

ALYA ALMARZOOQI AUDITING CHARTERED ACCOUNTANTS

COMPANY PROFILE



Alya Almarzooqi Auditing is a dynamic & innovative medium sized firm. A network of national offices provides clients with value-added services focused on business improvement and growth within specialist sectors.

Alya Almarzooqi's diversity of professional skills, resources and experience can be leveraged across a wide range of client engagement situations.

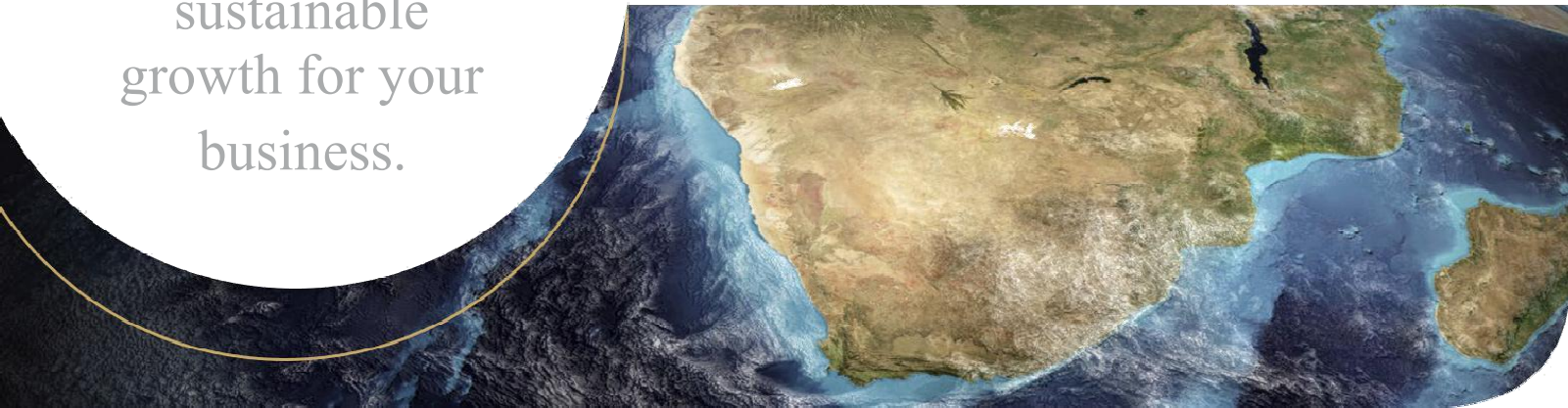
Established in a few years back, with professionals of more than fifteen years. The innovative client focus has enabled Alya to grow into the forward thinking medium-sized specialist firm it is today. Our growth vision is to continue to expand our capacity and national footprint. Our goal is to continuously provide clients with a comprehensive and innovative service offering, empowering business growth, and continuing the tradition of providing excellent service and specialist knowledge.

“Trusted
Financial
Partner “

OUR BRAND PROMISE

Alya member firms share the same brand identity, because we all share a common conviction: Through constantly striving for *superior levels of service excellence*, and *by working closely together*, we believe that *lasting success* is generated for our clients, our staff and the future of our company.

Specialist
knowledge
& expertise,
driving
sustainable
growth for your
business.



WE PROVIDE SERVICES TO

Public and private companies

Public sector (local, provincial and national)

Non-profit organizations.

OUR Vision:

To persist as the best and most highly respected professional auditing and accounting firm in UAE providing utmost satisfaction where clients come for the peace of mind that their interests are being cared for by a team that enjoys working with them.

OUR Mission:

To provide businesses, entrepreneurs and individuals with the highest quality accounting, auditing, tax planning and business advisory services delivered in a timely, efficient and innovative manner by a professional team that clearly enjoys working together to exceed their clients' needs.

Industries We Cover Includes:

1. Retail
2. Hospitality & Healthcare
3. Manufacturers & Distributors
4. Furniture & Home Décor
5. Computer & Software
6. FMCG
7. Printing & Publication
8. Oil & Gas / Energy

Reputation, credibility and standing in the market.

The following specialties make our firm able to compete with any other major audit firms.

- We follow International Financial Reporting Standards and committed to keep highest levels of professional standards and quality.
- All our working partners are Chartered Accountants from the Institute of Chartered Accountants of India and having considerable experience in the field of Auditing, Accounting and Financial advisory services.
- All our staffs are highly experienced and educated and we provide a comfortable working atmosphere.
- We have an excellent in house training program.

Few of our Clients Include:

We have more than three hundred client base out of which some are listed below.

Powerabode DMCC
Multi Care Pharmacy
City Premiere Marina Hotel Apartments
Al Soor
Bluemart Group
Oxford Office Equipments
Nowy Styl Group
Giochi Di Luce
Info Tech
Vexo Pharmaceuticals
Alif Business DMCC

BTN Exports FZC
KMF Group
City premiere hotel apartments
PP Interiors DMCC
OMA Emirates
Stiches LLC
Destinasia DMCC
ILS Global General Trading LLC
Copart
Al Soor Investment LLC
Mace International



ADVISORY
AUDIT
ACCOUNTING
TAX CONSULTING
VAT CONSULTING
MANAGEMENT CONSULTING
SOFTWARE CONSULTING
CORPORATE FINANCE

OUR
SERVICES

Unlocking
your
business's
true
potential.

ADVISORY

When facing important strategic decisions, it helps to have the advice and assistance of someone with proven expertise, experience, and an external business perspective. Do you know the true potential of your business? And do you know how to access or interpret the management information you need to get answers?



At Alya our advisory team can source and analyse critical management information to assist your business with the strategic decision making process.

We advise our clients and implement systems to ensure that they have the information they need for future growth. The failure of many a business is mainly due to a lack of accurate management information and the knowledge to interpret it. Our team will show you how to transform every project or venture you tackle, radically, and how to do so with innovation and enthusiasm.

We help your business grow, through the following Advisory services:

- Strategy
- Financial Modeling
- Management Consulting
- Market Analysis / Research
- Strategic Negotiations
- IFRS Assessment
- Economic Substance Regulation (ESR)



ADVISORY
AUDIT
ACCOUNTING
TAX CONSULTING
VAT CONSULTING
MANAGEMENT CONSULTING
SOFTWARE CONSULTING
CORPORATE FINANCE

OUR
SERVICES

We ensure
cohesion in both
auditing and
business analysis.



AUDITING

Stringent regulatory requirements on audits add increasing pressure on management. Understanding these requirements helps to smooth the audit process. Alya provides quality audit services for organisations for statutory or regulatory reasons. We listen to your needs, analyse business implications and tailor our approach accordingly. Our audit professionals regularly communicate with your Financial Management team to ensure cohesion in both auditing and business analysis.

Our partner-led team of audit specialists and technical experts provide the following Assurance services:

- Annual Audits
- Internal Audits
- Management Audits
- Due-Diligence & Forensic Audit
- UAE VAT Related Consultation
- Compliance and Risk Mitigation

ADVISORY
AUDIT
ACCOUNTING
TAX CONSULTING
VAT CONSULTING
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CORPORATE FINANCE

OUR
SERVICES

Focus on your
business while
we focus on
your accounting.



ACCOUNTING

Alya has a dedicated accounting department, specialising in comprehensive accounting services for small and medium sized entities. This department ensures that businesses are kept abreast of their financial state, and comply with relevant accounting standards, including the International Financial Reporting Standard (IFRS). Our experienced accounting support team provides a wide range of services in bookkeeping and accounting assistance to companies, firms, entrepreneurs, and individuals such as:

In-house accounting services include:

- **Books cleanup**
- **Monthly, quarterly, and year-end reviews**
- **Preparing Financial Statements**
- **Financial Analysis**

Once we familiarize ourselves with your books of accounts, accounting procedures and policies, we can handle all your routine day-to-day tasks such as:





AUDIT
ACCOUNTING
TAX CONSULTING
VAT CONSULTING
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CORPORATE FINANCE



OUR SERVICES

- **Book keeping**
- **Payroll**
- **Accounts Receivable (AR)**
- **Accounts Payable (AP)**
- **Inventory**
- **Fixed Assets & General Ledger**

Our team of professional accountants can provide valuable support to your existing accounting department or act as a virtual accounting team depending on the level of support you need.

TAX CONSULTING

The UAE taxation landscape is continually changing. At Alya our tax specialists help you navigate through the increasingly complex tax environment. Whether an individual taxpayer, corporate, or trust, it is essential that your financial affairs are managed in a way that is both tax effective and compliant with the law. Alya provides a complete in-house service covering a wide range of tax matters.

Our tax specialists offer the following bespoke tax services:

- Tax Advisory
- Tax Compliance
- Trusts & Estates
- Indirect Taxes
- International Tax
- Mining Tax



VAT CONSULTATION

Given the complexities of VAT and the ever-changing dynamic environment that regulates this tax, VAT planning is seldom a simple task. Ensuring the maximum possible reclaim of input VAT is essential for any business to remain competitive.

Alya works closely with its clients, associates and its network of professionals to devise solutions and develop strategies that will maximize benefits. It also works hard to research common law by the Federal Tax Authority and advise its clients or their professional consultants on defending their businesses against aggressive VAT practices from Federal Tax Authorities. The need to undertake VAT planning is of paramount importance.

- Development of VAT Planning Strategies
- VAT Opinions on Proposed Business Ventures or Specific Transactions
- VAT Opinions on Assessments Raised by the Authorities, or Other Member States
- Internal VAT Seminars and Training Courses
- Advice on Changes in VAT Legislation and Other VAT Related Matters

General VAT Services

In Alya specialised staff have been trained to look at the detail behind transactions and highlight any areas that warrant further analysis or discussion. The purpose is to constantly monitor whether there is further scope for VAT planning, whilst ensuring that the business is VAT compliant. VAT compliance is often overlooked by businesses. The subject of compliance is of the utmost importance, not solely because of the high penalties but also because of the high importance of compliance in the general context of a business.

The compliance process also aims at checking on the correct and efficient application of VAT legislation.

- Registration/Deregistration with Federal Tax Authorities
- Group Registration with Federal Tax Authorities
- Helping to file VAT Returns
- Monitoring of Transactions to Ascertain Scope for Further VAT Planning

MANAGEMENT CONSULTATION

Management consulting is the practice of helping organizations to improve their performance, operating primarily through the analysis of existing organizational problems and the development of plans for improvement. Organizations may draw upon the services of management consultants for a number of reasons, including gaining external (and presumably objective) advice and access to the consultants' specialized expertise.

Consultancies may also provide:-

- **Organizational change management assistance**
- **UAE Vat related consultancy**
- **Development of coaching skills**
- **Process analysis**
- **Technology implementation**
- **Strategy development**
- **Operational improvement services**

Company Formation

A business can be very tricky, and often involves a great deal of personal risk. Many people expect that, when commencing in business, the only significant worry is whether it will be profitable or not. Whilst being profitable is obviously important, there are a large number of other considerations that need to be addressed. It is important that you research your potential business thoroughly, covering all aspects of the business you are looking to join. These include:

- **Legal requirements**
- **Trademarks and Business Names**
- **Tax law and statutory compliances**
- **Employment and Business Law requirements**
- **Initial and Long Term Financing**
- **Management and forecasting**
- **Local Sponsorship**

Whilst this list is not exhaustive, it makes the point that management consultancy requires expert advice. This is where **ALYA** can help you. With our nationwide coverage, and local support and knowledge, you can be sure that any business you wish to set up will be in expert hands with **ALYA**.

Project Feasibility and Forecasting

With renewed interest in facility construction, expansion or renovation, organizations should keep in mind that the fundamentals of developing successful projects have not changed. Even before project initiatives are created, organizations need to assess their market opportunities, develop prudent business plans and monitor execution.

The building block for this entire process is a financial feasibility study. The basic purpose of a financial feasibility study is to determine if a project will be viable for an organization or business. A financial forecast uses historical data to project future financial trends, enabling organizations to plan for the future. Forecasts may include revenue, expenses, net income, cash flows, and balance sheets projections. Depending on the need, our feasibility studies may include more detailed reviews of:-

- Market
- Organizational
- Technical and
- Financial components.

These studies help organizations view trends and develop future scenarios to enable better decision-making. Often this analysis is critical in allocating budgets, developing future investments decisions, developing business plans, raising capital, and obtaining bank financing.

Unfortunately, such reports can be very complex to produce, and involve a great deal of expertise. Mistakes can be expensive, and incorrect information can lead to unsuccessful funding requests, or worse still, could result in financial difficulties for you and your business. At **ALYA**, based on our previous experiences, we can provide you cash flow forecasts and projection reports satisfying your requirements.

CORPORATE FINANCE

Corporate finance is the area of finance dealing with the sources of funding and the capital structure of corporations, the actions that managers take to increase the value of the firm to the shareholders, and the tools and analysis used to allocate financial resources. The primary goal of corporate finance is to maximize or increase shareholder value. Although it is in principle different from managerial finance which studies the financial management of all firms, rather than corporations alone, the main concepts in the study of corporate finance are applicable to the financial problems of all kinds of firms.

Cashflow causes many businesses to fail, than any other reason, and balancing the inflow and outflow of funds is an art that many need to master to stay in business. **ALYA** have the knowledge and resources to advise you and your business on the most appropriate method of finance for you.



SOFTWARE CONSULTATION

The developments in the technology front enable organizations to implement software solutions that are tailor-made and provide excellent support to their accounting practices. We come in as consultants, who will analyze the needs of your organization, and understand the requirements that are to be fulfilled by the software. Then, based on our expertise in dealing with accounting software, we advise, help to implement and also provide guidance on maintenance of such software.

This can improve the overall quality of the accounting practices of the organization, and in turn help the business in general. Software, when implemented and used correctly, can also help to ease the process of auditing and other organizational practices.

Code of Conduct



INTEGRITY:

Adherence to honesty and integrity in imparting our service to the clients.

CONFIDENTIALITY:

While serving, we maintain strict confidentiality on the information obtained from the clients, unless there arises a legal liability or duty to disclose.

SINCERE AND PROFESSIONAL APPROACH:

Our services are executed with high professional approach and sincerity. However, we maintain strict control on any actions that are likely to bring disrepute or disrespect to the profession.

latest technological developments and remain firm on the latest technical standards.

FIRM ON TECHNICAL STANDARDS :

We update consistently on latest global audit methodology and auditing tools. We update on the latest technological developments and remain firm on the latest technical standards.

A partnership with
us makes bottom
line cents.



TECHNICAL EXPERTISE

Alya is a full-service audit and advisory firm with specialised professionals who work with you and your business to deliver solutions that address your needs.

We offer the following competencies and industry insight within key economic sectors:

- Chartered Accountants
- Registered Auditors
- Business Advisers
- Tax Specialists
- Company Secretarial Specialists
- IT Specialists

ALYA ALMARZOOQI AUDITING

Your" Absolute Accurate & Authentic Financial Service Partner "

CONTACT US AT OUR OFFICE :

Park Lane Tower

Room No: 3204

Business Bay

we listen
we understand
we deliver

TO GROW YOUR BUSINESS, VISIT

www.Alyaauditors.com