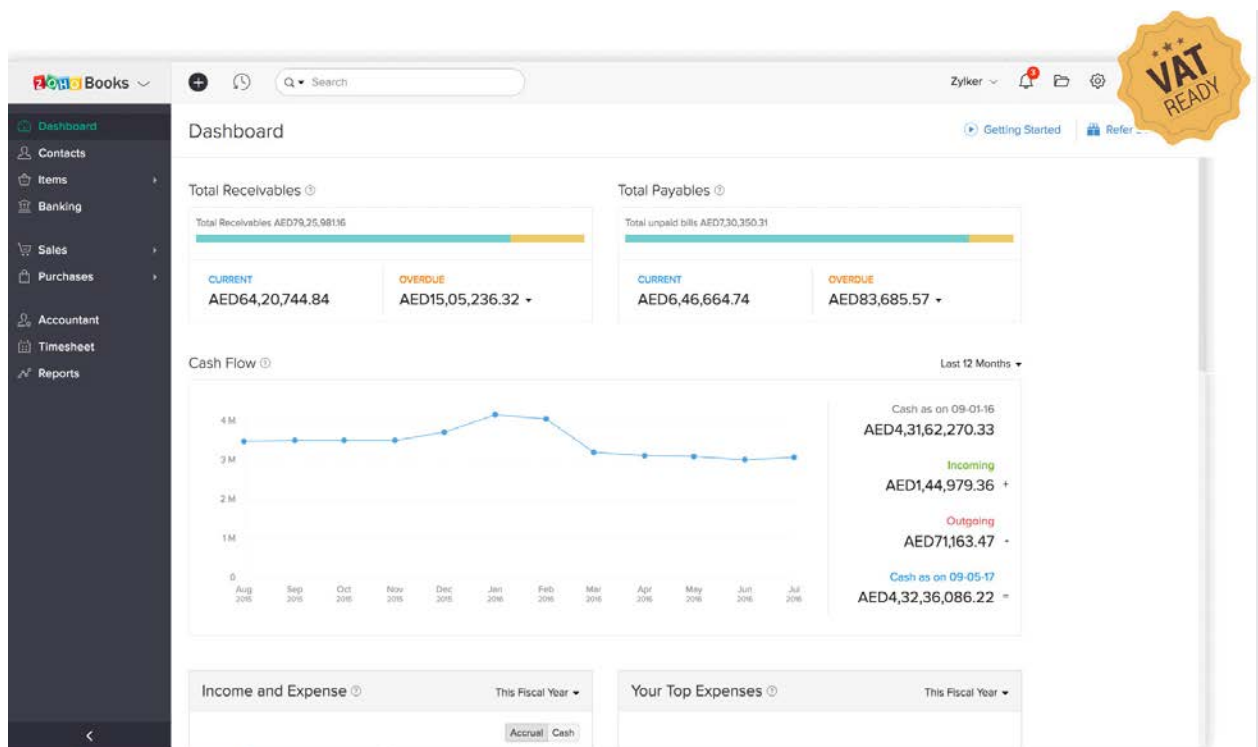
## ACCOUNTING SOFTWARE FOR GROWING BUSINESSES

Excellence Accounting Services in partnership with Zoho presents one of the leading Accounting VAT Ready Software to automate the routine accounting of the organizations.

Zoho Books is an easy-to-use accounting software designed for small business owners to manage their finances and stay on top of their cash flow. Focus between growth and cost reductions.

### Top Benefits of Zoho Books

- + Manage payables and receivable under one roof
- + Save time automating even the most unique business workflows
- + Skip manual entry with automatic bank feeds
- + Stay on top your inventory at all times



Zoho Books is very simple to use and automates most of my business workflows. The dashboard lets me quickly know how my business is performing. You really don't have to be an accountant to use Zoho Books. *"Ahmad.M, Founder, CEO, Optimized Sense Ltd."*

**We Use Zoho Systems to Maximize the Value and Potential of your Business!**

# FEATURES



## Payments

Give your customers online payment options so you can get paid fast. Even offline payments are effortless to record.



## Expenses

Keep track of your expenses and see where your money is going. Go paperless to remove clutter and stay organized.



## Automated banking

Skip manual entry with automatic banking feeds. Fetch all of your bank transactions, categorize them, and reconcile your accounts in just a few clicks. Our banking dashboard gives you a hassle-free overview of your entire cashflow.



## Client Portal

Let your customers view recent transactions, approve estimates, give feedback, and make bulk payments with the Client Portal.



## Powerful reporting

Make informed business decisions based on accurate, real-time data to optimize your sales and purchases. Schedule reports and get insights into your finances to know what's working for you.



## Track inventory in real-time

Let Zoho Books tell you what goods you have on hand, identify fast-moving items, and keep you well-stocked for your next order.



### SUBSCRIBE NOW !

Zoho Books offers three plans: Basic, Standard, and Professional, to which you can subscribe on a monthly or yearly basis. In this section,

Please Visit our website: <https://www.easmea.com> to know more about Zoho Books and subscription plans.

# WHY OUTSOURCE

## CHAIRMAN & TEAM

Why should you entrust accounting and tax and personnel administration to a specialized external company?

Here are some of the top reasons to consider outsourcing your accounting function:

### Save Money and Reduce Overhead

Businesses typically spend 2 to 5 percent of revenues to properly train and staff internal accounting departments. While it might not seem like a lot, outsourcing your accounting can actually lower your total costs by eliminating expenses related to employee benefits, training, accounting software, hardware, and office supplies.

You will also save money from the potentially negative consequences of a financial mistake. Mishaps like this can cost you a lot more than the cost of bringing in an outsourced provider to do the job right.

### Save Time and Improve Operational Efficiency

By spending less of your day overseeing bills and payroll, you'll free up valuable time that can be redirected back into managing and growing your business. As an expert in your field, it's critical that you use that expertise to focus on business goals, growth and managing your day-today operations.

### Access to Expert Accounting Resources

If a small business is doing its own accounting, chances are good that the person in charge of the task isn't a master accountant. If you're lucky, someone on staff may have a background in accounting but it's not their core competency.

By outsourcing you'll have access to a team of skilled accountants having a wide range of experience in the area. This ensures that your books are always up to date, payroll is done on time and you're not at risk of being subjected to penalties due to inaccurate paperwork and underpayments.

Staff Accountant	In-House Accountant	Outsourced Accountant	Annual Savings	Savings Percentage
Annual Salary	\$41,800	\$24,000	\$17,800	43%
Payroll Taxes (10%)	\$4,180	None	\$4,180	100%
Employee Benefits (43%)	\$18,000	None	\$18,000	100%
THE BOTTOM LINE	\$63,980	\$24,000	\$39,980	62%

### Improve Processes

One of the hidden benefits that many businesses don't realize is that outsourcing your accounting function provides an opportunity to upgrade and improve your current financial accounting processes. Outsourcing vendors instill best practices and controls that can help improve efficiency and timeliness of data.

In addition, companies have found they can reduce the cycle it takes to close books, and they can develop better benchmark and baseline financial processes to help them meet regulatory requirements.

## Be Proactive and Scale

When you outsource your accounting you can expect to minimize large investments in human resources, technology, and infrastructure and maximize your production, thereby giving an opportunity to scale and react to change more quickly.

For example, outsourcing gives an organization the ability to more efficiently handle the surges in activity that may be seasonal or based on business cycles. Rather than having internal resources that are too busy at times and slow at others, companies can instead hand those concerns over to the outsourcing provider.

Outsourcing can help you shift your focus and redirect energy from peripheral activities towards work that serves your clients more efficiently and helps grow your business.

## Confidence and Peace of Mind

With timely, accurate accounting records and reporting, you'll gain total visibility into the financial health of your business giving you greater peace of mind to make more accurate and informed decisions.

By outsourcing your accounting you can be assured that your financial information is correct, you avoid any potential threats of fraudulent activity, and have access to a team of experienced accounting professionals who you can count on.

No matter the size of your company, outsourcing just makes good business sense. It gives you confidence and security you need that your financial operations are in order so you can focus on growing your business.

## So, when should a company outsource their accounting?

There really isn't any bad time to consider outsourcing. It's a perfect solution for start-ups, small and mid-size businesses at any stage of the game. Think about it, no matter if you have three or 300 employees, you still will have the same compliance requirements as well as payroll and reporting needs.

The bottom line: the sooner you start outsourcing the sooner you can realize the many benefits and get ahead of your competitors. Learn more about how My Accounting Team can simplify your environment and give you the freedom to grow your business!

**Contact us today for a free assessment and quote.**

As an outsourced accounting provider offering a full range of bookkeeping, accounting department, Controller, and fractional CFO services for small to mid-sized businesses. We remove the burden of day-to-day bookkeeping chores, ensure compliance and provide cost effective financial expertise on demand. By partnering with us to help you manage key non-core functions, you can focus on maximizing your core business operations. For more information, visit: [www.easmea.com](http://www.easmea.com)



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An ISO 9001-2015 Certified Company



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