



Management
Consultancy
Our Expertise | Your Success



OUR
EXPERTISE
YOUR
SUCCESS

CONTENT

01.
ABOUT US

02.
OUR TEAM

03.
OUR
JOURNEY

04.
SERVICE
WE PROVIDE

05.
OUR KEY
CLIENTELE

06.
CONTACT
US

ABOUT US

PRF Management Consultancy is FTA Approved Tax Agency and a well established firm providing tax advisory, outsourced accounting, auditing (both internal and external), fixed asset management, inventory verification, business advisory, virtual CFO and corporate management training services and help client provide financial solutions to complex problems in a dynamic economic environment.

We believe in asseting clients' dreams. Our team of skilled experts understands the client needs and accordingly, recommend tailored solutions providing meaningful insight to clients' business and thereby, assist clients in better decision- making.

PRF has a varied portfolio of clients across industries which include Real Estate, Pharmaceutical, FMGC, Food & Beverage, Retail, Fitness and Healthcare .

We have a team of professionals who have worked across wide range of industries in the in the Middle East, Asia, Europe and Turkey, thus enriching the quality of services provided at PRF.

"Our highly experienced leadership team with cumulative experience of over 15 years providing client centric solutions for business and thereby, assist clients in better decision-making."

OUR TEAM



CA HEMA CHAWLA

Partner Assurance
and Advisory

QUALIFICATION

Hema is a member of Institute of Chartered Accountants of India and an certified professional in International Taxation and GCC VAT Law.

BACKGROUND

She is a qualified Chartered Accountant, with over 14 years of work experience in audit, taxation and Finance function and has worked with Big 4 firms in Pune and Dubai for around 8 years and served clients across various industries, viz, retail, hospitality, real estate, automobile, aviation, government entities for audit, transaction and tax advisory services.

CURRENT ROLE

She is a Partner and Founding Member of PRF Management Consultancy, a well reputed consultancy firm located in Dubai. She has been providing transaction advisory, IFRS conversions, audit, due diligence, advisory, internal audits and VAT consultancy services to many eminent clients across industries. She has been involved in providing retainer services to reputed client in F&B industry to formalize their financial reporting systems.

She has been conducting training and seminars for clients to share technical advancements relating to legal, accounting and taxation aspects.



CA RASHI GOLCHA

Partner Tax Advisory
and Compliance

QUALIFICATION

Rashi is a member of Institute of Chartered Accountants of India and commerce graduate.

BACKGROUND

She is a qualified Chartered Accountant, with over 14 years of work experience in audit, taxation and Finance function and has worked with Big 4 firms in Pune and Dubai for around 8 years and served clients across various industries, viz, retail, hospitality, real estate, automobile, aviation, government entities for audit, transaction and tax advisory services.

CURRENT ROLE

She is a Partner and Founding Member of PRF Management Consultancy, a well reputed consultancy firm located in Dubai.

In her current role, she leads tax advisory division of PRF and engaged in providing tax planning and advisory services to some eminent clients within UAE, UK and India operating across various industries. She has been conducting training and seminars for clients to share technical insights, recent updates and implications to business

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OUR TEAM



CA GANESH GAIKWAD

Partner Business
Outsourced Solutions

QUALIFICATION

Ganesh is Chartered Accountant from the Institute of Chartered Accountants of India (ICAI) and holds a Diploma in International Financial Reporting Standards (IFRS) from the Association of Chartered Certified Accountants (ACCA), UK.

BACKGROUND

Ganesh is a qualified Chartered Accountant, with over 12 years of work experience in areas of statutory audit, tax audit, IFRS Conversions, business consulting and management services. He has worked with Big 4 firms in Pune and Kuwait for around 9 years and served clients across various industries, viz, financial institutions, real estate, automotive, electronic, power and engineering. He has also headed the finance department of Godrej & Boyce Mfg. Co. Ltd. – Lawkim Division during his early days of career.

Ganesh is specialized in providing audit and accounting advisory services to leading Indian and global companies and have effectively and efficiently handled audit of listed and private companies. His experience includes audits under Indian GAAP, Ind-AS and IFRS.

CURRENT ROLE

He is a Partner and Founding Member of PRF Management Consultancy, a well reputed consultancy firm located in Dubai. In his current role, he is providing Outsourced Accounting, Virtual CFO Services, Due Diligence, Business Process Re-engineering and Implementation of IT Business Solutions services to many eminent clients across industries.



BUSE DOGAN

Head of Corporate and
Management Trainings

QUALIFICATION

Buse is an ICF and AC Certified International Coach

BACKGROUND

Having more than 20 years of corporate and multinational experience, Buse achieves her career as a Cognitive Transformation Coach and Trainer. She has worked in several roles and sectors before she decided to have her own business. Since 2010, she is an ICF & AC Certified Coach who works with individuals to help them gain self-awareness, clarify goals, achieve their development objectives, unlock their potential and act as a confidential and supportive sounding board. While Buse continues discovering her own resources and developing new professional credentials, she is offering Professional and Personal Development support to businesspeople. Her clients are individuals seeking to develop personally as well as companies in need of coaching to be provided for their managerial employees and team members.

CURRENT ROLE

She leads corporate management training division of PRF Management Consultancy providing face to face and virtual training to many eminent clients across Middle East, Europe, Asia and Turkey

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OUR JOURNEY

2011
FOUNDED IN



GOING GLOBAL

Network partners in KSA, Oman, Bahrain, Qatar, Kuwait and Turkey



50+
EMPLOYEES



100+
CLIENTS

2020
Registered as
Approved Tax Agency in UAE

2019
Launched in house HR and
Inventory Management Tool

2018
Partnered with local firms
across GCC countries for
outsourced accounting, tax
and audit services



10+ YEARS
IN SERVICE



SERVICES



**Audit and
Assurance Services**



**Tax Compliance
Services**



**Business Advisory
Services**



**IT Business
Solutions Services**



**Outsourced
Accounting Services**



**Data Analytics
Services**



**Corporate
Management
Training Services**

AUDIT AND ASSURANCE SERVICES

External / Statutory Audit

We are strongly committed in providing high quality audit service through an in depth knowledge of the dynamics of business, which also enables us to add value to the process by providing recommendations to improve and strengthen controls and systems.

Internal Audit

We continually work to identify opportunities for our clients to increase efficiency. We strongly believe that independent, proactive, collaborative and constructive approach represent the best strategy to maximize the benefits of an internal audit.

Due Diligence

We work alongside clients to support them in analyzing the key issues and providing timely professional advise in the review of any investment opportunity. We advise clients on factual findings from financial, commercial or legal review of a target or concerned transaction.

IFRS Compliances

We advise clients on the impact of accounting changes due to amendments in International Financial Reporting Standards (IFRS) as well as provide assistance in implementation of a new IFRS. We help our clients to implement policies and procedures to deal with new regulatory environment.

Why Choose Us?



RECOMMENDATION
ON SYSTEM
IMPROVEMENTS



LISTED
WITH FREE ZONES



PROFESSIONALS WITH
INDUSTRY SPECIFIC
EXPERIENCE

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TAX COMPLIANCE SERVICES

PRF Management Consultancy, is an approved Tax Agency by the FTA (Federal Tax Authority) in the UAE, specialized in the delivering world class professional services.



OUR SERVICES INCLUDE:

- Corporate Income Tax (CIT)
- Regional or Other Tax
- Other Jurisdictional Taxes
- VAT Return Filings
- VAT Refunds
- Voluntary Disclosure
- VAT Registrations & De-Registration
- ESR Compliance
- Tax planning and impact assessment for new business
- UBO Compliance
- CbCR Reporting
- Transfer pricing

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BUSINESS ADVISORY SERVICES

We provide wide range of advisory services to clients including



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COMPANY FORMATION

We assist entrepreneurs in starting new businesses in Dubai by removing barriers and making the process simple and cost-effective. Throughout the years, we have helped hundreds of entrepreneurs achieve their dream of being their own boss.

ACTUARIAL VALUATION

Our actuaries assist customers in profit planning and valuation while keeping local markets, tax rules, and legal regulations in thought. By providing financial insights and sophisticated solutions, we assist clients in making informed business decisions.

TRANSACTION ADVISORY

We help the business fetch more deals and assist in reducing risks. We offer a wide range of transaction services, including merger & acquisition advisory, business valuations, business impairment assessment, restructuring strategy, and business modelling.

PRO SERVICES

All government-related paperwork and papers, such as trade licence registration, visa processing, medical and emirates ID processing, labour card processing, and so on, are included in PRO services.

IT BUSINESS SOLUTIONS SERVICES

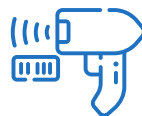
PHYSICAL INVENTORY VERIFICATION SYSTEM

Inveck is a cloud based tool that aims to make physical verification process smooth, transparent and effective using android and IOS mobile applications. It replaces the traditional approach of carrying a pen, paper, calculator or laptop on field for counting stock/asset lying in warehouses, factories & stores.

HIGHLIGHTS



GO PAPERLESS



**READ BARCODES
& QR CODES**



DIGITAL SIGN OFFS



WORKS OFFLINE



ATTACH PICTURES



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HUMAN RESOURCE MANAGEMENT SOLUTION (HRMS)

With Human Resources emerging as an important strategic component inside enterprises, selecting the correct HRMS is vital for engaging and empowering your staff.

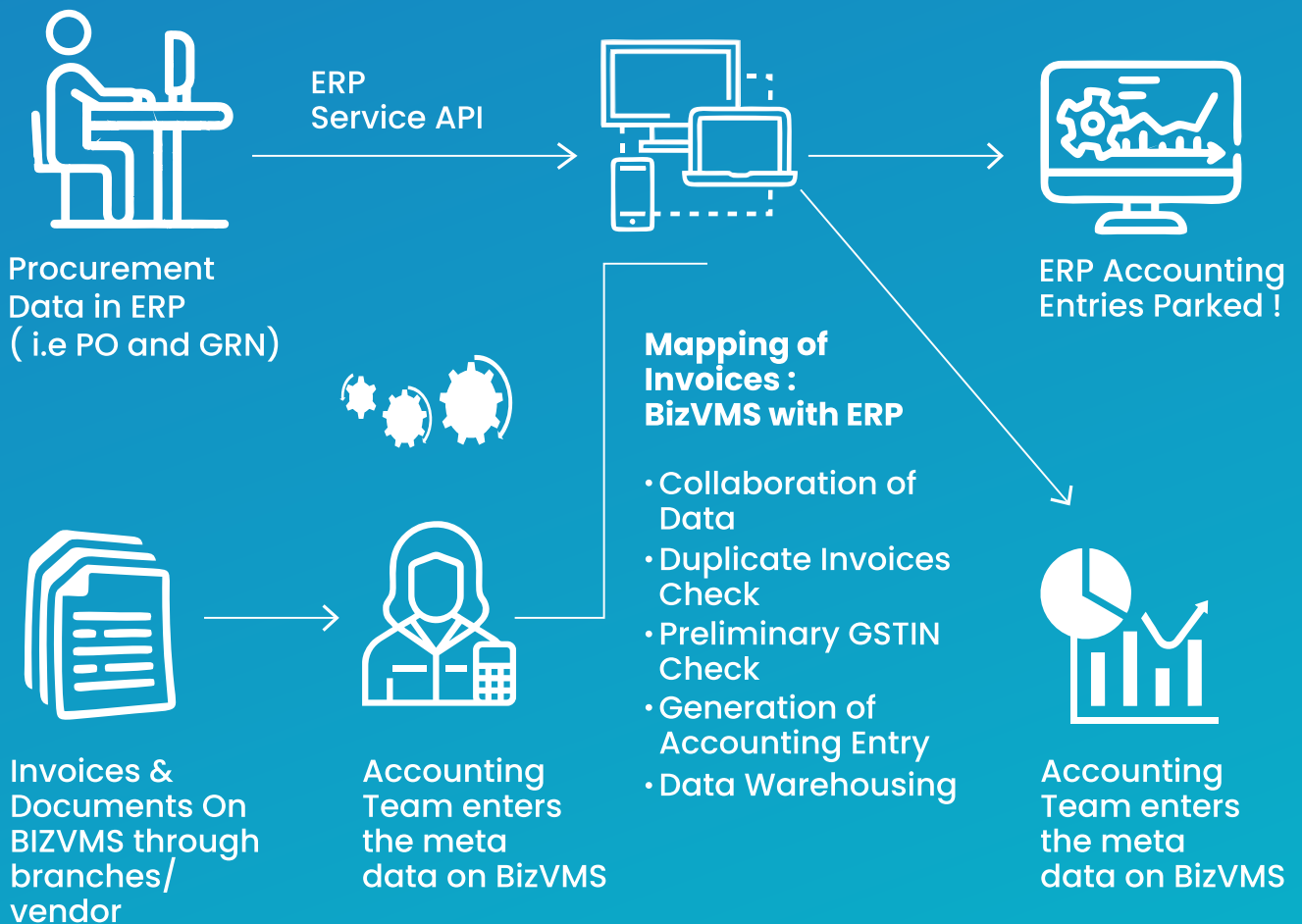
HRMS refers to a software package used by corporations to manage their HR operations more effectively. Through our HRMS software, we provide a next-generation IT solution for managing your employees' entire work life from employee data management through payroll, recruiting, benefits, training, talent management, employee engagement, and employee attendance.





VENDOR MANAGEMENT

INTEGRATION & AUTOMATION



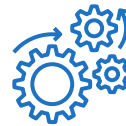
FIXED ASSET MANAGEMENT

“Assetcues” is an enterprise grade asset tracking and audit solution that automates all elements of asset management utilizing the latest technological advancements. The tool can support end-to-end management of assets. We also provide fixed asset verification services, and reconciliation of assets with the books of accounts. The assets can be tagged using metal, PVF and other varieties of tags suitable for the assets, which can sustain even in adverse weather conditions. Our mobile application can enable reading of tags/ codes on all assets thus, facilitating easy audit for fixed assets.



ASSET VISIBILITY & TRACKING:

It helps track assets leveraging Barcode, Qrcode, RFID, Mobility and Cloud technologies



MOBILITY:

Automation of physical audits and asset transactions using mobile application.



INTERFACE WITH ERP'S:

It integrates with leading ERP's like SAP.



INFORMED DECISION MAKING:

Advanced analytics on asset data allowing informed and critical decision-making

OUTSOURCED ACCOUNTING SERVICES

Traditionally, the key driver for outsourcing activity has been cost reduction. Cost is still key factor but with the change in global dynamics businesses are striving to focus more on core business activities, and seek for a professional business partner who can support and manage their non core functions. At Biz2books, we have team of skilled professionals with diversified experience in accounting, taxation and financial management across various industries.

More than mere book-keeping, we add value to clients by providing robust financial reporting on timely basis to assist management decision making and meet compliance.

DISTINCT FEATURES OF OUR SERVICES



Project Management Tool
For Document Management



Web-based & Mobile App Reporting Tool
With Interactive Dashboards



Reporting Frequency
As Per Client's Business Needs



Provision Of Audit Services, Being Accredited
With Free Zones And Banks

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PAYROLL PROCESSING

Our cloud-based software tool "BIZHRS" provides an end-to-end payroll processing solution, which includes:



RECRUITMENT



LEAVE & ATTENDANCE



SALARY PROCESSING



END OF SERVICE & OTHER BENEFIT CALCULATIONS AS PER LOCAL LAWS



LOANS, ADVANCES & REIMBURSEMENTS



OTHER EMPLOYEE LINKED FUNCTIONS

BIZHRS is a comprehensive and an interactive system where employee can enter leave applications, expense claims, travel requests. Employees and the company can view the dashboards and respective reports customized as per client needs.

Clients can either outsource the entire process or subscribe to BIZHRS as an independent tool to manage payroll process internally.

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VIRTUAL CFO SERVICES

We can assist in providing advisory services in respect of all financial matters of the organization. We can prepare and present financial analysis reports on monthly/quarterly/ half yearly or annual basis, which will include in-depth analysis of business performance in terms of ratios, capital requirements, cash flow projections, return on investments.

PREPARATION OF MANAGEMENT INFORMATION SYSTEMS

We can help clients build an appropriate reporting and information system to capture relevant information at a snap which can serve as a basis for effective decision making.

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DATA ANALYSIS

Data analytics is an analysis of a large database to find insights and trends to make business predictions.

When data is analysed correctly, it can be a company most valuable asset for sustainable growth. Data is everywhere: in spreadsheets, your sales pipeline, social media platforms, customer surveys, customer support tickets, and more.

Key feature of our services

Critical Evaluation

Interactive Reporting Dashboard

Effective Data Utilisation

Intensive Descriptive Analysis



TOOLS USED



CORPORATE MANAGEMENT TRAINING SERVICES

Management and Leadership Skill Training



Effective Leadership And
Management Skills



Leadership &
Communication



People
Management



Conflict
Management



Change
Management



Crisis
Management



Motivational
Leadership



Managing
Diverse Teams



Cross-Cultural
Management



Effective Meeting
Management

Corporate Culture and Soft Skill Training



Creativity & Problem Solving
& Decision Making



Building High Performing
& Creative Teams



Building
Organisational Culture



Emotional Intelligence
For Managers



Coaching Techniques
For Leaders



Effective
Interview Skills



Managing Emotions
At Work



Creating Safety
Culture



Coaching &
Mentoring At Work



Motivating
People

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OUR KEY CLIENTELE



DUNKIN'



dun & bradstreet



BYBLOS
Hospitality



SVARN



LILIS



OPERATION
MALAYA



Van Oord
Marine ingenuity



AWJ
INVESTMENTS



munchers



CHICKS
FRIENDS



kaya
SKIN CLINIC



FUJITSU
FUJITSU GENERAL



La moda
sunglasses
member of Pure Gold Group



800°
PIZZERIA



Pure Gold™
JEWELLERS | FOREVER BEAUTIFUL



TYB



Tim Hortons

CONTACT US



Management Consultancy

Our Expertise | Your Success

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