



*Healthier Business*

## SPECIALIZED ADVISORY SERVICES

**Moore Qatar**

Helping you thrive in  
A changing world.

[www.moore-qatar.com](http://www.moore-qatar.com)

# SPECIALIZED ADVISORY SERVICES



## Start the Job Right (Assessment)

It is important to start on the right foot in order for us to deliver a highly satisfactory services in a long term basis.

We are offering services that will allow our Clients to be align with the international best practice and in the same time will set them towards the right path of achieving the best results exclusively fitted to them.

***Prior to the commencement of any services, an assessment will be made in order for us to have an overview on the current set-up in the accounting system. Upon completion, we will identify the required service(s)\*\****



## Accounting Set-up

- Set-up/modification of Chart of Accounts
- Assessment for the appropriate accounting software
- Customization of periodic reporting package.
- Preparation/Revision of Policies & Procedures Manual for the Finance & Accounting Function and other related manual.



## Specialized Services

- Assessment for IFRS compliance and/or readiness
- Training and knowledge transfer (i.e. IFRS, regulatory compliance, accounting for non-accountant, etc.)
- Set-up of Correct Balances of Accounts (i.e. Account reconciliation and cleansing).
- Fixed asset count/tagging.

*\*\*Required services might vary on a case to case basis and might go beyond the list on the opposite diagram depending on the Client's readiness .*

# SPECIALIZED ADVISORY SERVICES



## Financial Accounting Services

- Recording of Financial Transaction
- Account Reconciliation
- Tailor Made Financial Reporting



## Staff Secondment & Outsourcing

- Executive Level (i.e. Chief Financial Officer )
- Managerial Level (i.e. Finance Manager)
- Staff Level (i.e. Accountant)
- Staff Augmentation or Project Based (i.e. system migration, special state audit, temporary staff replacement)



## Special Services (i.e. Annual)

- Assistance for External or Statutory Audit
- Annual Budgeting/Planning
- New Regulatory Compliance /Preparedness (i.e. IRFS)



## Bookkeeping Services

- Data Entry
- Day to day processing - payment processing, invoicing and reimbursement
- Payroll processing

Depending on your current structure, needs and even your budget,  
our service offering can be flexible to accommodate you.

# SPECIALIZED ADVISORY SERVICES

## Business Turnaround

- Operational Turnaround
- Financial Turnaround
- Business Turnaround
- Assists distressed companies regarding reorganization and financial restructuring
- Reorganization & Financial Restructuring
- help companies in turnaround and restructuring situations by assisting with:
  - Turnaround business plans
  - Historical financial analyses and related strategic planning
  - Cash management
  - Cash flow and financial projections
  - Capital and cost structure development
  - Scenario and sensitivity analyses
  - Negotiations with secured and unsecured creditors

## Financial Services

- Accounting cycle evaluation and review
- CFO & financial controller services
- Management Reporting

## Accounting Services

- Accounting system setup
- Bookkeeping
- Financial Statements Preparation

## Entities Commerce Services

- Company Formation
- Liquidation
- Capital and legal structuring

## Business Management and Support

- CEO services
- Management Representation

## IPO Services

- Listing advisory
- IPO Readiness and assessment
- Post Listing services

## Family Office Services

- Structuring
- Assurance, review services and AUP
- Company Establishment/Dissolution
- Financial reporting and accounting
- Family succession and estate planning
- Family governance, shareholders agreement, council, business constitution
- Family business consulting

## Outsourcing

- Finance and accounting resources
- Risk, Compliance & Internal Audit resources
- IT resources
- Specialized resources



#### SPECIALIZED ADVISORY SERVICES

## Family Office Service

Moore Qatar offers various type of services as needed by their client from different industries. The succeeding pages will present the service offering of the company.



## Family Office Service

### CHALLENGES FACED IN FAMILY BUSINESS MANAGEMENT

- Lack of alignment between personal and family business goals, creating deadlocks on strategy, investments and future action plans
- Ongoing conflicts between family members delaying decision making in the family business
- Hazy role definitions of the family business owners and lack of accountability creating ambiguity within themselves and the teams with regards to their job roles
- Inability to provide great career opportunities to the next generation due unclear clear growth paths for the new family entrants in the business
- Little or no delegation of work to the next generation of the family, making them struggle for creativity and freedom to operate
- Lack of a concrete succession, ownership and business governance plan for the business to survive generation to generation
- Resistance to professionalizing the business by the older generation for fear of loss of control and making business secrecy public
- Inability to distribute dividends to shareholders, create reserves as agreed, due to interpersonal issues
- Inability to diversify the earnings to other businesses and reduce risk
- Poor generation and protection of wealth for the next generation family members

### IT IS IMPERATIVE TO PROFESSIONALIZE THE FAMILY BUSINESS BY:

- Defining clear family and business objectives
- Creating distinction between family value systems & policies, business values & governance
- Having a well defined Family Strategic Plan for the current family members in the business and the next generation family members
- Creating, executing and sustaining the Strategic Business Plan for the business
- Ensuring good governance through Executive Committee and or Board of Directors
- Defining and following a Succession Plan both for the management and the ownership of the family business

## Family Office Service

### Local Office Services

Structuring

Family governance

Family succession and estate planning

Financial reporting and accounting

Risk management – internal controls (ICFR)

Assurance engagements <sup>(1)</sup>

Cyber security and IT reviews

Philanthropy <sup>(2)</sup>

1) Many family have an ongoing business which may require an audit or they may wish to have the family structure audited. We offer the following Audit services:

- Audit and Review Services
- Agreed Upon Procedure (AUP) Services
- Local & Global Tax Services
- Company Establishment/Dissolution

2) Philanthropy assistance can take many forms including structuring, reporting or audit services





#### SPECIALIZED ADVISORY SERVICES

## Listing Advisory

Moore Qatar offers various type of services as needed by their client from different industries. The succeeding pages will present the service offering of the company.







SPECIALIZED ADVISORY SERVICES

## Listing Advisory

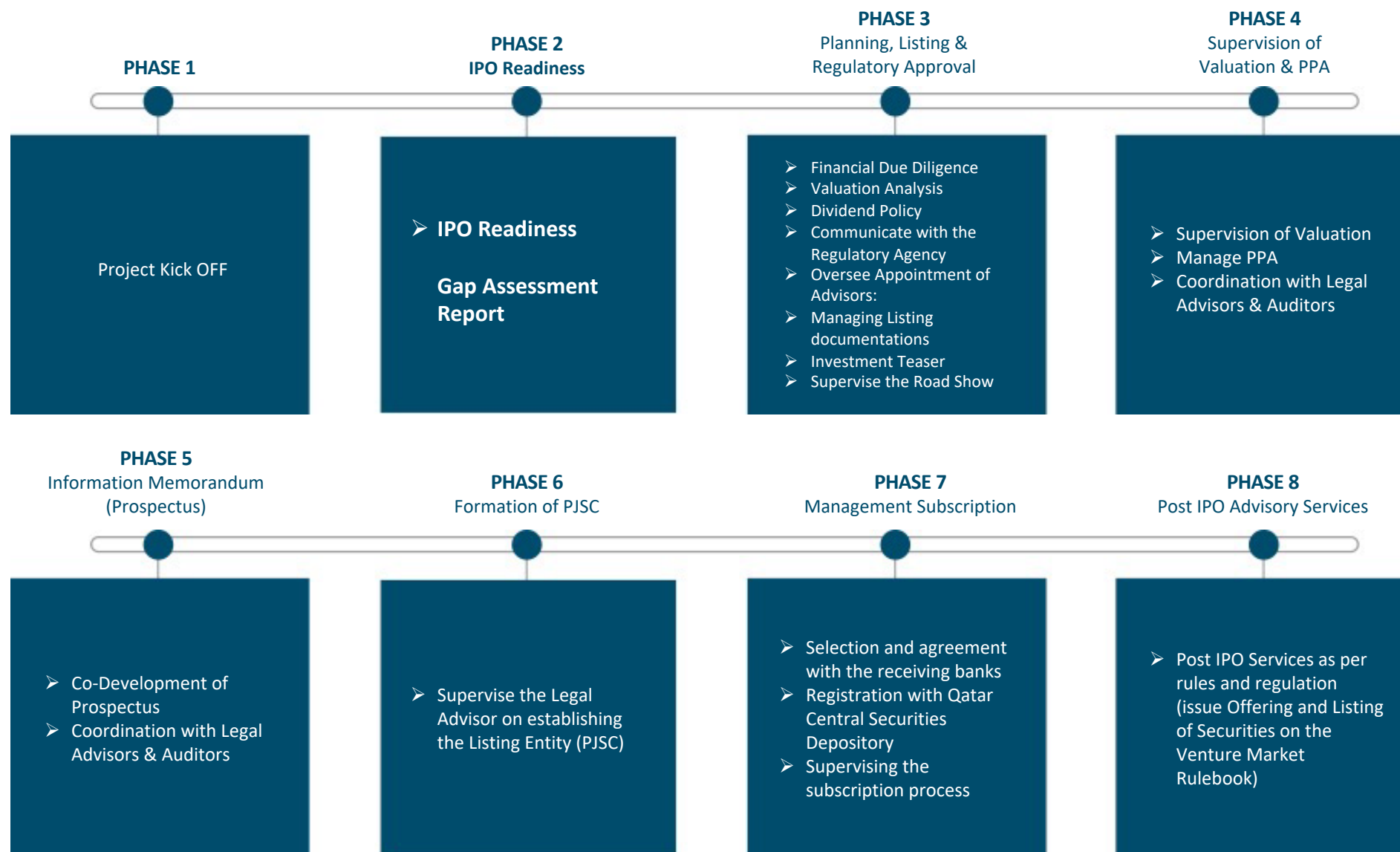
### Advantages of the IPO

For many companies, an IPO offers a significant opportunity for growth and public awareness. But getting to an IPO and knowing what lies beyond is a project by itself which can be complex and time consuming

Going public potentially provides many advantages, including the following:

- Raise Capital and Provide Liquidity for Current Investors
- Future Access to Financial Markets
- Increased visibility and branding
- Ease of market valuation
- Public currency for acquisitions
- Better ability to attract and retain personnel
- Loss of confidentiality and increased financial transparency
- More board of directors' influence

## Overall Phases for The Listing Journey



#### SPECIALIZED ADVISORY SERVICES

## Financial and Accounting

Moore Qatar offers various type of services as needed by their client from different industries. The succeeding pages will present the service offering of the company.



## Financial and Accounting

### Challenges Faced in the Accounting Function?

*Businesses, particularly those belongs to the Small-Medium sized, forced to spend material amount of money in order to cover vital services such as reporting, accounting & compliance.*



## AND YET

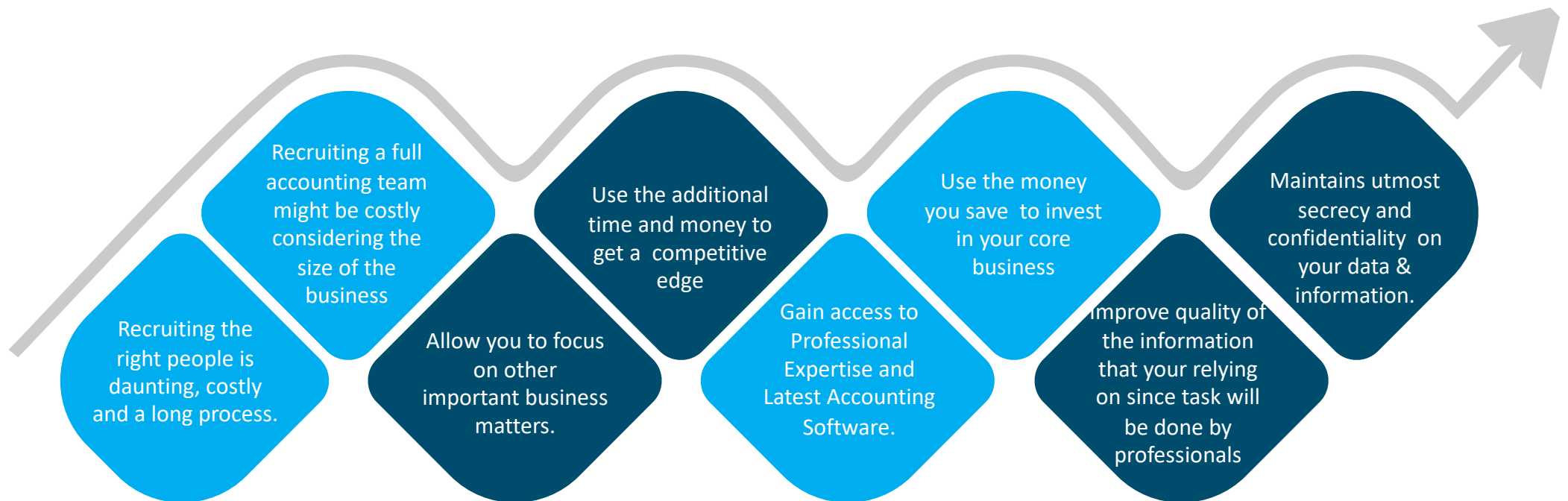
*Some business still suffers from:*

- *Immature Accounting System (Policies and Procedure are not properly implemented).*
- *Inaccurate and delayed reporting.*
- *Non-compliance to accounting standards.*
- *Non-completion of required tasks*



## Financial and Accounting

### Why You Need Accounting Services?





SPECIALIZED ADVISORY SERVICES

## Financial and Accounting

### Why You Need Accounting Services?

#### Financial Accounting Services

- Periodic Reporting Packages
- Statement of Financial Performance (Profit & Loss)
- Statement of Financial Position (Balance Sheet)
- Statement of Cash Flow
- Statement of Owner's Equity
- Ratio Analysis
- Comparative Analysis (i.e. vertical analysis, horizontal analysis, industry benchmarking, etc.)
- Analysis Reports (Costing, G&A, Sales, Production.. etc)
- Cash Position
- (Others - Customized Report as appropriate and requested by the Client)

#### Accounting Setup and Specialized Services

- Chart of Account
- Accounting system
- Policies & Procedures Manual (i.e. Finance & Accounting, Human Resources, Procurement, Inventory, Etc.)
- IFRS Compliance and Roadmap Report
- Training Materials/Guidelines
- Payroll Sheet
- Prepared Invoices/Payment Request

#### SPECIALIZED ADVISORY SERVICES

## Business Turnarounds

Moore Qatar offers various type of services as needed by their client from different industries. The succeeding pages will present the service offering of the company.



## Business Turnarounds

### Business Turnaround

- Operational Turnaround
- Financial Turnaround
- Business Turnaround
- Assists distressed companies regarding reorganization and financial restructuring
- Reorganization & Financial Restructuring
- help companies in turnaround and restructuring situations by assisting with:
  - Turnaround business plans
  - Historical financial analyses and related strategic planning
  - Cash management
  - Cash flow and financial projections
  - Capital and cost structure development
  - Scenario and sensitivity analyses
  - Negotiations with secured and unsecured creditors

### Business Management and Support

- CEO services
- Management Representation

### Entities Commerce Services

- Company Formation
- Liquidation
- Capital and legal structuring





[www.moore-qatar.com](http://www.moore-qatar.com)



[info@moore-qatar.com](mailto:info@moore-qatar.com)



+974 4443 6156



Sharq Plaza, D-Ring Road,  
Zone 44, Street #250, Building No #189  
2<sup>nd</sup> Floor – P.O Box: 17085

