



# ***Jays***

## ***Chartered Certified Accountants***

### ***Registered Auditors***

***A Company Profile***



# ***Brief History***

- 1992 - Established in Basingstoke
  - To offer a personal pro-active service
  - Over the next 15 years, our business grew, largely through *personal recommendations*
- 2007 - New offices in Farnborough
  - Following the acquisition of another practice
  - Became a two partner practice
  - To manage the increased work load
  - To increase the range of services

# ***Chartered Association of Certified Accountants*** ***“The ACCA”***

- The ACCA has been around for over 100 years and is recognised in over 170 countries
- Recognised Supervisory Body - Companies Act 2006
- Audits its members every three years by carrying out a full Quality Control Audit

# *Partners*

- **Ram Panesar FCCA**

**Qualified 1989**

- In professional practice since 1984
- Predominantly small practice experience
- Post qualification experience in BDO

- **Srinder Panesar FCCA**

**Qualified in 1997**

- Industry experience in companies such as:
  - Sony
  - Pitman Publishing
  - Mercury Communications (C&W plc)
  - Wintherthur Life
- Experienced in advanced management reporting
- Last position as Group Accountant / Financial Controller

# ***Staff Experiences***

*Our staff we are experienced in:*

- Bookkeeping / Accounting
- VAT Returns
- Payroll
- Construction Industry Scheme (CIS) Returns
- Experienced in accounting systems such as **Sage 50** and:
  - Access
  - Microsoft Accounting
  - VT Transaction
  - Quickbooks
  
- We also work with several associates

# *Jays Client Base*

- We have clients all over the south-east including several overseas clients, so *Distance is no object!*
  - *Services provided via the internet*
- *We have over*
  - 100 Limited companies
  - 35 Partnerships / LLPs
  - 75 Sole traders
  - 100 Personal tax clients

# ***Clients' Trades / Sectors***

Architects  
Builders and loft converters  
Car mechanics  
Car Park management companies  
Car sales  
Carpenters  
Caterers  
Commercial and domestic cleaners  
Component assembly  
Diving instructors  
Web based jobs board  
Education & training company  
Electrical contractors  
Fascias and gutters  
Fashion retailer / wholesaler  
Film & media production  
Flat management  
Garden machinery  
General & quality control  
Graphics designers  
HR and recruitment companies  
Immigration services  
Industrial flooring  
IT consultancy  
IT recruitment

Landscapes & patios  
Management consultants  
Online sales of fashion/maternity wear  
Photographers  
Plant hire and sales  
Plumbing & heating  
Process mapping  
Property development  
Property maintenance  
Property management  
Public houses  
British Legion Clubs  
Rental income  
Restaurants  
School dining furniture  
Stock takers  
Tailors  
Taxi drivers  
Toys and sweet shops  
Used car warranties  
Vehicle repairs  
Water based paints  
Window fitters  
Work experience programs  
Yoga instructor

# ***Traditional Services***

- Bookkeeping
- Payroll / VAT / CIS
- Annual accounts
- Self-assessment tax returns
- Company secretarial services
- Personal and corporate tax planning
- Business plans and cash-flow projections
- Limited company and other audits

# ***Making Numbers Talk!***

- A few years ago, we realised that “traditional services” were inadequate in the modern world
  - Experience showed these businesses were receiving accounts long after to be useful
  - There was no active “in year” tax planning
  - There was no check on problems arising from
    - VAT
    - PAYE & NI
    - CIS (£100 penalty per month per failure!!)
  - ***More importantly***, business owners were unable to **predict/project profits**
- 
- Because of these problems with traditional services, we started to offer clients a new blend of regular accounting services
  - We produce dedicated reports that *specific* to their business
  - The accounts are adapted to our client’s abilities
  - This is how we started to

***“Make Numbers Talk!”***

# *Case Studies*

- **Wine Bar / Restaurant**
  - The provision of regular reports enabled the client to fine tune staffing / security requirements resulting in a substantial increase in profits
- **Seasonal Product Importer/Retailer**
  - Creation of a simplistic stock report, enabled the client to determine levels of stock required and timing of orders. This prevented over-ordering and the problem of excess stock at the end of the season and increased cash funds
- **Web based services**
  - Regular monthly reports enabled the client to fine tune overheads and increase profitability and to forecast profitability

# *Testimonials*

- Clicktools Limited serves customers, large and small, across the globe ... We have used Jays from the start and rely on them not just for bookkeeping and accounts but to advise on how we can best meet some of the challenges of financial management in a fairly complex, international and fast moving business. They have helped us to establish sound financial reporting and provide valuable advice.
- Dynax Systems Ltd - we have been working with Jays for over ten years now, we have grown our turn over from zero to 4.5 million. There may be a temptation to move to a bigger firm as you grow, but big rarely means better.
- Jobs4 Medical Limited - we have been using Jays Accountants for three years and they have been a great source of help and support to our business. I have found them to live up to their promise of 'making numbers talk'. They have taken on everything from filling in forms on our behalf to our monthly payroll and have trained us to use a more streamlined ongoing accountancy system all for the one monthly fee. They are always there at the end of the phone to offer us help and advice.

# *Support Services*

- **HM Revenue & Customs Enquiries**

- We offer all our clients fee protection insurance in the event of any HM Revenue & Customs enquiry. The scheme covers all professional costs up to £75,000. The cost of the scheme is from £25 - £100 per annum.

- **Specialist Support**

- We have access to several tax specialists including ex-Tax Inspectors to support our clients submissions to HM Revenue & Customs.

# ***Business Partners***

*We work with various business partners to support us and our clients in areas such as:*

- Financial Services
  - *Beard & Coles*
- Estate & Succession Planning
  - *Southern Legal Services*
- Insolvency / Business Rescue
  - *The Insolvency Advisory Service LLP*

# ***Calleva Support***

As part of our commitment to the Calleva Business Club, we would like to offer a free support session up to half an hour to the members of the Club. The sessions will be held after each meeting.

The service will be provided confidentially and with no obligation

# Jays Accountants

- *Farnborough Office:*
  - First Floor, Falcon House,  
Fernhill Road, Cove,  
Farnborough GU14 9RX  
01252 375466
- *Basingstoke Office:*
  - 3 Merrileas Gardens,  
Kempshott,  
Basingstoke RG22 5JZ  
01256 54670
- *The Partners*
  - Ram Panesar FCCA
  - Srinder Panesar FCCA
- *Please visit our website, where you will find various articles and information to assist you in your day-to-day business:*

[www.jays.co.uk](http://www.jays.co.uk)

