

★ CFO/MIS SERVICES

CLIENT : **An Internet Marketing Company**

BACKGROUND

Mentoris was engaged by an Internet Marketing Company for providing support in MIS services

MENTORIS'S ROLE

To facilitate compiling monthly financial statements for review by the management. The work involved preparation of

- ★ Income Statement
- ★ Balance Sheet
- ★ Cash flows
- ★ AR and AP Ageing Analysis
- ★ Revenue History report
- ★ Budget (vs) Actuals and Variance analysis
- ★ Statutory Compliance report

MENTORIS'S ADDED VALUE - BENEFITS MENTORIS BROUGHT TO THE CUSTOMER

- ★ Provided customer with monthly reports on the financial health of the business
- ★ This helped them to review the performance and help in deciding the business strategies
- ★ The ageing analysis clearly defined the outstanding dues
- ★ The corrective and follow up actions decreased the DSO (Day Sales Outstanding) percentage
- ★ MentorIS with its highly customized Revenue history report were able to present to client on their customer acquisition and evaluation, LOB and geographical presence of their customers and their individual performances.

PACKAGES USED **Tally / Excel**

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