

# Office Management – Welcome to the CA community from the land of Money.

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# ELECTRICITY & THE ELECTRICITY METER

## **7 Rules of being in this Session**

# Rule Number



**Never think we are not as intelligent as MNC guys or MBA's**

# Rule Number 2



**Do not Hesitate to stop me  
and ask me a Q.**

## Rule Number 3



**Let's Play out this session and not attend the lecture**

## Rule Number 4



**Clients come & Go, but  
profession remains. Let us  
learn to tell NO**

# Rule Number 5



**Money yes,  
can we  
take 2  
hours a  
week**

**Go for a holiday, you are in for a  
surprise! Office does function.**

## Rule Number 6



**Relate this session  
To your office**

## Rule Number 7



**Yawning is Bad Manners  
But Honest Opinion**

**There is a Bad News for you..**

**And a good News too....**

**The Bad News is....**

**There are**

**32**

**Slides in my  
Presentation today**

**The Good News is....**

**And, The Best News is....**

**We are done with**

**15**

**of the 36 Slides**

**Ok Let me rush it up.....**  
**Here goes One more Slide**



## **Audit Evidence:-**

Proof of the pudding is the pudding itself

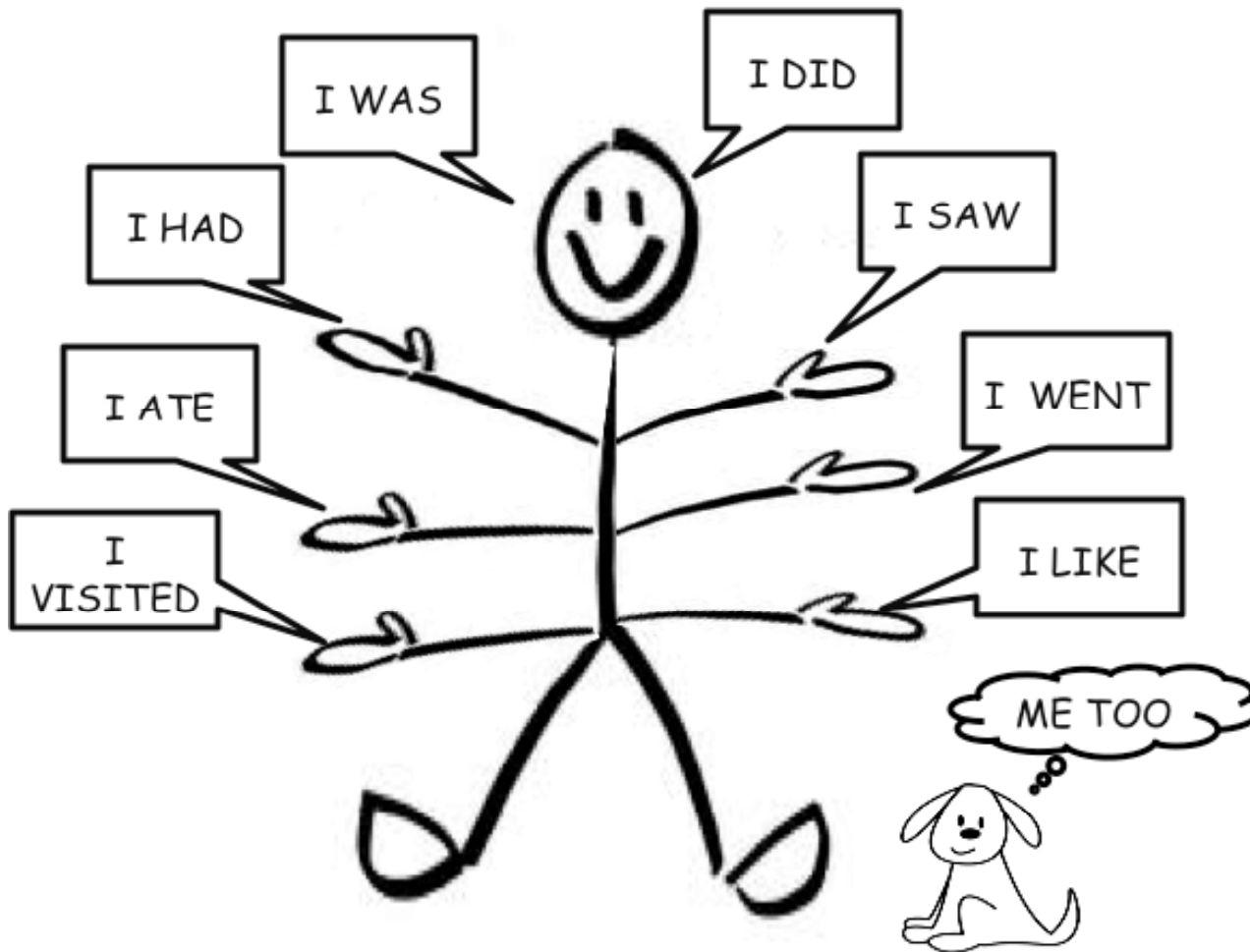
- Started in 2003, we are 200 +
- Saved over 14% in Capex
- Have seen a growth of over 40% every year [2010/11]
- Saved over 11% on man power cost
- Manpower attrition is less than 3%
- We would be 700 in a few years, and at that stage we still are small
- We do go home at 6.30
- I did not have to prepare for this presentation for over 2 hours
- I positively go for 3 holidays a year
- 2010 I did not attend office
- One minute Program

# Being Simple is not simple



# Doing vs thinking

## DOING VS THINKING



### Step 1 –

Let us identify the Problems & solve those

Let us go forward  
After Step 1

- Technology
- Standardisation
- Branding
- Strategy
- Shared vision



## Major issues in CA offices

- Management
- Clients related
- Partners issues
- Employee issues

**Minor Issues –  
Administrative problems**



### *Employees issues:-*

- I am performing more than others
- senior to review the files
- No power

• Searching of files

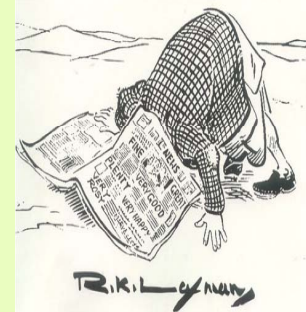


### *Administrative issues:*

- Billings
- Back up time
- Power of C: Drive
- Servers & Maintenance

### *Management problems:*

- Pareto's rule 80-20 principal
- Free work
- We are not able to increase fees
- Work flow & work status
- Story of EVERYBODY, SOMEBODY, ANYBODY, NOBODY.

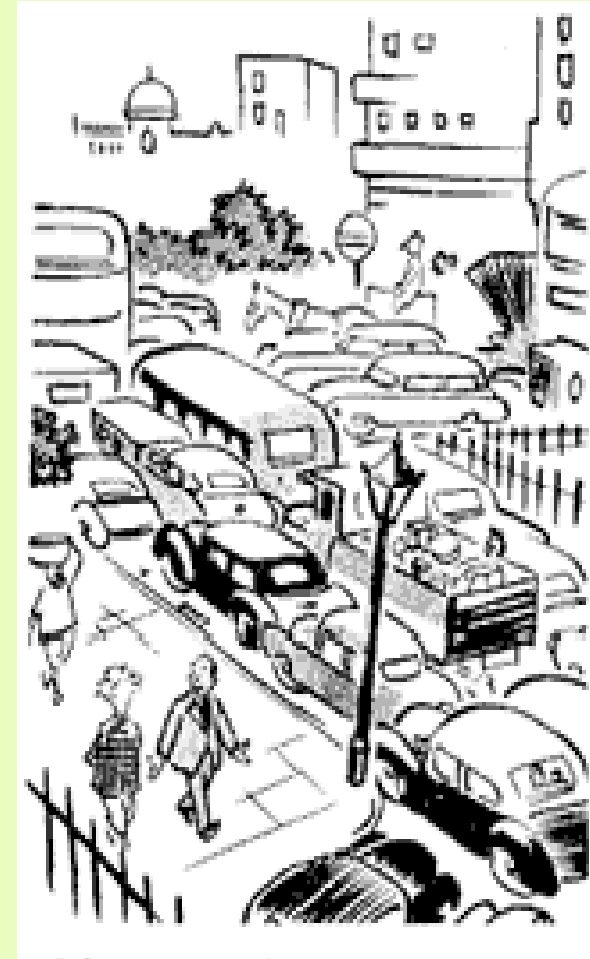


### *Clients issues:*

- We have not got it on time
- What is the progress of work
- I need 2006-07 BRS
- Which is correct tally, mine or yours
- You only advised me to do this 2008
- Don't change your staff
- You do not give me time

# Technology – Where are we

- Ready made **clouds** available
- **Control** of your practice
- HR Related issues
- Dynamic partnerships
- Speed, safety, access data
- Hard ware costs, Savings
- **Tax Audit?, ETDS?, payroll?**  
**ROC work? Statutory audit?**  
**CMA?, Costing? VAT? US Gaap?**
- **Do I need an office finally?**



## Services – Client – ABC Industries Ltd

### Add a Service

Client	Completed/Due on	Category	Service type
TAN Amedments	5 Dec	Active	TAX TEAM
Search and Seizure Proceedings FY 2004-05 To 2009-10	10 Oct	Active	TAX TEAM
SERVICE TAX REFUND FOR SHIPPING BILL 570 DTD 12.8.2010	3 Aug	Completed	TAX TEAM
Statutory & Tax Audit for the year 2010-11	2 Aug	Active	AUDIT TEAM
IT Assessment U/s-153	20 Jun	Active	REGULATORY TEAM
Foreign Currency exp & Income disclosure computation	11 Jun	Active	AUDIT TEAM
Indian as a director under FEMA	25 Mar	Completed	CONSULTING TEAM
Stock Valuation for FY2007 to FY2010	10 Mar	Completed	AUDIT TEAM
TDS Show Cause notice n/s 2011(1)/206(7) - F.Y.2008-09	4 Mar	Completed	TAX TEAM
TDS Show Cause notice n/s 2011(1)/206(7) - F.Y.2007-08	4 Mar	Completed	TAX TEAM
Clarification on Section 814	3 Mar	Completed	CONSULTING



# STANDARDISATION



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[Time](#)

[Admin](#)

[Reports](#)

[Overview](#)

[Tasklists](#)

[Messages](#)

[Files](#)

[People](#)

[Time](#)

#S24111V1743: [Company Incorporation \( Amma Construction India Pvt Ltd \)](#)

**Tasks**

[Edit](#) | [Delete](#)

## Company Incorporation

What has to be done	Authorisation	Approved & Remarks
Send proposal to Client		
<a href="#">See Proposal in S121</a>		
Discuss fee with Guru		
Get acceptance from client		
<a href="#">Attach engagement letter</a>		
Suggest names to clients		
<a href="#">Prepare Form 1A</a>		
Collect Advance from client		
Upload Form 1A		
Discuss with liaison person		
Obtain name approval		
Send information to client		
<a href="#">Use standard MOA and AOA</a>		
Send standard MOA and AOA to client for approval		



## BRANDING

Visiting Cards, logo, website, Plush offices, glossy stationery, PR exercise, Attire – Are we painting a dead Horse.

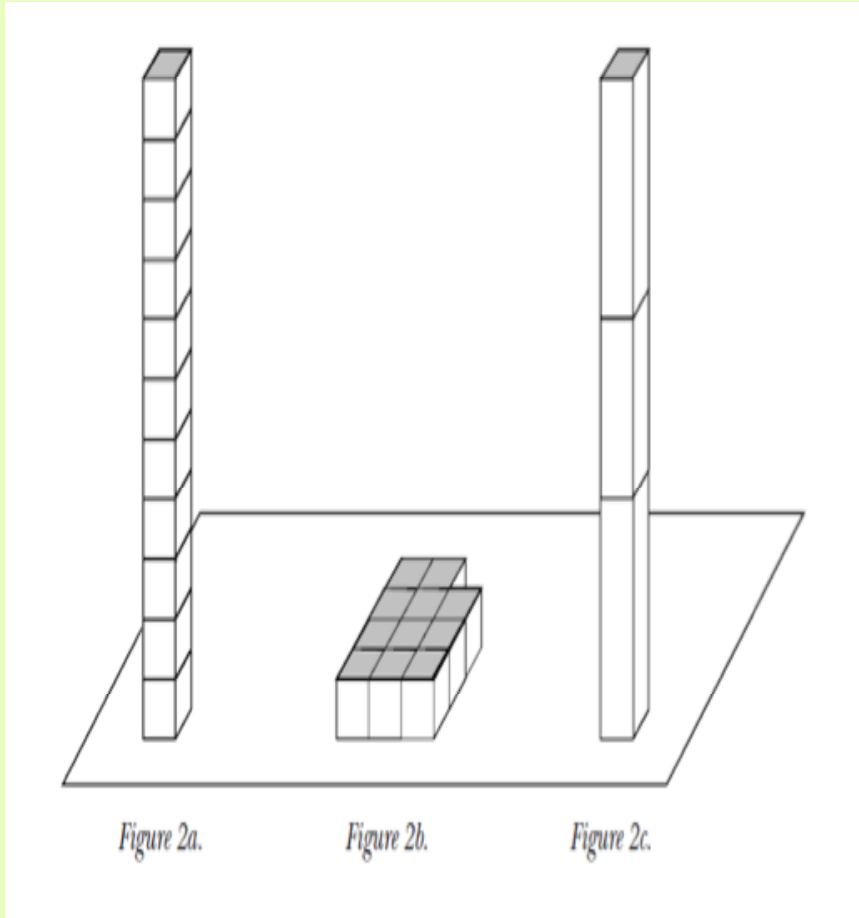
### External vs internal branding

- Research – publications, news letters
- Standardization across offices
- Policies & practices
- White papers
- Stand point taken

### One in a billion thoughts:

- Returns on 1<sup>st</sup> April
- Simplicity and speed at work – Faith
- ERP for entire work management
- Create 100 CA's in our office
- LEED certificate
- Paper less offices

# Have CA's Strategised enough?



- Q1. Are 2a and 2b the same height?
- Q2. Do the tiles in 2a cover as much area as 2b, more or less?
- Q3. Can tiles in 2b stack up to the height of 2c, more or less?

# What are our client acquisition strategies?



- How many of us have a SWOT?
- What is the key differentiator between us and others?
- Why cant small firms become BIG
- What is the strategy to build trust, we would loose 60 years of life
- Walk with a Stick and it can move the nation – can be strategy
- Power Point does not have power any more.

# Vision and mission

- Lets Make money, but that is not vision.
- Washing powder is it a strategy
- Laugh and serve is it a strategy
- Nokia Vs Kodak, counter against MNC firms.
- Air ticket at Rs.1 /- could bring the biggest to knees.
- Hiring, Firing, salary, billing, differentiators, partnership, goodwill, investment all based on the vision.
- Shared vision is a larger asset than immovable property, it is the spirit of the entity
- Analytics towards vision, policies towards vision, mission towards vision and constant measurement
- 1000 Crores turnover – in excel

# See you post lunch

- Thank you, when we all become a name to be talked about.
- Thank you when we implement stuff and make the profession proud of us
- Thank you when we run behind a vision and money runs behind us
- Thank you when you thank you.