

# REFLECTION ACCOUNTING AND BOOKKEEPING

We create value for you... We put our clients'  
needs above everything else



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# About us :

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- ▶ We are a firm of public accountants in Dubai that provides specialized bookkeeping services and can carry out all your accounting requirements.
- ▶ We provide full-time accountant outsourcing services, to help you leverage your internal team while we handle your crucial financial challenges.
- ▶ Our qualified accounting team is fully trained in UAE accounting practices, UAE accounting software, and UAE VAT legislation to help small business owners, freelancers, or an individual in need of financial assistance.
- ▶ One of our main areas of expertise is in the field of tax and tax compliance.
- ▶ We stay up to date on the latest tax laws and regulations in the UAE, and we can help you navigate the tax system to ensure that you are in compliance and taking advantage of all available deductions and credits.

# Our vision:



At Reflections, we envision a world where corporations and businesses operate with absolute financial clarity. Our commitment to excellence, coupled with our dedication to trust and reliability, empowers our clients to reach new heights of success. We strive to be the beacon of financial clarity, lighting the path for corporate growth



# Our mission:

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Our mission is to deliver comprehensive accounting, financial, and taxation services that set the industry standard for excellence. We are guided by the core principles of trustworthiness and reliability, and backed by a team of experts who transform data into actionable insights.

We are the dependable partner of our clients' financial operations, ensuring that they can focus on their core business, secure in the knowledge that their financial needs

# Why choose us?

Because of many reasons and benefits you will enjoy such as:

- 1 Our accounting service providers are fully qualified accountants and consultants in the field.
- 2 We handle all your services professionally, with accuracy, speed, and efficiency.
- 3 Our commitment to delivering accurate and timely financial information.
- 4 Our strategies have helped businesses find substantial strength in times of thick & thin, and our verifiable methods have helped companies achieve sustainability without sacrificing growth.
- 5 We can provide you with financial statements on a regular basis so that you can make informed business decisions.
- 6 Our way of working is smooth and efficient, which makes it easy for our clients to understand the process.
- 7 We believe that communication is important for collaboration and building trust between clients and businesses.
- 8 We help you gain a fresh new perspective on how well your business is running.
- 9 We move ahead with proficiency and a smart work ethic and help you improve business processes and create wealth.



# Our clients :

We understand that every business is unique, and that is why we provide customized solutions to meet your specific needs.

Whether you are a small startup or a large corporation, we have the resources and expertise to help you achieve your goals.

We worked for clients in many industries such as Medical, Marketing, Renovation, construction, IT, recruitment, Trading, and Retail.

MD PRIME  
Equipment Trading LLC.

BELLA ROSE  
MEDICAL CENTER

WTS Facility  
Management LLC

SEVENSTAR  
DENTAL

INFINITY  
MEDICALS

OneLife  
Medical Centre

DermaDent  
Medical Center

دورمادنت  
مركز طبي

MERMAID  
MEDICAL CENTER

HEAVEN  
BY SEVEN

7dental  
center

SEVEN-D  
MEDICAL CENTER

Ageless  
MEDICAL CENTRE

nao  
عيادة نيو ايج  
NEW AGE CLINIC

CONCEPT  
SEVEN  
MD Consultancy

DIGIMINDZ  
MARKETING AGENCY

DIGITAL VIBES  
MARKETING AGENCY



# Services :

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## Accounting & Bookkeeping services

- Our team of experienced bookkeepers and accountants can take care of all your bookkeeping needs, from recording transactions to preparing financial statements
- Our bookkeeping services are designed to save you time and stress, so you can focus on growing your business
- Bookkeeping is not just about numbers and paperwork, it's also about understanding your business, its goals, and its potential
- In our financial accounting as well as bookkeeping services, our accountants classify various records, conduct analysis on its basis, and summarize the data based on the bookkeeping records we prepare



## Accounts Reconciliation

- Accounts reconciliation is the process of verifying an organization's financial records and transactions in order to detect discrepancies, if any and to reconcile the same
- Efficient bank account reconciliation is vital for auditors to determine the correctness of a company's financial statements and to ensure compliance with regulatory/ statutory requirement
- After thoroughly understanding your requirements, we will devise a customized solution that will effectively address your needs
- Our accounting reconciliation services include the following :
  - 1 Reconciliation of your bank statements with the records maintained by your organization
  - 2 Reconciliation of credit card statements with your bank records
  - 3 Invoice matching with your ledger and journal entries
  - 4 Sequencing of checks



## VAT Services

### VAT Advisory Services

- We offer professional and relevant VAT advisory services according to the industry needs to find suitable solutions
- We will execute the health check to review the current tax position of your business and provide you with relevant advice
- We will also conduct VAT training and give awareness to staff with VAT updates

### VAT Return Filing Services

- It is mandatory for all those who are registered for VAT to fill out a return filing form 201
- It is an online form from which a tax registrant can present the value of their sales and purchases and pay the tax due

### VAT Registration

- Every start-up business needs to get registered for VAT under the Emirati VAT law, it shows that the government recognizes your business
- It is compulsory for companies or individuals to get registered for VAT if their turnover is more than 375,000 AED
- The VAT registration is done through the Federal Tax Authority (FTA), and it is an online process

### VAT Deregistration

- VAT deregistration is typically done when a business needs to cancel its VAT registration with the Federal Tax Authority (FTA)
- If it is not submitted within a given timeframe, it can cost your business
- We will help your business in applying for the cancellation of the tax registration numbers and make the entire deregistration process easy for you



### VAT Training

- We offer the best VAT training for both individuals and businesses
- Our training is based on VAT law and regulations to make sure that you are dealing with VAT correctly
- We offer VAT training in well-organized classes and in-depth training needs analysis

### VAT Transaction Advisory

- VAT transaction advisory is a form of VAT advisory service that guides specific industry transactions
- It is more relevant to companies that have a complex spectrum of transactions, products, branches, etc
- Our professional will help you with transaction advisory services, including various steps, business processes, models, systems, places of supply, etc



## Corporate TAX Services

- Corporate Tax in the UAE is a form of direct tax levied on the net income or profit of corporations and other businesses
- Going forward, licensees operating in the UAE will be required to assess the impact of the upcoming regulations on their business and undertake the necessary compliance
- On this note, the UAE Tax Authorities have already stated that non-compliance will attract high rates of penalties
- Taxable income up to AED 375,000 has a %0 Corporate Income Tax Rate
- Taxable income over and above AED 375,000 has a %9 Corporate Income Tax Rate
- CT Registration in the UAE is required for all businesses
- All CT Filing in UAE should be done to avoid any type of penalties
- Accounting for Corporate Tax should be done by Corporate Tax Consultants in UAE

### Implementation

- Amend contracts and other legal agreements
- Review and implement necessary TP policies
- Implement changes to legal/organizational structure
- Obtain clarifications/ tax rulings
- Apply for CT groups/exemptions
- Amend tax function and tax governance framework
- Implement system changes/updates

### Post-implementation

- Amend contracts and other legal agreements
- Review and implement necessary TP policies
- Implement changes to legal/organizational structure
- Obtain clarifications/ tax rulings
- Apply for CT groups/exemptions



## Software consulting and implementation

- We provide software consulting and implementation services
- We have a specialized consultant team that will help you right from the selection of software to its implementation

## Financial reporting

- Our financial reporting services are designed to meet these needs and provide you with high-quality and reliable reports
- We use advanced software and systems to collect, process, and analyze your financial data, and we follow strict accounting standards and guidelines to ensure the accuracy and integrity of the reports
- We also offer consulting and support to help you understand the reports and use them to make informed decisions
- But financial reporting is not just about numbers and charts, it's also about communication and storytelling
- That's why we pay attention to the presentation and formatting of the reports and work with you to tailor them to your specific audience and goals



## Feasibility study

- It Plays a vital role in business, it is used to determine positive and negative results from a project and can identify potential issues that can impact business
- Our experienced feasibility study consultants will help you to determine the viability of the project and help you to understand the weaknesses and strengths of their proposal

## Business analysis

### Budget preparation

- Based on the book of accounts, one can plan for the future and budget revenues and expense





### Inhouse accounting service

- **Full/part-time**
- **Part-time Optional visits:**
- **Weekly visit:** our representative will visit your office on a weekly basis and update transactions  
This will cover the entry of all purchases, sales, receipts, payments, and other business transactions including recognition of transactions on an accrual basis  
Reports will be generated and discussed with the management
- **Monthly reports:** will be prepared and issued to the management at the end of every month
- **Monthly visit:** if the number of business transactions in the company is comparatively less, one or two visits will be sufficient to complete the updating of books of account  
Our representative will visit the client's office at the end of every month/beginning of the next month and update the transactions  
This will cover the entry of all purchases, sales, receipts, payments, and other business transactions including recognition of transactions on an accrual basis  
Reports will be prepared and discussed with the management by our executive

## Online accounting services

- **Full/part-time:** We manage your finances digitally

Our online accounting services are designed to take advantage of these benefits and provide you with a hassle-free and secure accounting experience

We use software and systems to digitize your financial records and processes



# Work process :

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- ▶ Our services could either be performed onsite or offsite depending on the client's preference for service delivery, information security, logistics, and timeliness
- ▶ Accounting assistance agreements are usually for a period of one year (calendar year) and are later renewed after a review of your new requirements
- ▶ Agreements are very flexible, e.g., one or two days every week, monthly, quarterly, semi-annually, or annually
- ▶ The audit process normally commences in January, if books are closed at the end of a calendar year, it normally ends within the same month, the actual time schedule of the audit assignment will be discussed and agreed upon by both the company's management and ethics plus





# Our team:

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## Photos and job titles

Our services could either be performed onsite or offsite depending on the client's preference for service delivery, information security, logistics, and timeliness





# Reviews:

What our customers are saying? **screens with more reviews**

**1** I am extremely satisfied with the service reflections accounting has provided

In particular, I would like to highlight the following features: a courteous and professional attitude; timely and accurate guidance; and prompt response to my calls and emails. Thus, I strongly recommend Reflections services to any interested party

**2** We had a few one-on-one meetings with reflections, who understood our financial position and helped us work through the various options in the market. We are pleased to have worked with reflections and have no hesitation in recommending their service





# Thank You