



ETHICSPLUS
PUBLIC ACCOUNTANTS

Our clients are our partners

FIRM PROFILE

About Us

We are one of the leading firms in the U.A.E. providing quality accounting, auditing, consulting and advisory services to businesses and individuals in a timely and cost effective fashion

Ethics Plus was formed in 1995. Our headquarters is located in Satwa, Dubai and we have a branch office in SAIF zone, Sharjah. Many of our clients have been with us from inception because we nurture relationships

Ethics Plus has a team of experienced professionals who deliver products and services of outstanding quality in a practical and reliable manner

We enhance prosperity of the clients' business by combining all our resources to provide valuable, innovative solutions for business and personal financial issues. The main characteristics of our firm are accessibility, responsiveness, hands on experience, communication, secrecy, spirit of co-operation and international resources



Our Mission & Vision

Our Mission

Is to always strive for excellence in providing accounting, auditing and consultancy services through superior value creation and technology, create rewarding career opportunities and maintain sound professional and financial standards.

Our Vision

Is to steadily increase the value of our firm and our portfolio of diversified clients by exceeding clients' expectations and achieving market leadership and operating excellence, in every segment of our firm.



Management Team



A.R. Ramachandran
Founder & Managing Partner

Mr. A.R. Ramachandran, or Ram as he is known among his friends and colleagues, founded Ethics Plus in the year 1995. Ram is a veteran of the industry, having qualified as a Chartered Accountant from the Institute of Chartered Accountants of India in the year 1980 and as a Company Secretary in the year 1981. His experience is very diverse, as he has worked with large accounting practices like Suri & Co., in India. His entrepreneurial business experience started in the year 1985, when he set up his own practice in South India. He also has a strong command over the GCC region as a whole, having worked with business conglomerates like the Yusuf Bin Ahmed Kanoo in Saudi Arabia

Today Ethics Plus has grown in size and reach having offices in Dubai, & Sharjah with an upcoming office presence that is being planned in Abu Dhabi. Over the years, Ram has played an instrumental role in helping hundreds of businesses in the U.A.E. grow their businesses, mitigate risks and raise finances. He serves as an advisor to several family owned businesses and serves as an expert member on several selection boards of recruitment of personnel in finance and related areas. Ram is ably supported by a very qualified and dynamic team of accountants and consultants under his leadership



Our Track Record



- Affiliated to INPACT Global, UK, a rapidly expanding international network of professional firms (INPACT group is ranked 14th in the 2014 International Accounting Bulletin World Survey)
- A member firm of International Accountancy Referral, UK, the largest collective of accountancy firms around the world
- Listed with most of the reputed banks in U.A.E., where our balance sheets are highly recognized and recommended
- Listed in the 'approved panel of auditors' with major free zones (including DIFC, DMCC, DAFZA, etc.)
- Registered agents with offshore authorities like JAFZA
- Approved employer (Platinum status) by ACCA, UK
- ISO 9001:2008 and ISO 14001:2004 certified for its Quality and Environment Management Systems in its various activities by United Registrar of Systems (URS)
- Finalist at the Gulf Capital SME Awards – 2017 in the category 'Micro business of the year'
- Finalist at the MEED Awards – 2017 in the category 'Advisory services firm of the year'

Portfolio of Services



Accounting & Compilation



VAT Advisory



Business Plans / Business Valuations



Financial & Commercial due diligence

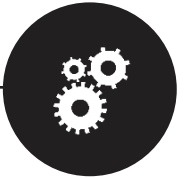


Market Research & Feasibility Studies

Audit & Assurance



Business Process consulting



Business Set-up consultancy



Raising Bank Finance



Outsourced CFO Services





ABOUT OUR SERVICES

Statutory/Financial Audit

We are one of the leading mid-sized audit firms in U.A.E., having been a trusted advisor to businesses in the region for over two decades. Our audits are focused, quality oriented and conducted with the utmost diligence and professionalism

We have vast experience in providing a range of audit, reporting, corporate governance and financial advisory services. We look beyond the numbers to interpret financial and operational data to identify potential problems, recommend and implement solutions and participate in long term planning and decision making



Professional
quality oriented
audits



20+ years
experience in the
U.A.E.



Audited financials widely
accepted by all major
banks



Registered / listed with key free
zones like DIFC, DMCC,
DAFZA, SAIF Zone / Hamriyah
free zone, Intl. Humanitarian
City, etc



Team consists of highly skilled professionals with
many years of industry experience and advanced
certifications in public accounting

Accounting & Compilation

Ethics Plus offers individuals and businesses a variety of accounting services tailored to their special needs. We take pride in providing one of the most focused and quality accounts outsourcing services in the U.A.E. to small and medium enterprises. Our accounting team consists of young hand-picked accounting professionals who are qualified, skilled and proactive. We are flexible in our approach, and can work either on-site or off-site to cater to the client's requirement at a fraction of the cost when compared to a full-time employee



VAT Advisory/Compliance Services

At Ethics Plus, we offer an end-to-end VAT support for SME's as well as larger entities. We have an in-house VAT Advisory team, that has experience and sound knowledge built on working in VAT environments. Our services may be divided as follows:



Impact Analysis

- Understand the business transaction & establish the applicability of VAT
- Flag the potential impact of VAT compliance on business
- Ascertain the cash flows & working capital impact analysis



Transitional Compliance/Support

- Provide support for VAT registration
- Organize VAT related training and customized workshops
- Map out all transaction types and review/amend any existing contracts with customers/vendors
- Develop SOPs and new compliance manuals
- IT diagnostics/modification to adapt to current IT system or migration to new system
- Designing new corporate and business documentation for compliance
- Testing and adaption of the new IT system



VAT Accounting & CFO services

- Review and analyze the existing chart of accounts of the business
- Routine accounting help including VAT accounting
- Maintain supporting documentation
- Support services for statutory compliance
- Update VAT master data of vendors
- Vendor reconciliation for VAT credits
- Perform contract reviews
- MIS preparation and reporting



Post VAT implementation support

- Computation of eligibility for input credit
- Compute the final VAT liability
- Assist in filing VAT returns on a timely manner
- Support any changes as and when required due to changes in the legislation

Outsourced CFO Services

While most small and mid-sized businesses in UAE recognize the value of high-caliber finance professional in-house, there are few that can afford such a resource. With our CFO services you can get both options: skill sets of an experienced CFO, and custom-tailored CFO services – at a fraction of the price. Ethics Plus provides financial professionals with extensive experience in the CFO environment who are results-driven business partners. Value creation is a primary goal of these part-time CFO's who provide financial oversight, funding assistance, and management direction. Our CFO's have a solid background in mergers and acquisitions, bank and lender management, and financial guidance at all levels



Internal Audit & Risk Advisory



- Internal audit outsourcing / co-sourcing
- Continuous Monitoring & Compliance audits
- Quality assurance review
- Operational audit
- Work-flow audit
- Forensic Audits
- Fraud investigation
- Information Technology Audits
- Agreed upon procedure audits

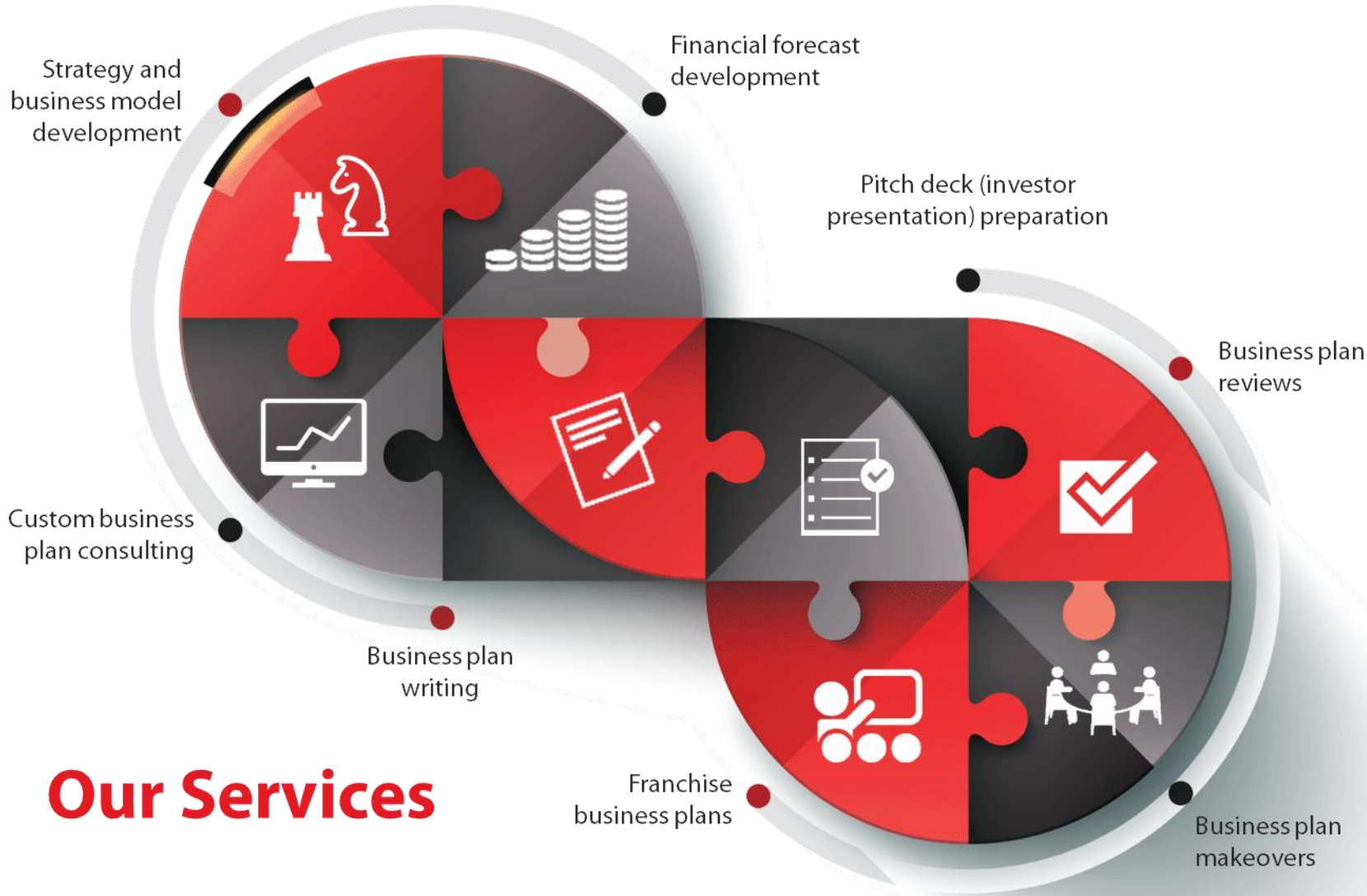
At Ethics Plus, our approach is to deliver an internal audit that is risk-based, industry specific, and customized to your company's operational size and structure. We focus on first understanding the business and risks involved, and concentrate our efforts to where they matter the most. Our risk advisory consultants have multi industry exposure and specialized skill sets. They focus on creating sound internal controls, while remaining committed to achieving tangible results and continuous improvements

Business Process Consulting

Our advisory services team that specializes in process related consulting, can diagnose, define and streamline your business process across your organization, be it in operations, finance or HR. Our consultants specialize in process mapping, and writing operational manuals, as well as process analysis, process redesign and subsequently process standardization. We also work with process owners, to figure out areas to improve operational efficiency. Our approach is not just to focus on what our clients want, but to understand what our clients really need



Business Plans



Our Services

Our advisory services team specializes in preparing professional business plans for a wide variety of industries and businesses. Our business plans are widely accepted by banks,, free zones, government institutions, malls, funding institutions (like Tejar Dubai, Khalifa Fund, etc.) and others. Whether you want to raise capital, secure a loan or pitch to an investor, Ethics Plus can assist you in your efforts to prepare a business plan and financial model

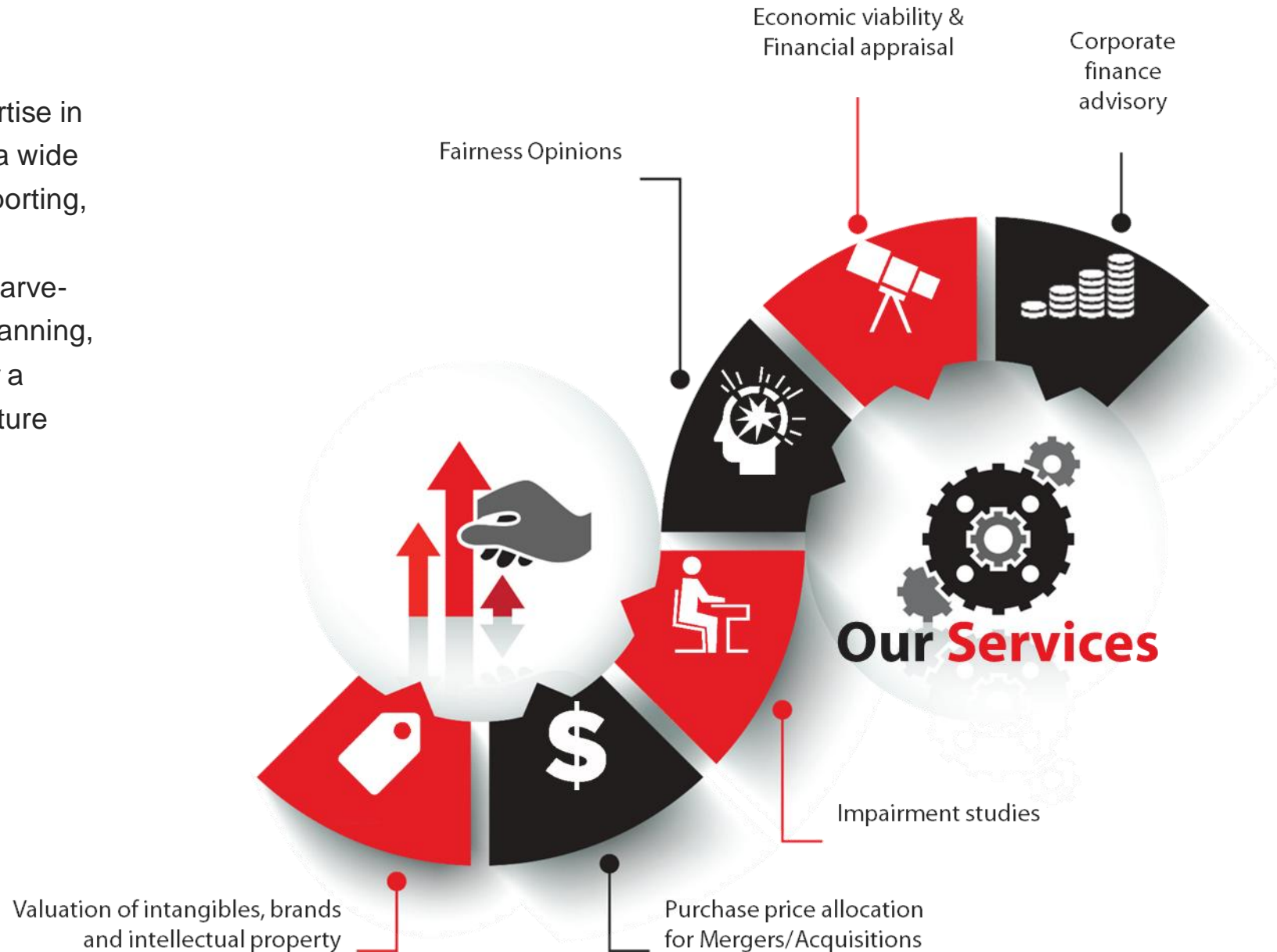
Market Research & Feasibility Studies

Ethics Plus advisory services team specializes in conducting feasibility studies through primary market research, both qualitative and quantitative. Our team uses various tools ranging from surveys, focus groups, questionnaires, interviews etc. to undertake elaborate market studies. We can help you find and guide your most important strategic business decisions and collate, analyze and infer findings



Business Valuations

Our valuation professionals offer substantial expertise in business valuations of private held companies in a wide variety of industries. Whether it is for financial reporting, purchase or sale of a business, mergers, buy/sell agreements, divestiture and spin-offs, corporate carve-outs, corporate re-organizations or succession planning, Ethics Plus prepares comprehensive valuation for a variety of businesses regardless of size and structure



Financial & Commercial Due Diligence



We undertake independent buy-side due diligence both on the financial front, as well as commercial/market front. Our pre-deal evaluations cover an initial assessment of the financial/market position of potential acquisition/merger targets. With respect to financial due diligence, we use our financial analysis skills to assess key issues facing the target business by analysing the drivers of its historic and projected profits and cash flows. Our commercial due diligence studies incorporate elements like the target company's market potential, growth and revenue potential, competitive landscape and positioning and other strategic factors. Our independent and focused approach typically challenges organizations to identify upside potential and mitigate risks

Business Set-up Consultancy

Ethics Plus specializes in providing a hassle-free company incorporation experience in UAE whether it be in the free zones, offshore companies or other business organizations such as Limited Liability Companies (LLCs), Joint Ventures, Branches & Representative Offices of Foreign Entities, Civil Partnerships, Sole Proprietorships or Professional Services Firms. We can also go beyond the licensing process to support you with areas like visa processing, selecting suitable office space, location analysis, risk mitigation, company structuring, etc.

Our Services

We can incorporate companies in any free zone like JAFZA, RAK, RAKIA, AFZA, DWC, DSO, SAIF, Hamriyah, etc. We also incorporate offshore companies in the following tax efficient jurisdictions:

📍 Jebel Ali/ RAKIA

📍 Seychelles

📍 BVI

📍 Cyprus

📍 Isle of Man

Raising Bank Finance

Being trusted advisors of hundreds of clients over the last two decades, we have learnt to deal with banks in the region effectively, and focus on obtaining bank financing with the best possible terms and conditions for our clients. We are networked with the right senior level resources in order to ensure that our client's applications get the attention they deserve. We understand how to present strengths, mitigate weaknesses, structure discussions, and negotiate terms with multiple banks. Our advice and work here includes: restructuring of balance sheets if required, preparation of information memoranda for banks, structuring appropriate financing structures, identifying the right type of bank and managing the process of securing credit facilities. Ethics Plus has advised many growth companies with obtaining appropriate credit facilities from banks





TESTIMONIALS

Client Testimonials

“The beauty of working with the Ethics Plus team has been that Al Salama and Ethics Plus have become one family, and our employees actually start missing the accountant in charge from Ethics Plus when he is away for a while. Ethics Plus has dealt with us with the utmost professionalism from day one and I would not hesitate to recommend Ethics Plus to anyone that is looking to outsource their accounts.”

Al Salama

-Mohamed AIMadfai
Owner, Al Salama Fire Safety Training L.L.C.

“Knowing your numbers is something that as a business coach I am very keen my clients know. I engaged Ethics Plus to undertake my year-end audits, and what has impressed me most about them so far has been their efficiency and tenacity in chasing me and my accountant for data. The team has been amazingly proactive, professional and friendly. I have recommended Ethics Plus, and will continue to do so.”



- Philip Bedford
Managing Director & Master franchisee,
The Referral Institute, Dubai

“We were looking for someone who could deliver a diverse range of advisory services under one roof. Ethics Plus gave us that flexibility.”



- Dik Kornet
Financial Director
XS Platforms BV, Netherlands



Client Testimonials

“Being a multi-national company with offices in different parts of the globe, we were looking for a firm that could act as a one-stop shop for establishing our business in U.A.E. Ethics Plus team were knowledgeable and provided us the right advice. Their services saved us time and provided us a completely hassle-free experience during the licensing process”.



- Lata Menon
Avebe DMCC

“Outsourcing our accounting needs to Ethics Plus, has been a great decision for our company. Keep up the good work!”



- Mark M. Salman
Managing Partner, Bakery Initiatives - MENA Region

“We engaged Ethics Plus to prepare a customized franchise manual, and review our finance and other operating procedures. The team is cautious and a delight to work with on site. They took their time out to visit us and provide personalized service to ensure that we were satisfied with the end result. We really appreciated their thoroughness, and would recommend them for the future as well.”



- Mahesh Advani,
Owner, Govindas' Restaurant, Dubai



Client Testimonials

"We have the highest regard for the Ethics Plus team for providing us the much needed support in order to undertake a feasibility study for one of our company's projects. We appreciate the dedication and effort that your team has shown whilst working on this assignment. The project was a success, and we are looking forward to work with your team again in the near future"



- Jihad Mekawi
Administration Manager, Newboy, U.A.E.

"Ethics Plus has been integral to the success of the Fridge."



- Shelley Frost
Director, The Fridge

"The Ethics Plus accounting team are efficient and professional in all their work. I am convinced that engaging Ethics Plus services for all our accounting needs was the right decision"

SCHMOLZ + BICKENBACH



- Mohammad Chokr
Managing Director,
Schmolz + Bickenbach Middle East FZCO., Dubai





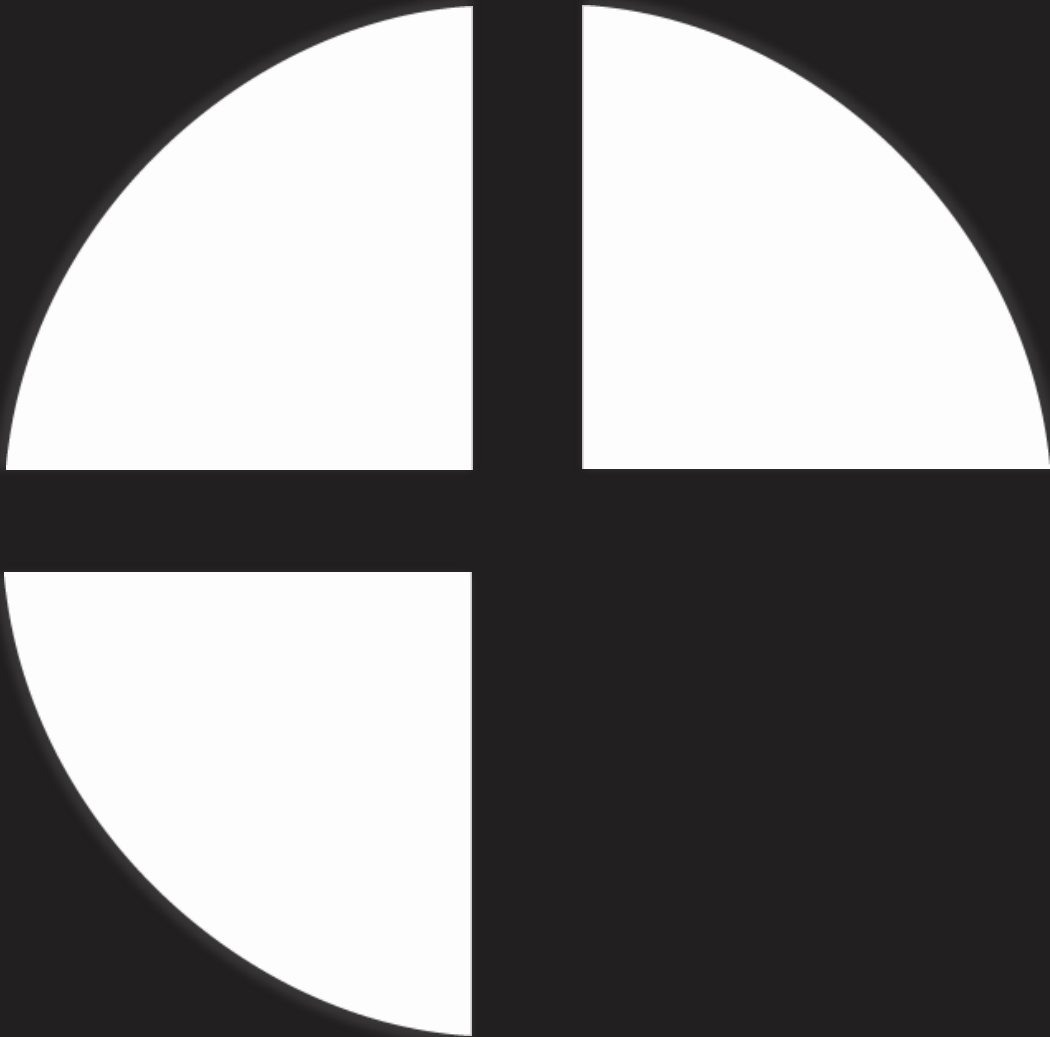
SELECT CLIENTELE

Select Clientele



“Our clients are our partners whose needs and aspirations drive and govern all our practices. Focused client relationships are important – above all they help us to build a bigger picture and gain greater understanding of their issues and requirements”

A.R. Ramachandran,
Founder & Managing Partner



Contact Us

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