

THE  
*finance*  
DESK

# Creating easier ways to register & grow your business

Seamless registration and compliance services for  
start-ups who want simpler and smarter solutions  
at the click of a button!

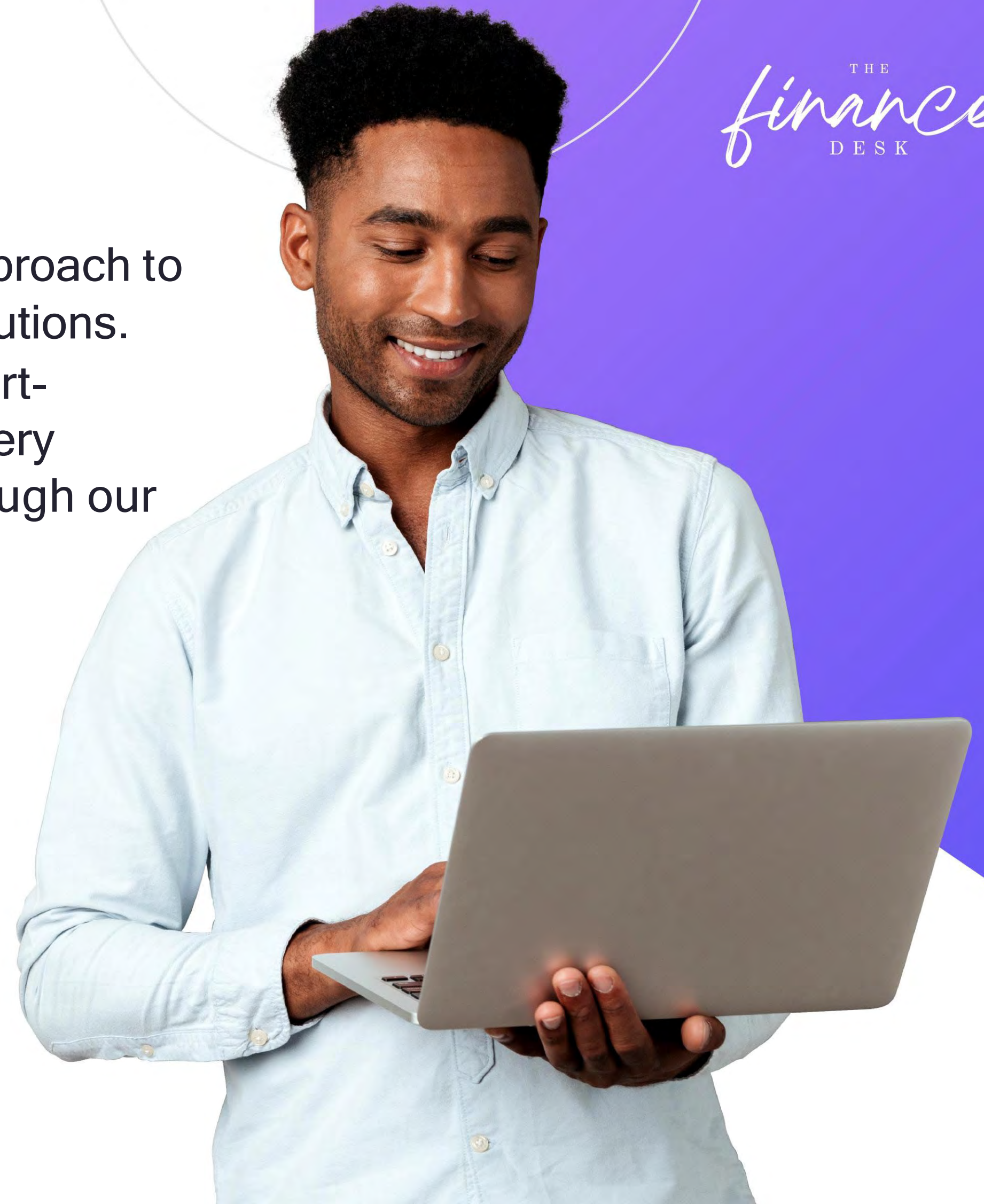
# Get to know us:

Here at The Finance Desk we take a holistic approach to ensure quick and easy, automated business solutions. Our tailored approach combines state-of-the-art-technology with a personal touch, ensuring every aspect of your business needs are covered through our online portal [thefinancedesk.co.za](https://thefinancedesk.co.za)

Clients will be supported throughout the process of starting and running their businesses, from effortless company registrations to comprehensive tax and compliance services - offering them a full spectrum of support on their business journey without the need for loads of meetings and red tape.

We want to give start-ups smart solutions at the click of a button, supported by our back end team of experts, consultants and advisors.

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# Why we love to do what we do...

## MISSION

Our mission is to take business ideas and turn them into a reality.

We want to see businesses grow, empowering entrepreneurs, and offer a personalized service to ensure clients feel supported through all the seasons of their business journey.

## VISION

Our vision is to offer a personalized service, where clients can feel at ease, knowing that they are business complaint and receiving comprehensive financial services and support.

We do this by offering a diverse team of individuals, who are highly qualified, to help your business every step of the way with your financial and accounting needs.



The Finance Desk exists to **EMPOWER start-ups in South Africa** - breaking through the price barrier small or new businesses face in our industry.

Creating inclusivity, efficiency and accessibility.



# Services with a difference:

The Finance Desk offers research-driven services specializing in the identification, evaluation, and implementation of AI tools and integrations - supported by an online website portal with solutions tailored to streamline and enhance their clients' internal business processes. By staying updated on the latest advancements in technology, TFD offers customized and simplified solutions that cater to the unique needs of each client.

## 01.

### **AI Tools Research & Evaluation:**

The team conducts thorough research on various AI tools and technologies, assessing their capabilities and applicability for specific business use cases.

This allows clients to make informed decisions about which solutions will best serve their needs.

## 02.

### **Custom Integration Services:**

TFD specializes in integrating tools with existing systems and workflows, ensuring seamless adoption and maximizing return on investment for clients.

## 03.

### **Online Website Solutions:**

The company offers website development services using the latest technologies to create custom websites that streamline internal processes and improve overall digital presence for businesses.

## 04.

### **Implementation & Support Services:**

Once solutions are chosen and AI implemented, TFD provides ongoing support to ensure optimal performance and continuous improvement of the technology stack for its clients. This includes training sessions, troubleshooting assistance.

## 05.

### **Consulting & Strategy Services:**

TFD consultants work closely with clients to develop long-term strategies for leveraging AI tools effectively within their organizations, ensuring alignment with business goals and objectives and regular check-ins to address any evolving needs or challenges.

# Our smarter, quicker service offerings:



Newly registered company (Pty) Ltd



Start up Business Package



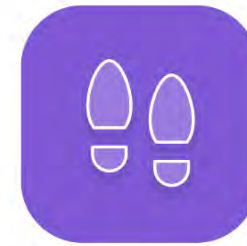
SARS Registered Representative



CSD Profile Registration



Efiling profile registration



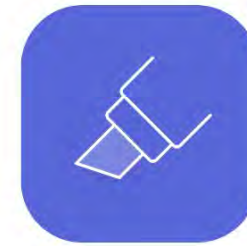
Formation Of Non Profit Company



Formation Of Incorporation



Change Of Registered Address



VAT Registration



Change Of Directors or Members



Change Of Company Name



SARS Customs registration

# Our smarter, quicker service offerings:



CIPC Incorporation Documents  
(Post-2012)



SARS PAYE / SDL registration



Department of  
Labour UIF registration



Formation Of Trust



COIDA -  
Workmens compensation  
registration



Workmens Compensation  
Return Of Earnings (COIDA)



SARS Personal Income Tax Returns



SARS Company/CC/  
Trust Tax Returns



BBBEE Affidavits (EME And QSE)



SARS Notice Of Objection /  
Appeal



Management Accounts



Annual Financial Statements



Department of  
Social Development registration



SARS Non-profit  
Organisation income  
tax exemption



CIPC Annual Return Filing

# Our smarter, quicker service offerings:



Financial Strategy & Planning



Mergers & Acquisitions Support



Financial Leadership



Budgeting & Forecasting



Financial Modelling



Cash Flow Management



Financial Reporting & Analysis



Scenario Planning



Financial Technology



Capital Raising & Funding Guidance



Risk Management & Mitigation



System Implementation

# Who are we servicing?



**TFD serves small to medium enterprises and start-ups across various industries**

such as healthcare, finance, retail, manufacturing, education, and government sectors.

The company has a strong focus on empowering businesses by delivering **cost-effective and innovative solutions** that help clients streamline operations, improve efficiency, reduce expenses, increase productivity, enhance customer experiences, and gain a competitive edge through advanced technology adoption.



# Meet our team:

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**Shaun Lungoomiah**

**CEO**

**Professional Accountant (SA)**

**Business Accountant (SA)**

Shaun is an experienced manager with a demonstrated history of working in the accounting, auditing and taxation industry.

He believes that by following a holistic approach to financial and accounting services, and building strong client relationships, we can ensure that businesses thrive.

He is the captain of our ship, and his role is to guide our team to success.



*“In the middle of every difficulty lies opportunity.”*

*- Albert Einstein*

# Meet our team:

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## **Tasneem Shabally** **Senior Accountant**

Tasneem is an experienced senior accountant.

She believes in growing businesses financially with her excellent accounting and communication skills. That makes her the perfect candidate for this company.



*“Success is getting what you want;  
happiness is wanting what you get.”*

— W. P. Kinsella