



# COMBINING CREATIVITY AND ANALYTICAL INSIGHT

AUDIT | ACCOUNTING | TAX | ADVISORY | ERP | HR & OUTSOURCING

# BSA

بدر صالح لمراجعة الحسابات  
BADER SALEH AUDITING OF ACCOUNTS



**ICAEW**  
CHARTERED  
ACCOUNTANTS



# COMPANY PROFILE

[www.bsauditing.com](http://www.bsauditing.com)

# ABOUT US

BSA was established in 2006 in the United Arab Emirates. Our team consists of Auditors, Tax and Management Consultants serving clients professionally under the laws of the local government bodies in the UAE and the International Standards.

Companies and executives rely heavily on current financials, budgets, and forecasts to make business decisions. There is a need for them therefore to have the most reliable resources with the best knowledge available to them at all possible times.

As an independent diversified auditing and management consultancy services firm, we aim to understand, anticipate and meet the clients' business needs with a multitude of professional services. We provide global leadership, problem solving and value creation for companies across industries. We work as advisers, interim leaders and partners who tell you what you need to know, not always what you want to hear.

We go beyond providing our clients with conventional services with customized, valuable, data-based financial insight that enables our clients to bolster the cost-effectiveness of their processes and improve the allocation of resources. Our long and vast experience in the profession helps us to offer the best of the industry services to all our clients.

Our mission is to help businesses prosper through our well researched, rationalized, and practical solutions with results to show. We associate with our clients on a consistent basis as it helps us understand them better, focus on the key pain points, analyzing their needs and providing them with exactly what they are looking for from an audit and consultancy firm.

We assist in developing practical solutions by understanding the roles of business, management, technology, accounting, and finance to help you meet your business needs.

## OUR VISION

To help businesses prosper through our expert, impact driven and practical solutions.

## OUR MISSION

To provide exceptional financial and professional services while maintaining the highest levels of integrity and professionalism. To meet the current and future needs of our clients and help them to nurture long-term success. To respect everyone we interact with as professionals and individuals. To establish trust and loyalty between our team, partners, and the firm's clients. To create a dynamic, free flowing work environment that encourages creative thinking, innovative ideas, and challenges each employee to perform at their optimal level. To create a harmony between work -life balance while understanding the importance of mental well-being for our employees, partners, and clients.

## OUR VALUES



### INTEGRITY

Always dealing with our clients and our colleagues in a fair and ethical manner; gaining trust through our actions.



### SERVICE

Encompass the concept of quality in everything we do, having a service-mindset when dealing with clients and demanding a lot of ourselves.



### RESPECT

Respect for one another in the office and outside leads us to greater productivity and staff and client satisfaction.



### ENTHUSIASM

Employing and nurturing staff with a passion for providing the highest-level quality service to our clients.



# WHAT MAKES US UNIQUE

WE HAVE LONG BEEN THE TRUSTED BUSINESS ADVISERS FOR OUR CLIENTS, PROVIDING SERVICES TO MEET A WIDE RANGE OF BUSINESS NEEDS.



## PRACTICAL KNOWLEDGE



The value we place on our ability to develop leaders and the need to continually grow our collective technical expertise to meet the needs of ever more sophisticated clients. We bring together the right people to conquer complexity, drive material change, and spark positive, long-term impact.

## PROFESSIONAL APPROACH



Keeping our clients in control and aware of the issues as they arise, we provide rapid response to queries, consistent approach to judgement, flexibility to scope, tailored reporting and identification of issues potentially requiring special attention.

## IMMERSIVE EXPERIENCE



With a rich resource base and a keen desire to invest in our people, we work as a team to share knowledge as efficiently as possible in order to deliver a great smooth and unmatched client experience. It is all we do, our only mission, and our only focus.

## EXTREME RESPONSIVENESS



We provide a comprehensive array of services to help our clients meet management objectives and minimize the effects of complex business decisions. Our team counsel clients on the application of various circulars to their organizational

# LEADERSHIP AT BSA

EACH INDIVIDUAL MEMBER IS THE STRENGTH OF OUR TEAM.

Together, we turn wisdom into action for our clients and for our firm. Our leadership team represents decades of experience working in the industries we serve. Our management puts our clients first, with a relentless focus on championing bold ideas that help them achieve the extraordinary. In our team, you'll find passionate, collaborative people who care for you and your success.



**MUHAMMAD KALIM**

Managing Partner  
ACA | FCCA | CPA | UAECA



**TALHA AHMAD**

Partner  
Financial Consulting & ERP



**HAMID KHAN**

Partner  
HR & Outsourcing



**ARSHAD ALI ABRO**

Director  
Tax, Risk & Compliance

We bring a fresh perspective and infectious energy to every client relationship. our emphasis on team work , trust and tolerance for diverging opinions helps clients focus on their opportunities, build their capabilities and win the future. Together, we achieve results that bridge what is with what can be.

**BSA Auditing of Accounts** is an independent diversified auditing and management consultancy services firm which aims to understand, anticipate and meet the clients' business needs with a multitude of high quality services. Our needs-based approach understands the unique nature of every client's needs and offers tailored solutions to them which are practical and effective. We offer consistent results, solid advice and personalized service that helps organizations to solve issues, create value, maximize growth and improve business performance. We use our business skills and expertise to provide objective advice and expertise, and help organizations develop specialist skills that they may be lacking.

We have built our business with a team of like-minded individuals that apply industry best practices to deliver value addition at every step. This helps us create long-lasting bonds with our clients and stakeholders. Our teams are a potent mix of organizational psychologists, change management practitioners, strategists, and service designers. In addition to our dedicated teams, we maintain a large community of industry and regional experts that augment our teams when we need additional skills. For each engagement, we assemble a team of professionals with the functional competency and industry knowledge that is most appropriate for the situation.

Our team works with domestic and global clients to identify and solve complex business, organizational and operational problems and define and improve processes.

We conduct in-depth research and analysis and provide an unbiased perspective on difficult matters and complex business problems and issues. We believe in constant communication and superior client service. Due to our high innovativeness and the thinking out of the box attitude, we have been able to have an edge over other firms in the same industry. Our services have been applauded by our clients because of the uniqueness in how we handled each business transaction. We are well equipped professionally and morally to deliver when outsourced.

You have to know accounting. It's the language of practical business life. It was a very useful thing to deliver to civilization. I've heard it came to civilization through Venice which of course was once the great commercial power in the Mediterranean. However, double entry bookkeeping was a hell of an invention. "Charlie Munger"



# WHAT WE OFFER

# AUDIT & ASSURANCE

YOUR FINANCIAL STATEMENTS WILL CARRY MORE CREDIBILITY IF AN INDEPENDENT AUDITOR EVALUATES THEM AND PROVIDES OPINION.

Responding to globalization of the international business environment companies need to draw and present reliable and comparable audited financial statements, and consequently there is a vital need to implement international financial reporting standards.

Our expert team helps clients achieve and accelerate growth in their core business and beyond. We serve the statutory needs of clients and report on the financial statements in accordance with the UAE Companies Law and Federal Law, International Financial Reporting Standards and International Standards on Auditing.

Combining creativity and analytical insight with client engagement, our approach helps clients overcome both external and internal barriers to growth. Working alongside our clients, we act as a trusted adviser and business partner to provide independent quality audit and assurance services which creates value proposition for your business.

We help our clients to develop a better environment for successful business operations and maintain sustainable and continuous growth. We always provide qualitative data and information to guide our clients to identify key issues and key areas in various segments of their industry and suggest remedies whenever there are needs. Our External Audit Department provides an extra layer of confidence, allowing management to make specific suggestions that can promote positive corporate growth and development with the knowledge that the key numbers they are using are correct and reliable.



KEY BUSINESS STAKEHOLDERS AS WELL AS RELEVANT REVENUE AND REVIEW COMMITTEES CAN BE ASSURED OF A THOROUGH INVESTIGATION INTO AN ORGANIZATION'S FINANCES AND ACCOUNTING PROCESSES, WITH AN INDEPENDENT AUDITOR ON BOARD

# ACCOUNTS OUTSOURCING & FINANCIAL MANAGEMENT

ACCOUNTING GIVES MANAGEMENT INFORMATION REGARDING THE FINANCIAL POSITION OF A BUSINESS.

Organizations these days, not only look for cost-effective solutions to systematically run non-core activities like accounting and payroll services, but also expect to add value in order to achieve better understanding and control of cash flow and thereby make conversant decisions. Despite being considered as non-core, accounting services form an integral part of an organization's operational capabilities and systematic functioning. Therefore, outsourced accounting and payroll processing services help restructure core business operations of an organization.

We offer a wide spectrum of accounting services that answers to the financial needs of any business in the global market. We provide professional services that keep your business focused on your core objectives. We create custom made accounting and financial systems based on creative strategies combined with satisfactory customer service. You will reap the benefits of greater transparency, efficiency and reliability.

TO RUN A BUSINESS YOU NEED DATA, RECORDS, REPORTS, ANALYSIS, ACCURATE INFORMATION ABOUT ASSETS, DEBTS, LIABILITIES, AND PROF ITS, THAT IS WHY ACCOUNTING IS IMPORTANT FOR ANY BUSINESS ACTIVITY.

**We are engaged in providing the following services:**



Financial accounting system design & implementation



Setting up of accounting procedures



Outsourcing and supervision of accounting department of companies



Monthly, quarterly and annual financial reporting.



Analysis of financial statements



Development and implementation of internal control & documentation procedures

# INTERNAL AUDIT

PROVIDING INSIGHT INTO AN ORGANIZATION'S CULTURE, POLICIES, PROCEDURES, AND AID BOARD AND MANAGEMENT OVERSIGHT BY VERIFYING INTERNAL CONTROLS.

An internal audit is essentially a pre-emptive maneuver to maintain operational efficiency and financial reliability, and to safeguard company's assets. It provides independent assurance that an organization's risk management, governance and internal control processes are operating effectively.

Our Internal Audit Team has all the capabilities to evaluate emerging technologies, analyzing opportunities, examining global issues, assess risks, controls, ethics, quality, economy, and efficiency and to assure you that in your company, the controls in place are adequate to mitigate the risks or if any improvements are required. Our team makes a valuable resource to executive management and boards of directors in accomplishing overall goals and objectives, as well as in strengthening internal controls and organizational governance.

## Our Internal Audit Team helps organizations by

- Objectively assessing a company's IT and/or business processes
- Assessing the company's risks and the efficacy of its risk management efforts
- Ensuring that the organization is complying with relevant laws and statutes
- Evaluating internal control and making recommendations on how to improve
- Identifying shortfalls or gaps in processes
- Promoting ethics and help identifying improper conduct
- Assuring safeguards and Investigating fraud



INTERNAL AUDITING IS AN IMPORTANT FUNCTION OF ANY INFORMATION SECURITY AND COMPLIANCE PROGRAM AND IS A VALUABLE TOOL FOR EFFECTIVELY AND APPROPRIATELY MANAGING RISK.

# VAT CONSULTANCY

HELPING YOU MANAGE YOUR CASH FLOW AS WELL AS TAXES BETTER.

Businesses in UAE are facing several challenges while implementing VAT in their business stream to ensure that they are VAT compliant. As VAT is a newly adopted concept in the region, it requires advice from qualified and experienced Tax professionals, to support the businesses.

Being Registered Tax Agents, our team assists clients efficiently to manage their VAT/ Excise transactions by implementing tax procedures and complying with VAT/ Excise laws and advising on transactions. Our Tax Agent and VAT Experts ensure that businesses comply with the rules and regulations of the Federal Tax Authority and International Laws.

Our approach ensures that clients can appropriately and judiciously react to changes in VAT/ Excise laws, diffuse potential problems before they arise and structure their business activities to maximize tax benefits.

## We are engaged in providing the following services

- ✔ Help in planning and analyzing the impact on your business
- ✔ Map all relevant processes and transaction flows and tax touch points
- ✔ Review existing contracts to identify the material impact of VAT/Excise
- ✔ Identify information requirements
- ✔ Registration completion report and review
- ✔ Assess the right amount of tax liability and refund as well as identifying any deferrals
- ✔ Filing and Tax reporting
- ✔ Review VAT/ Excise compliance



IT IS IMPORTANT TO HIRE SOMEONE WITH EXPERIENCE AND EXPERTISE IN THE FIELD OF TAXES AS THAT WILL BE AN INVESTMENT FOR THE FUTURE OF YOUR BUSINESS.

# TAX AGENTS & TAX AGENCY SERVICES

A TAX AGENT WILL HELP YOU SMOOTHEN VAT PROCESS AND WILL ACT AS A MEDIATOR BETWEEN YOU AND FEDERAL TAX AUTHORITY.

IT IS IMPORTANT TO HIRE SOMEONE WITH EXPERIENCE AND EXPERTISE IN THE FIELD OF TAXES AS THAT WILL BE AN INVESTMENT FOR THE FUTURE OF YOUR BUSINESS.

The Federal Tax Authority (FTA) UAE has made the provision for qualified and licensed persons to assist Taxable Persons in compliance with VAT/ Excise and other tax obligations.

Our Tax Consultants provide you with the right advice and right direction towards tax planning, implementation and submission, so your financial resources are used efficiently and effectively. We help businesses overcome any expected and unexpected barriers as lack of familiarity with VAT rules & regulations, structure and compliance issues and lack of resources.

**We believe our unique and proactive approach to tax advisory services can offer our clients specialist level knowledge on every complex subject matter such as**

- ✔ Help in planning and analyzing the impact on your business
- ✔ Map all relevant processes and transaction flows and tax touch points
- ✔ Review existing contracts to identify the material impact of VAT/Excise
- ✔ Identify information requirements
- ✔ Registration completion report and review
- ✔ Assess the right amount of tax liability and refund as well as identifying any deferrals
- ✔ Filing and Tax reporting
- ✔ Review VAT/ Excise compliance

# RISK & COMPLIANCE

THERE ARE MANY RISKS IN THE WORKPLACE AS IT RELATES TO ENSURING GOVERNANCE, RISK MANAGEMENT AND COMPLIANCE. TO ENSURE THAT BUSINESSES PROTECT THEIR INFORMATION, HAVE CONSISTENT COHESION DEPARTMENTALLY, AND FOLLOW ALL REGULATIONS, A GOVERNANCE, RISK AND COMPLIANCE PROGRAM IS IMPORTANT.

Companies have started realizing the importance of investing in compliance and are moving towards platforms that offer help in managing them. Monitoring the compliance of business processes with relevant regulations, constraints, and rules during runtime has evolved as a major concern in practice.

We provide organizations with an integrated collection of capabilities that enable them to identify, assess, communicate, and manage the risk in a cost-effective manner to reliably achieve objectives, address uncertainty and act with integrity.

Our professional team stands out amongst the most leading providers for risk-based solution for organizations of various sizes. We convey support-based solutions lessening the risk, deal with the risks and adhere to compliance.

**For organizations that require an independent evaluation of their business processes and related controls, we provide**



Internal control audits



Agreed up-on procedures



Overall evaluation of management controls



Assurance on business processes



Risk management solutions



Traditional third-party assurance



Due diligence



EST Test, Notification and Report



goAML Compliance Test, Registration and



Reporting.

# MANAGEMENT CONSULTANCY

HELPING BUSINESSES IMPROVE THEIR PERFORMANCE AND GROWTH BY SOLVING PROBLEMS AND FINDING NEW AND BETTER WAYS OF DOING BUSINESS.

A modern business is characterized by risk and uncertainty, and such an environment is reflected in the decisions taken by management. With rapid economic development, there is a growing demand in the field of financial services. Financial services consulting has created opportunities for: shortening the time required in the preparation or implementation of specific activities; providing new knowledge and know-how for which there is an objective need; introduction of new ideas and approaches in present practice; obtaining third-party, or impartial assessment and suggestions for a particular financial activity. Our business services help clients take advantage of attractive opportunities, develop innovative business models and outperform their competitors.

We combine in-depth industry understanding with deep technical expertise to enable clients to develop winning strategies for acquisition and divestment, service development, new market entry, regulation and risk management, operational efficiency, and strategy activation.

We help businesses improve their performance and grow, primarily through the analysis of existing organizational problems and the development of plans for improvement.

- Business Plans, Budgets and Forecasts
- Feasibility Studies
- Capital Expenditure Planning
- Rehabilitation of Troubled Industrial Units
- Setting up Policies and Procedures, Internal Control Procedures
- Project and Business Evaluation

DIAGNOSING CLIENT'S STATE  
MANAGEMENT, PRESENTING A  
TERNATIVES WITH RECOMMENDATIONS,  
OBSERVE PROCESSES IN THE  
ORGANIZATION AND PROVIDE  
FEEDBACK, EXCHANGE OPINIONS,  
MORAL SUPPORT, ADVISE, AND MORE.

# COMPANY INCORPORATION

RELIABLE & TRUSTED BRAND FOR BUSINESS SETUP SERVICES IN ALL OVER UAE

The UAE, with its unparalleled inclusive society, excellent infrastructure and security coupled with stable political environment, has always attracted investors and visitors. The economy has gained momentum by posting growth in new business licences and reflecting growing investor confidence. The government has taken significant measures to establish solid foundations for the start-up ecosystem with new regulatory frameworks, increased government support, more venture capital investment and banking partnerships. It is the perfect way for entrepreneurs to enter the business world and aspire for growing into a multi-national company.

We specialize in the incorporation and structuring of companies, with cost efficient solutions. We can assist in company formation services in main land and several Free Zones, which include Dubai Silicon Oasis, Dubai Healthcare City, Dubai International Academic City, Dubai Knowledge Village, Dubai Studio City, Internet City, Media City, IMPZ, Dubai Industrial City, Dubai Outsource Zone, SAIF Zone Sharjah, Hamriyah Free Zone, RAKEZ, IFZA and more.

We have formed strategic alliances with business support service providers and expanded our range of company setup solutions to support our clients'

STRATEGIC LOCATION, STRONG FINANCIAL RESERVES, LARGE SOVEREIGN WEALTH FUND, PROMISING INVESTOR HOME ECONOMIES, CONSISTENT GOVERNMENT SPENDING, PROGRESSIVE POLICY OF ECONOMIC DIVERSIFICATION, FREE ZONES AND INCREASED FOREIGN DIRECT INVESTMENT CONTRIBUTE TO THE UAE'S ROBUST ECONOMY.



# HR & OUTSOURCING

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## **End-to-end recruitment management**

Outsourcing your recruitment to a team of experts results in qualified candidates, which reduces your cost, saves you time, and results in a lower employee turnover. From search, and shortlisting to administrative procedures, visas, and insurance, our end-to-end recruitment management offers the most cost-effective and efficient way to get qualified long-term manpower.

## **Full time**

Full-time employment often comes with benefits that are not typically offered to part-time, temporary, or flexible workers, such as annual leave, sick leave, and health insurance.

## **Internship: Convenient temporary solutions & immediate hires**

Hiring interns can be a great way to support your business and employees, especially during busier periods. Interns usually take on light administrative duties, alleviating your employees' workload so they can focus on other tasks. But interns are not just administrative assistants - with the right mentoring and supervision, they can take on other more serious tasks as well.

## **Qualified interns & fresh graduates**

Interns are a good way to bring fresh minds and ideas and get new perspectives on organizational issues, they are young, ambitious, and ready to learn. Use interns to get tasks that take too much time, gain brand advocates, and develop your workforce of the future as the internship serves as a trial. Konceptic will source the best students, fresh graduates, and young professionals that will impact your business.

## **Contractual Job**

Contractual work is usually for a specified amount of time and ends upon completion of a project or assignment. Some employers prefer to hire contractual workers if their workload fluctuates or if they want to test workers' capabilities before hiring them permanently. Contractual workers are often paid a lump sum upon project completion, but some receive payments during the course of the assignment. Contractors may sign directly with the customer, or they may be working as a contractor through an agency.

## **Blue-collar workers and office helpers**

At Konceptic, our recruitment schemes are carefully crafted to meet the needs of each industry. We recruit and train office helpers, cleaners, and servers who can meet your company's needs. Choose any worker from our directory and leave us to handle the rest.

# ERP SOFTWARE

YOUR ERP SOLUTION PROVIDER

BSA Auditing & Consultancy excels in providing ERP solutions which are tailored made to fulfill all your organizational needs. We bring to the client a strong experience of over 15 years in strategic and organizational leadership coupled with an expert understanding of the importance and role of Enterprise Resource Planning, Content Services, Process and Data Governance in accordance with the needs of the business and market environment in UAE. Allowing us to offer you the best solutions in your hour of need.

## We focus on encompassing all business needs related to various sectors and industries such as:

- Government and Public Sector
- Manufacturing
- Healthcare
- Finance
- Food and Beverage
- Hospitality
- Advertising and Marketing
- Automotive
- Education
- Logistics
- Media and Publishing
- Oil and Gas,
- Real Estate,
- Retail
- Services and Telecom
- Wholesale

Through a researched service portfolio, we drive value for our clients with the combined use of AI, machine learning and IoT, allowing us to provide cost effective yet impact driven solutions for the market using the best available technological advances,

With our understanding of the UAE business environment and our presence within the financial and business sphere we are a trusted leader in information governance supported by an ever-increasing legal and compliant environment.

# ODOO ERP

ODOO IS A SUITE OF OPEN-SOURCE BUSINESS APPS THAT AIMS TO FULFIL YOUR BUSINESS NEEDS, PROVIDING A RANGE OF SOLUTIONS SUCH AS: CRM, ECOMMERCE, ACCOUNTING, INVENTORY, POINT OF SALE, PROJECT MANAGEMENT, ETC.

What makes Odoo stand out is its easy of use and its complete integration with business processes. With Odoo you get the following benefits:

## **All in one Solution.**

We think business software should cover complex needs without being complicated. Our mission is to provide software that is intuitive, full-featured, tightly integrated, effortless to upgrade, all while running smoothly for every business, every user.

## **Fits small and large companies alike.**

We aim to provide a range of easy-to-use business applications that form a complete suite of tools to accompany any business need. We give millions of company's easy access to the software they need to run and expand their business.

With the "On-premise" offer, Odoo is the most installed business software in the world. It is used by over 5,000,000 users worldwide ranging from startup companies (1 user) to large enterprises (300,000+ users).

## **What makes Odoo different?**

A simple and friendly user experience has been built to ensure that the user gets seamless adoption.

Fluidity and full integration cover the needs of even the most complex companies. The flexibility of Odoo is such that apps can be added according to the growth of your company, adding one app at a time as your needs evolve and your customer base grows.

Odoo is actively maintained by a large base of developers to meet evolving customer needs and provide new, innovative applications.

( incorporate the Odoo features as is)

## **Why Use Our ERP Solution?**

We deliver cost effective and result driven IT solutions blended with our team of technical and functional experts who are skilled in understanding the needs of the clients and possess an in-depth knowledge of the business environment the company is operating it. Equipped with the best-in-class development methodology, proven project management, and established communication systems, we ensure you get the best services and quality solutions, which BSA is trusted for.

# PARTNERSHIPS, COLLABORATIONS & AFFILIATIONS

Audit of accounts is mandatory for local and foreign companies established in most of the free zones in UAE. This requirement is clearly set out in a company's articles of association and yet many companies expose themselves to potential fines and the non-renewal of their trading licence for failure to comply to prepare and file annual audited accounts and financial statements. We are registered in all of the free zones and banks in UAE and committed to providing the best Auditing Services to our clients.



## CONTACT US



OFFICE # 641, TAMANI ARTS  
OFFICES BUILDING, P.O. BOX 111390,  
BUSINESS BAY, DUBAI, UAE



+971 4 570 7357



[Info@bsauditing.com](mailto:Info@bsauditing.com)



[www.bsauditing.com](http://www.bsauditing.com)

**COMMITTED TO PROVIDE PREMIUM QUALITY  
AND VALUE-FOR-MONEY SERVICES TO OUR CLIENTS**