

# MERU<sup>TM</sup> ACCOUNTING



Debit	Adjustments	Adjustments	Debit
Credit	Debit	Credit	Debit
1,100	-	3,470	20,430
2,470	20,000	2,470	-
-	5,900	-	-
1,100	4,320	-	-
5,200	24,000	-	-
20,000	80,000	-	-
3,964	3,964	-	-
150	3,470	-	-
1,000	70	-	-
100,000	194	-	-
3,470	2,000	-	-
2,470	5,900	-	-
-	4,320	-	-
85,600	-	20,430	-
-	38,200	5,900	-
20,430	18,480	4,320	-
5,900	12,000	24,000	-
3,964	3,470	20,000	-
150	2,470	3,964	-
100,000	5,000	1,000	-
4,320	1,100	-	1,100
24,000	3,470	3,964	3,470
80,000	2,470	38,200	2,470
5,200	1,494	18,480	1,494
20,000	-	12,000	5,000
-	150	-	150
215,764	\$34,730	\$34,730	7,014
			\$217

## ABOUT US

Over a decade (10 years) of experience in Accounting and Bookkeeping

Meru Accounting stands as a distinguished firm under the proficient leadership of CA Rushabh Shah and CA Harnish Shah. With headquarters in Ahmedabad, Gujarat, India, our firm extends its global comprehensive accounting and bookkeeping services.

We highlight the essence of real-time financial management by providing up-to-the-minute bookkeeping practices. Led by a team of virtual accounting experts, we empower businesses to evaluate their performance dynamically.

We deliver end-to-end accounting and bookkeeping outsourcing solutions by properly understanding the unique requirements of our clients. From record to report, quote to order, order to cash, and procure to pay, Meru Accounting tailors its services to meet the diverse needs of clientele.

At the core of Meru Accounting lies a team of professionals dedicated to the perpetual growth and enhancement of their skills and knowledge. Our specialization spans a range of services, including Accounts and Finance outsourcing, adherence to Accounting Standards, International Financial Reporting Standards (IFRS), regulatory compliance in the power sector, Direct Taxation, Accountancy, and Audit.

Meru Accounting distinguishes itself through expertise in a lot of applications, including Sage, Odoo, Wave App, Netsuite, MYOB, Quickbooks Desktop, Intuit Quickbooks Online, and Xero.



# MISSION AND VISION

## Mission:

At Meru Accounting, our mission is to empower businesses by providing comprehensive, real-time accounting and bookkeeping solutions. We strive to be the virtual partners that companies can rely on for seamless financial operations, offering end-to-end outsourcing services tailored to their unique needs. Through our commitment to excellence, we aim to contribute to the success and growth of our clients by delivering accurate, timely, and insightful financial information.

## Vision:

Our vision at Meru Accounting is to be recognized as a leading force in the realm of accounting and financial outsourcing. We aspire to set new industry standards by continuously evolving our skills and embracing innovative technologies. By fostering a team of dedicated professionals, we aim to be the go-to partner for businesses seeking expertise in navigating the dynamic landscape of accounting standards, taxation, and financial regulations.



# MANAGEMENT TEAM:

## Founder



Rushabh Shah is a seasoned Chartered Accountant with over a decade of experience in Accounting and Bookkeeping services for clients worldwide. His expertise extends to Australian bookkeeping and taxation, and he brings a wealth of practical knowledge from his time in the Audit department at Deloitte Haskins and Sells, where he audited both listed and non-listed firms.

Audited many listed as well as non-listed firms around the world.

Worked with clients from different industries and has bookkeeping experience with small and medium-sized companies.

Audited more than 50 small and medium-sized companies. A certified Xero Professional having a Silver partnership with Xero.

## Co-founder

CA Harnish Shah, a Chartered Accountant from India is a seasoned professional with 6+ years of multifaceted experience in Accounting, Finance, Auditing, and Information Technology. Throughout his career, he has overseen many clients from around the world. He has experience managing a dedicated team of 50+ professionals in areas like Bookkeeping, Accounting, and Tax returns.

Worked for over 600 client files

He has served clients in the US, UK, AU, and other developed countries.

Assisted many SME and CPA firms in framing Policies and Procedures for Accounts and Finance outsourcing







## OUR PROVEN SUCCESS

At Meru Accounting, our commitment to excellence is reflected in our proven track records and certifications that underscore our proficiency in financial management. We take pride in our dedication to staying at the forefront of industry standards, ensuring the highest quality of services for our clients.

- Meru Accounting proudly holds the distinction of being a FreshBooks Certified Accounting Partner, having earned this esteemed certification on August 3, 2021.
- As of May 13, 2020, Meru Accounting has been recognized as a Xero Advisor-certified firm, showcasing our commitment to excellence in financial services.
- Meru Accounting stands as an Intuit QuickBooks-certified firm, demonstrating our proficiency and adherence to industry-leading standards in accounting practices.
- We are honored to be acknowledged as a certified Hubdoc's Xero Partner, further solidifying our dedication to providing top-notch accounting services with precision and efficiency.

## Services we offer

- Power BI and Google Looker Studio Reporting
- Bookkeeping service
- Payroll Management
- Receivables Management
- Payables Management
- Business setup in India
- Bookkeeping for CPAs
- Tax Return Service Business Owners
- CFO Services
- Tax Services
- Valuation Services
- White Label Service for CPA firms
- Backlog Cleanup Service



# POWER BI AND GOOGLE LOOKER STUDIO REPORTING

- Dynamic Data Presentation
- Effortless System Integration
- Cutting-Edge Analytical Insights

We provide strategic insights through the prowess of Power BI. Meru Accounting harnesses the platform's capabilities to create visually compelling dashboards, transforming complex financial data into accessible insights. The intuitive design tools empower the development of dynamic charts and graphs, offering clients a clear representation of real-time financial standing and streamlining the decision-making process. With Power BI's interactive features, clients can navigate their financial landscape effortlessly, examining revenue trends and expense patterns.

## Bookkeeping service

- Accurate Financial Recording
- Ledger Maintenance
- Bank Reconciliation
- Financial Reporting
- Expense Tracking
- Invoicing and Receivables
- Payroll Management
- Compliance and Regulation
- Data Security and Confidentiality
- Technology Integration







At Meru Accounting, our commitment to accurate financial recording is the foundation of our services. We carefully capture each transaction with precision and ensure that our clients have a reliable accounting framework to make well-informed decisions. Our systematic ledger maintenance enhances transparency, enabling

efficient retrieval and analysis of financial data. Bank reconciliation is a priority for us, ensuring seamless alignment of financial records with bank statements and prompt resolution of discrepancies. Our expertise extends to generating insightful financial reports, providing clients with a comprehensive overview of their financial health for strategic planning.

We also excel in expense tracking, systematically categorizing and monitoring expenses to facilitate effective budget management. Invoicing and receivables, payroll management, and adherence to compliance and regulations are integral aspects of our services, combined with robust data security measures and seamless technology integration to provide a holistic and efficient accounting solution for our clients.

## Payroll Management

- Precision in Payroll Processing
- Tax Withholdings and Deductions
- Compliance with Regulatory Requirements

Meru Accounting stands as a model of excellence in payroll management, demonstrating precision in every aspect of payroll processing. Our careful approach ensures accurate and timely disbursement of salaries, leaving no room for errors. We handle tax withholdings and deductions, navigating the complexities of tax regulations to optimize the financial well-being of both employers and employees.

Additionally, Meru Accounting is steady in its commitment to compliance with regulatory requirements governing payroll. Our dedicated team stays along with the legislation, guaranteeing that our clients' payroll processes align seamlessly with legal standards, fostering trust and confidence in the reliability of our payroll management services.



## Receivable Management

- Robust Credit Assessment Procedures
- Vigilant Monitoring of Outstanding Payments
- Timely Dispatch of Customer Invoices
- Strategic Aged Payables Analysis

Meru Accounting does the careful implementation of robust credit assessment procedures, ensuring a proper evaluation of customer creditworthiness. Our dedicated team employs vigilant monitoring mechanisms to track outstanding payments, proactively identifying and addressing delays to optimize cash flow and boost strong client relationships. The timely dispatch of customer invoices is a hallmark of our services, streamlining the billing process and expediting payment receipts for our clients.

Additionally, we conduct strategic aged payables analyses, providing comprehensive insights into outstanding payables to facilitate informed decision-making and efficient financial management. Through these practices, Meru Accounting delivers a tailored and proactive approach, safeguarding the financial well-being of our clients with precision and expertise.

## Payables Management

- Efficient Invoice Processing
- Streamlined Payment Approval Workflow
- Accurate Expense Categorization
- Proactive Cash Flow Management

Meru Accounting is proficient in payables management through efficient invoice processing, ensuring swift and error-free handling of financial transactions. Our streamlined payment approval workflow guarantees a seamless process, reducing delays and enhancing overall operational efficiency.

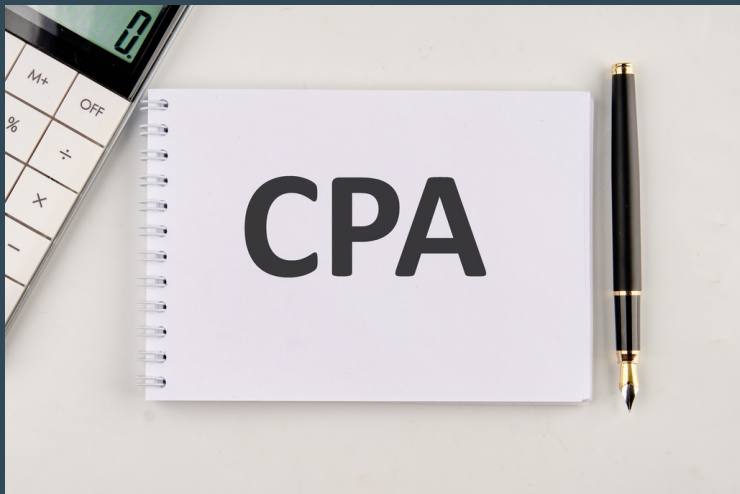
Furthermore, our commitment extends to proactive cash flow management, where we strategically navigate payables to optimize liquidity and support our clients' financial health. Through these characteristics, Meru Accounting offers a comprehensive payables management solution tailored to the unique needs of businesses, boosting financial stability and operational excellence.



# BUSINESS SETUP IN INDIA

- Regulatory Compliance Advisory
- Entity Structuring Guidance
- Taxation Planning and Compliance
- Market Entry Strategy
- Local Partnership Facilitation
- Customized Business Plans

Meru Accounting stands as a strategic partner in offering a range of specialized services. Our Regulatory Compliance Advisory ensures clients follow the complex regulatory landscape with ease, providing comprehensive guidance for adherence to legal frameworks. With Entity Structuring Guidance, we customize our expertise to align business structures with client objectives, optimizing efficiency. Our Taxation Planning and Compliance services offer a proactive approach, strategically navigating tax obligations for sustainable financial health.



## Bookkeeping for CPAs

To meet the complex needs of Certified Public Accountants (CPAs), Meru Accounting offers customized bookkeeping services. In addition to guaranteeing adherence to legal requirements, our rigorous bookkeeping procedures give CPAs a solid basis for precise financial reporting and analysis. Meru Accounting helps CPAs focus on higher-value duties like tax planning, audit preparation, and client consulting services by streamlining the bookkeeping process through the use of different accounting software and a committed team of financial professionals.

### Tax Return Service Business Owners

- Expertise and knowledge
- Audit support
- Accuracy and Compliance
- personalized services



## CFO SERVICES

- Financial Planning and Analysis (FP&A)
- Cash Flow Management
- Risk Management

Our CFO services at Meru Accounting, which include a variety of specialized solutions, serve as the cornerstone of strategic financial management. Our committed staff members perform thorough Financial Planning and Analysis (FP&A), utilizing thorough data evaluations to create strategic plans that steer companies toward the best financial outcomes and well-informed decisions. Within the field of Cash Flow Management, we are proficient in developing customized plans that guarantee stability and liquidity. Our strategy is firmly rooted in risk management, which is a proactive method that recognizes, evaluates, and reduces possible risks to protect our client's financial interests. We also offer personalized and dynamic reporting dashboards, which can help in making well-informed decisions. Beyond standard duties, our CFO services provide advanced financial reporting and analysis along with strategic financial advice to smoothly integrate financial plans with more general corporate goals.

## Tax Services

Our tax services encompass a range of crucial elements for effective financial management. With compliance expertise, we navigate intricate tax regulations, ensuring your financial activities align seamlessly with legal requirements. Strategic planning goes beyond conventional approaches, tailoring strategies to optimize your tax position. Our commitment to tax optimization involves careful planning, and identifying opportunities to minimize liabilities. Filing efficiency and advisory services further enhance our comprehensive approach, providing clients with a strategic advantage in their financial landscape.



# VALUATION SERVICES

- Business Sale
- Corporate Transactions
- Share Conversion

Recognizing the significance of your business's value is essential when gearing up for a sale, offering valuable strategic insights into its overall worth. In various corporate transactions, including mergers, acquisitions, reconstruction, or amalgamation, the precise assessment of share valuation emerges as a critical factor influencing decision-making processes. Additionally, when contemplating share conversion, such as the transition from preference to equity, a comprehensive valuation serves as a foundational step in the strategic planning of this financial transformation.



## White Label Service for CPA firms

- Cost efficiency
- Focus on core competencies
- Scalability

White Label services present CPA firms with a cost-efficient alternative, eliminating the need to hire and train additional staff for various tasks. Outsourcing specific functions to skilled experts reduces operational costs, enabling CPA firms to allocate resources more efficiently. This strategic outsourcing allows firms to concentrate on their core competencies, including tax planning, audit services, and financial consulting, thereby enhancing the quality of their primary services and maintaining a competitive edge.

The scalability offered by White Label services enables flexible operations, allowing firms to scale up during peak seasons without the commitment of hiring full-time employees and scale down during slower periods without excess staffing costs. Moreover, these services grant CPA firms access to specialized expertise in diverse areas of the accounting landscape, ensuring clients receive high-quality, specialized services without the need for extensive training or hiring efforts on the part of the firm.

# Backlog Cleanup Service

- Time-Efficiency
- Data Accuracy
- Operational Streamlining
- Business Growth

Efficiently managing time, our service addresses the accumulation of unattended financial backlogs, redirecting your focus to strategic business initiatives. Ensuring data accuracy, our expert team carefully reviews and updates records to align with industry standards, averting costly errors associated with outdated information. Through operational streamlining, we create an organized financial system, facilitating easy reference and informed decision-making. This foundational step not only enhances operational efficiency but also helps in the growth of business, providing you with the clarity and organization needed to seize opportunities and make informed decisions.

## Industries We Serve

- Real estate industry
- Education Industry
- Law Industry
- E-commerce Industry
- Manufacturing Industry
- Farming Industries
- Pharma Industries
- Gas Stations
- Import Export business
- Gems and Jewelry Expert
- Travel and Tourism
- Wholesale Industry
- IT Sector
- Amazon Sellers and many more





## Clients Testimonials:

- **Sabastian, the owner of an e-commerce brand based in the U.S.** - "I started working with Meru Accounting a year ago when I wanted to have all of my financial matters clear. I don't really understand any laws and taxes in the U.S., so Meru Accounting helped me with that through their onboarding and monthly/weekly updates. I'm very glad to work with them because they helped me to do all the filings. Also, they gave me answers to all my questions related to US laws or taxes."
- **Alejandro from Moscardo** - "We have been working with Meru and Harnish for already two years and it has been a great experience. We have a very nice communication with them and they offer very competitive prices. I couldn't be asking for more from their company. Thank you Harnish for amazing service and I just hope we can be working together for many years."
- **Charles Lamb** - "I have found Meru Accounting to be a very timely and responsive organization. I have waited years and years with other bookkeeping institutions, and Meru Accounting turns our work very quickly and timely. They are responsive by email or we get on a Zoom call. So far, we review the end of the month in a short little meeting which helps me understand what they need and discuss each step we take. It happens to improve the relationship. So, I am very pleased with the work that Meru is doing for our bookkeeping. They work directly in our QuickBooks and it's a great pleasure."
- **George Nichols** - "I just want to let you know what a great job Meru Accounting has been doing for my company. Rushabh's team is very responsive, honest, and hard-working. I have been very impressed and will continue to use them."





## Meru Accounting also served in different countries such as

- USA
- UK
- Singapore
- Australia
- New Zealand
- Ireland
- UAE

and other developing countries across the globe

### Contact Us:

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