

Dubai  
United Arab Emirates

# Brainstorm Accounting & Bookkeeping

*Accounting and business solutions, that work for your company*

Providing the 'back office' accounting, payroll, internal audit and HR support you need without an office, with the oversight of qualified 'Chartered Accountants'



letting you  
**RELAX**  
and  
**FOCUS**  
on your  
business

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# Introduction

## | What brings us here?

Today's business world is changing at a relentless pace and most of the stable traditional paths are disappearing. Only the innovative and the most adoptive businesses have survived by coming up with creative strategies. Outsourcing is not just about cost-effective services; it is a strategic tool that powers the 21st century global economy, and it is strongly predicted by the global economists that the outsourcing industry will develop profusely in the future.

**Brainstorm Accounting & Bookkeeping** has been founded with the vision of providing insightful, cost-effective and reliable auditing and outsourcing services to its clients, focusing on their needs. Our aim is to be a one stop auditing, accounting and management services firm, to keep our clients away from dealing with numerous vendors. We have brought together a team of expert young professionals, which is led by the firm's qualified partners who possess transnational experience of numerous industries. We are headquartered in the city of Dubai, the global hub, being one of the most accessible cities on the globe.

## | How do we aim to accomplish our mission?

We have an adequate level of human and technological resources which is constantly updated and upgraded as per the industrial needs. We appreciate the importance of our organizational values and beliefs which give spirit to the tangible and human resources our organization possesses. Last, but not the least, is our focus on the needs of our clients. Our resources, and values and beliefs are actually driven by the needs of our clients. This triangular approach; our tangible resources, our organizational values and beliefs, based by the needs of our customers, plays a significant role in helping us to accomplish the mission of our organization.

# Our services

## **Accounting and bookkeeping**

Full and partial accounting and bookkeeping outsourcing

## **Internal Audit and Risk Assurance**

Full and partial internal audit and risk assurance services

## **Payroll Services**

Preparing and maintaining complete payroll for all your employees

## **HR Services**

Developing strategy, recruiting, retaining and compliance with law

## **Business Setup**

Business setup solutions and company formation

## **Accounting Software Implementation**

Implementing new accounting software and training

## **Organizational and Restructuring Services**

Process Improvement and Enhancement, Administrative Systems, and Restructuring and Remapping

## **Audit and Assurance Services**

Financial Statement Audit, Regulatory Compliance, and Corporate Reporting

## **Training Workshops**

Project Management, IFRS, Internal Audit and Control, Operational Management, Fraud Prevention, Detection and Investigation, and Risk Management



# Our services



Given the complexity and vulnerability of businesses today, a stone left unturned could easily lead to a series of problems for our client. We understand the high importance of the information that our client will be provided as a result of our work. The accuracy, reliability and relevance of such information cannot be compromised. We have therefore introduced the unique '360° understanding of the assignment' approach to address the needs of our clients. We will develop a 360 degree understanding of your company and the assignment we

will undertake to ensure you are furnished with the accurate information.

Our teams work under the leadership of a lead client service partner. We concentrate on developing teams with a world class level of experience and promise. Combining insight and innovation from multiple disciplines and industries, we help great organizations excel, no matter what they do and no matter where they are in the world.

## | What does this mean for you?

It means your company will get the same exclusive and insightful services as your own staff will provide you. while you work with professionals who have recognized knowledge and experience of international standards, and have access to the global methodologies, tools, resources and training. You will benefit from years of service expertise and innovative solutions from around the world.



**Lets make your company more 'global'.**

# Accounting & Bookkeeping

Accounting & Bookkeeping is the corner stone of Brainstorm. We have built up a team which brings together a level of expertise and insight that differentiates us as one of the best accounting and bookkeeping services firms.

## | Cost-effective and reliable

When it comes to outsourcing your administrative functions, two most important things come to mind, and that are the cost impact of the outsourcing and the reliability.

Our reason of existence is to ensure that we significantly cut your costs and also bring a high level of reliability in the information that you will be provided.

**This move will take you two steps ahead of your competitors.**

## | Accounting Software

Technology plays a vital role in our work. Our staff has a diverse experience of various accounting software and ERPs. We ensure that our staff is up to date in this respect and do not let technology be a barrier to ourselves

## | Result-driven services

We focus on a result-driven approach to each assignment. It means that we will not just fulfil the terms of our contract with you, but instead we will provide you with 'complete' information at the 'right time' to ensure that you achieve remarkable results.

# Accounting & Bookkeeping

## | As flexible as possible

As a single source accounting and business solutions provider Brainstorm offers a full range of accounting and bookkeeping services. Depending on your company's needs, we partner with you as your bookkeeper, controller, business advisor, part-time CFO or the entire department. All of our accounting services and solutions are scalable during periods of peak activity, and then can be scaled back when they are no longer required.



## | Stay “worry free”

By partnering with us to help you manage the most hectic administrative functions of your organization, you can concentrate efforts on maximizing your core business, which is essential to businesses that are positioned for growth.

Let us worry about your books.

# Accounting & Bookkeeping

↑ Accuracy and Reliability

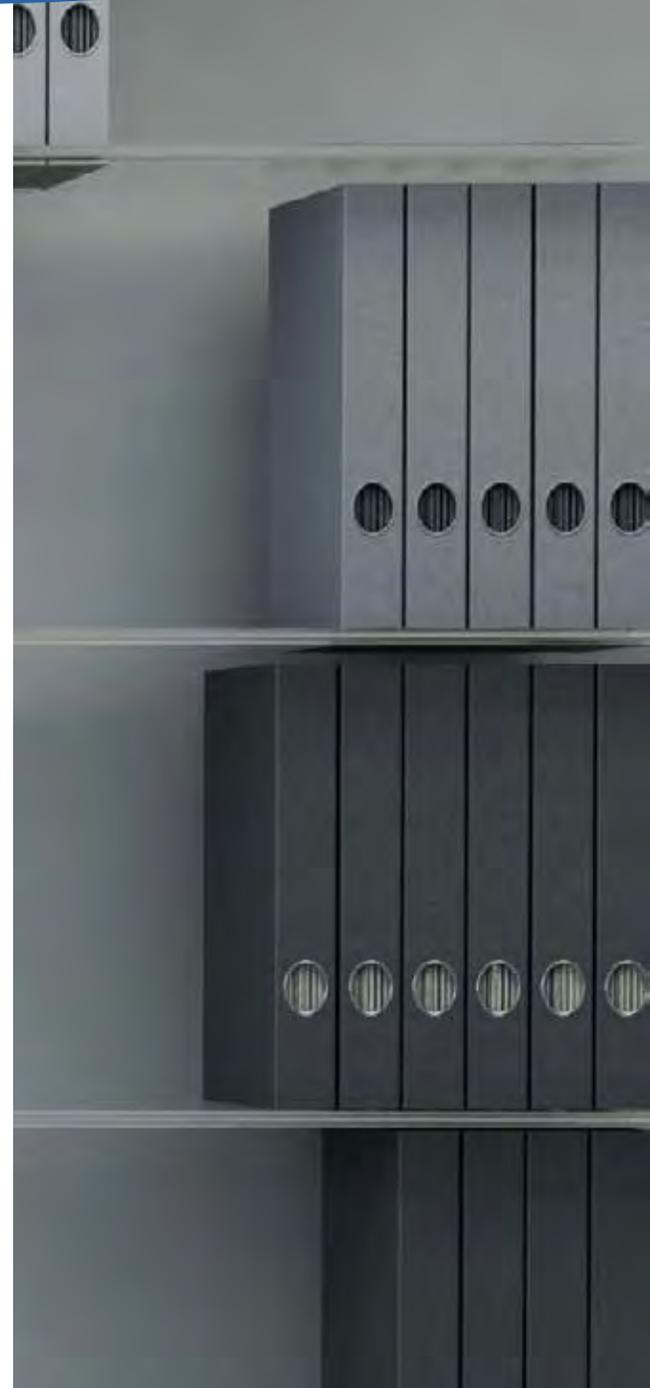


Timely

↓ Administrative Costs



Keeping you away from all the administrative  
hassle of accounting



# Accounting & Bookkeeping

## | Choose as it suits you

### In-house

Our accounting professionals will handle accounting and bookkeeping of your company (at our own office) and furnish you with a full package of periodic reports

### At your Office

Our staff will visit your office on periodic basis (as you wish), to handle the accounting and bookkeeping of your company

### E-Accounting

If you need to do efficient decision making on the basis of your cashflow (being updated on hourly basis), we will keep your records up to date through e-accounting

### Supervision

Our Chartered Accountants will oversee your finance function and also help you in preparation of policies and year-end financial statements

### Yearly basis

We will record your accounting transactions, summarize in a trial balance and produce a financial statement for your company at the end of each year.

### System development

If you have established a new company or do not have an established accounting and finance function we will develop a complete system of or just develop a finance and accounting manual so that your staff could follow it.

# Accounting & Bookkeeping

## | E-Accounting

At Brainstorm we remain proactive about the development in IT. Cloud-based accounting appears to be the prevailing wave of the future.

### **What does e-accounting offer to you?**

#### **Visibility:**

If you travel a lot or you are too busy to hang around the machines on which your accounting software is installed, e-accounting allows you to access your accounting data from wherever you want as long as you have internet connection.

#### **Up-to-date Information:**

If you want to remain updated about your cashflows on hourly basis, e-accounting is an integrated and easy to access, and so you will get up-to-date information from your records on hourly basis.

#### **Easy to use:**

If you dread entering into your complicated accounting software, e-accounting takes that dread away as it is fairly easy to operate.

We will help you develop and maintain e-accounting to help you take the right decisions at the right time and at the right places. Keeping in view the current development in cloud accounting, e-accounting is only suggested for small businesses at this point in time.



# Internal Audit and Risk Assurance

At Brainstorm we have built up a team of internal audit and risk assurance that is distinguished by its qualified and expert staff, and is led by an experienced and certified partner.

*“Internal Auditing is an independent, objective assurance and consulting activity designed to add value and improve an organization's operations. It helps an organization accomplish its objectives by bringing a systematic, disciplined approach to evaluate and improve the effectiveness of risk management, control, and governance processes”*

*Institute of Internal Auditors*

## | Why would you need Internal Audit?

### Risk

Emerging and constantly changing business risks can have a significant influence on the operation of your company. Whether they arise from globalisation, market and economic pressures, changing technology, environmental issues, geopolitical influences or regulatory requirements, these risks need to be effectively managed.

### Information

Information is like the photo of your business. If you get a distorted photo you will not be able to make the right decisions. To ensure that you get a clearly drawn photo, you must build a thorough internal control system.

### Operations

The outcome of business operations is the harvesting of value from assets owned by a business. There are many examples of the businesses operating in present or past, which have either won the game based on excellence in their operations or had to lock their doors permanently due to rusty business operations. Add to this the changing technologies and you are definitely in a state where you need to constantly keep an eye on your business operations.



# Internal Audit and Risk Assurance

## How can we help?

### Assessment of internal audit

- Does the quality of services provided by the internal audit function fail to meet your expectations?
- Do you have doubts about the effectiveness of your internal audit
- In the past five years, has your internal audit function not been subject to an external quality review, which is required by international standards?

### How can we help?

- Conducting an independent performance review of your company's internal audit function.
- Proposing practical measures enabling you to close the gap between the current and desired performance of your internal audit.
- Comparing the current state of the internal audit function with industry best practice, the experience of our professionals, and with the expectations of your company's management.

### Establishing / improving the internal audit function

- Has your company's management decided that an internal audit function needs to be established, in view of the company's size and risk profile?
- Does your company have the obligation to establish an internal audit function due to regulatory requirements?

### How can we help?

- Designing the framework of the internal audit function, tailored to your company's situation and the requirements of the statutory and supervisory bodies.
- Consolidating your internal audit procedures into a manual.
- Selecting suitable candidates for the internal audit work, and helping with their training and further development.

### Outsourcing and co-sourcing of internal audit

- Is your company too small to have an internal audit department risk profile?
- Do your internal auditors lack certain specialised knowledge and experience required to carry out technically sophisticated audits?

### How can we help?

- Providing you with the full/partial outsourcing of internal audit services.
- Supporting you in auditing your international operations.

# Payroll Services

Staff costs form the most significant element of your company's Income Statement. Ensuring the accurate calculation of salaries, allowances and benefits will keep your expenses controlled, compliance with laws and regulation and also bring satisfaction among your staff.

## | What distinguishes our Payroll services

- ✓ Flexible data submission
- ✓ Payroll processing that adjust to your needs
- ✓ Automate the data capturing and payroll management cycle
- ✓ Solution tailored from full featured corporate payroll management to limited payroll processing
- ✓ Flexible payroll submission options - online or via email.
- ✓ Time analysis of employees, departments and organization
- ✓ GL reporting



Managing your human resources could often be hectic and disturbing activity for you, especially when you are busy in an important business deal and one of your staff comes up to you with resignation. Similarly recruiting and retaining the right staff could be another time consuming and unpleasant activity for you to do.

Brainstorm will partner with you to implement HR interventions and solutions that ultimately deliver your business' desired outcomes. Our work is not just about recruiting and evaluating, but to bring talent to your company and help you achieve your performance and profitability goals.



## | What do we offer?

- ✓ Devising strategy for HR
- ✓ Attract, hire and retain the right people
- ✓ Pay the right amount considering your preferences and industry averages
- ✓ Comply with the employment laws and regulations
- ✓ Reduce administrative hassles
- ✓ Conduct periodic evaluation and increase productivity



Although there is an abundance of people in the UAE Job Market, however selecting the right individual makes the difference

Setting up a new company in a new place and going through numerous troubles while being unaware of the procedures, could be a time consuming and costly. At Brainstorm we have the expert staff who will make your experience of setting up a new company more relaxed and and cost-effective. In UAE, you have the options to work as a Limited Liability Company, a Freezone Enterprise and as an Offshore Company



## | What do we offer?

### Freezone Enterprise

- ✓ Provide strategic inputs on identifying the suitable free zone area for the client
- ✓ Prepare all incorporation documents
- ✓ Name approvals and other ministerial approvals
- ✓ Bank account opening
- ✓ Acting as your local partner for all business registration and continuity
- ✓ Bookkeeping
- ✓ Payroll services and recruitment
- ✓ Feasibility and project reports for the new incorporations

100% tax free

100% ownership

Warehouse & virtual office facilities

Multi currency bank accounts

Common facilities at free zones

# Training Workshops

We have achieved remarkable results in delivering training workshops to the employees of different organizations at various international venues. The consistence in quality and our focus has lead us to achieving all those accomplishments.

## | Scheduled Training

Our scheduled training are announced each month and the organizations who wish to register their employees for such training workshops can do it by providing us the required information, following the requirements in the brochure.



Trainings at Brainstorm

## | Special Training

We also organize and deliver training workshops, exclusive for one organization.

## Limited Liability Company

- ✓ Identifying a local national as sponser
- ✓ Assist in identifying suitable office premises
- ✓ All approvals and incorporation procedures
- ✓ Assisting in bank account opening
- ✓ All other documentation work
- ✓ Helping to arrange residence visa from the Company

100% tax free

49% ownership

Eligible to hold offices

Multi currency bank accounts

Eligible to enter into contracts with other parties in UAE

## Offshore Company

- ✓ Acting as a registered agent in Dubai
- ✓ Preparation of Memorandum and Articles of Association
- ✓ Preparation of registration forms and incorporation certificate
- ✓ Assisting in bank account opening
- ✓ License renewal
- ✓ Filing with the registrar of Companies

100% tax free

100% ownership

Confidentiality

Multi currency bank accounts

No office space requirements

# Training Workshops

Our training workshops are continually evolving. We are always open to working with clients to develop new workshops to meet their needs and ensure their professional development objectives are met.

## Our Trainers

Trainer plays the most important role in delivering a training. We therefore remain very strict in selection of a Trainer. The key abilities we assess while selecting a Trainer for a course include; understanding the technical content of the training, presentation skills, and his methodology and style of preparing training material and working with the trainees/students.



**Training on Internal Audit and Control**

## Our client service staff

All our staff are experienced and skilled to know all our training products and processes so that they can advise clients on any issues regarding administration, logistics, books and materials, venues, tutors etc. Our client service departments are usually situated adjacent to the training rooms so that clients can be served on the spot as and when needed.



**Inside classroom**

# Audit and Assurance Services

High-performing companies know that confidence breeds success. Around the world, the journey to success is governed by increasingly complex and broadening regulatory requirements and stakeholder demands. We have the courage and integrity to help you meet these demands by providing a timely and constructive challenge to management, a robust and clear perspective to audit committees, and transparent information for your stakeholders and investors.

## | Audit of financial statements

With a common, consistent strategy and structure, we serve our global and local clients with the same intensive focus on quality.

We are committed to serving public companies, private companies and family businesses. We adapt our audit services to fit your unique needs, but what doesn't change is the exceptional service quality we deliver to all our clients. We provide a consistent audit by assembling the right multi-disciplinary team to address the most complex issues, using a proven global methodology and deploying the latest, high quality auditing tools and perspectives.



## | Regulatory Compliance

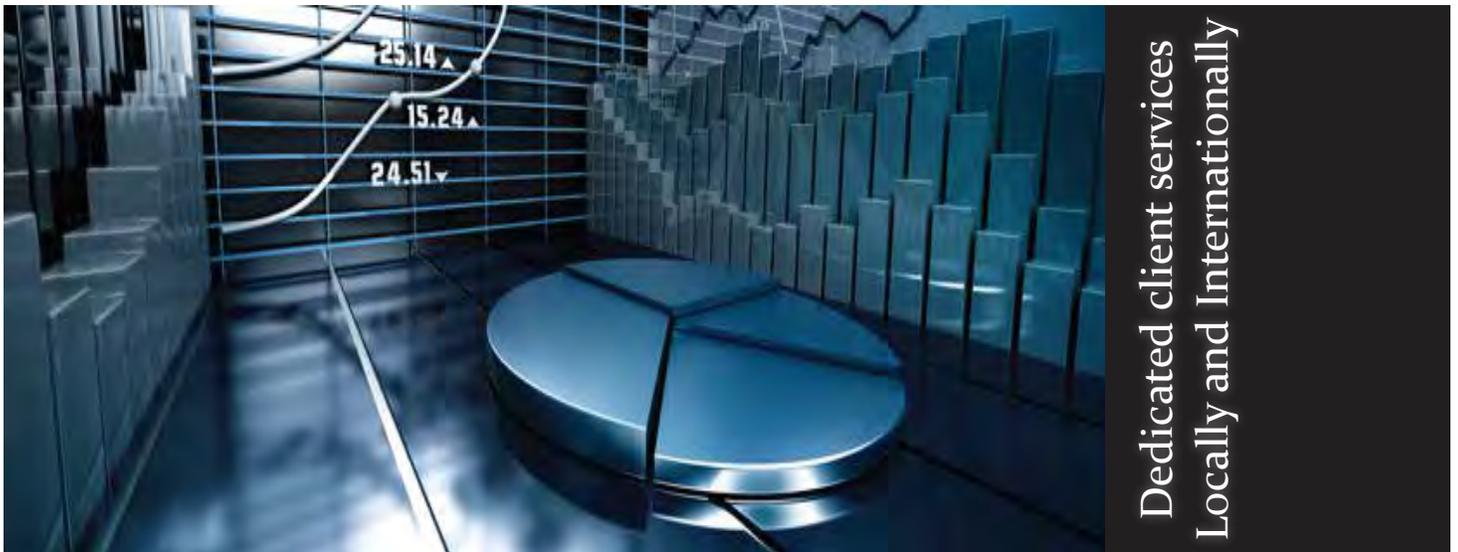
For all organisations engaged in activities that come under the control of a regulator, we provide support, advice and assurance to help you manage your regulatory risks. In an ever-changing regulatory environment, we help ensure that you identify, manage and control any existing and future regulatory risks.

# Organizational Restructuring Services

Organizations are dynamic entities. They do not function well if their individual components fail to work in unison. Organizational restructuring harmonizes skill sets with business needs in order to meet the overall mission of the company and achieves high performance levels.

## | Why organizational restructuring

The main objective of organizational restructuring is to align internal structure to the current business strategy. The process optimizes corporate governance, improves management systems and upgrades operational and tax efficiency. From conducting preliminary assessments of the existing organizational structure to implementing predetermined change processes, we provide a full range of restructuring solutions to both international and domestic companies.



## | Our methodologies

The method we follow is straight forward. We work hand in hand with you to create a tailor fit plan on restructuring. We conduct a series of detailed assessments focusing on the areas that require change and envisage a plan of action that facilitates growth. We offer successful blue prints for reorganizations, growth, downsizing, staff allocations, business process re-engineering and change management.

After spending thousands on buying a new software, you definitely would not like to let it be a failure, a demotivation for your staff and a impairment of your ongoing accounting system. Brainstorm's professionals are expert in operating numerous accounting and bookkeeping softwares. Not only that, they also have experience in delivering trainings on accounting software.

## Get proper advice before buying a software!

There are numerous software packages in the industry but to know the optimal and cost-effective option for you, it is highly recommended to get proper advice from a professional. It could save you from spending a lot money on software packages that may not really be a choice for your company!

## More than just installation

Our services and methodologies are designed to address workflow and technology needs ranging from strategic planning and rapid implementations and upgrades, to system optimization, to end user training.

## We listen. We respond.

Our aim is to make your experience more relaxing and hassle-free. We are devoted to our business. Not only on-site, our staff will be available to you online, so that your queries are dealt satisfactorily, and you are served well!

At all times we appreciate the values of our clients and business partners. We will always remain open to new ideas as we excel towards the Best!

Feel free to contact us on [info@bsaccountants.ae](mailto:info@bsaccountants.ae)