



# COMPANY PROFILE

Our CEO's

# Statement



At MKA Financial & Administrative Services, we believe that clarity is the foundation of confident decision-making. After more than 15 years of experience as a US CPA working across the GCC, founded MKA to bridge the gap between strategic insight and operational execution for startups and SMEs in the UAE.

We work directly with you to understand your business, tailor our services, and deliver results that matter.

**Mohamad El Saleh**  
Founder-CEO



# About Us

MKA Financial and Administrative Services is a UAE-based consultancy offering strategic financial and operational support to startups, SMEs, and growing businesses. Founded by a licensed US CPA with over 15 years of experience across the public and private sectors — including Big Four audit, CFO leadership, and government advisory — MKA delivers tailored insights with real-world impact.

## Our Vision

To be the trusted advisor for SMEs and entrepreneurs seeking financial clarity, operational control, and sustainable growth.

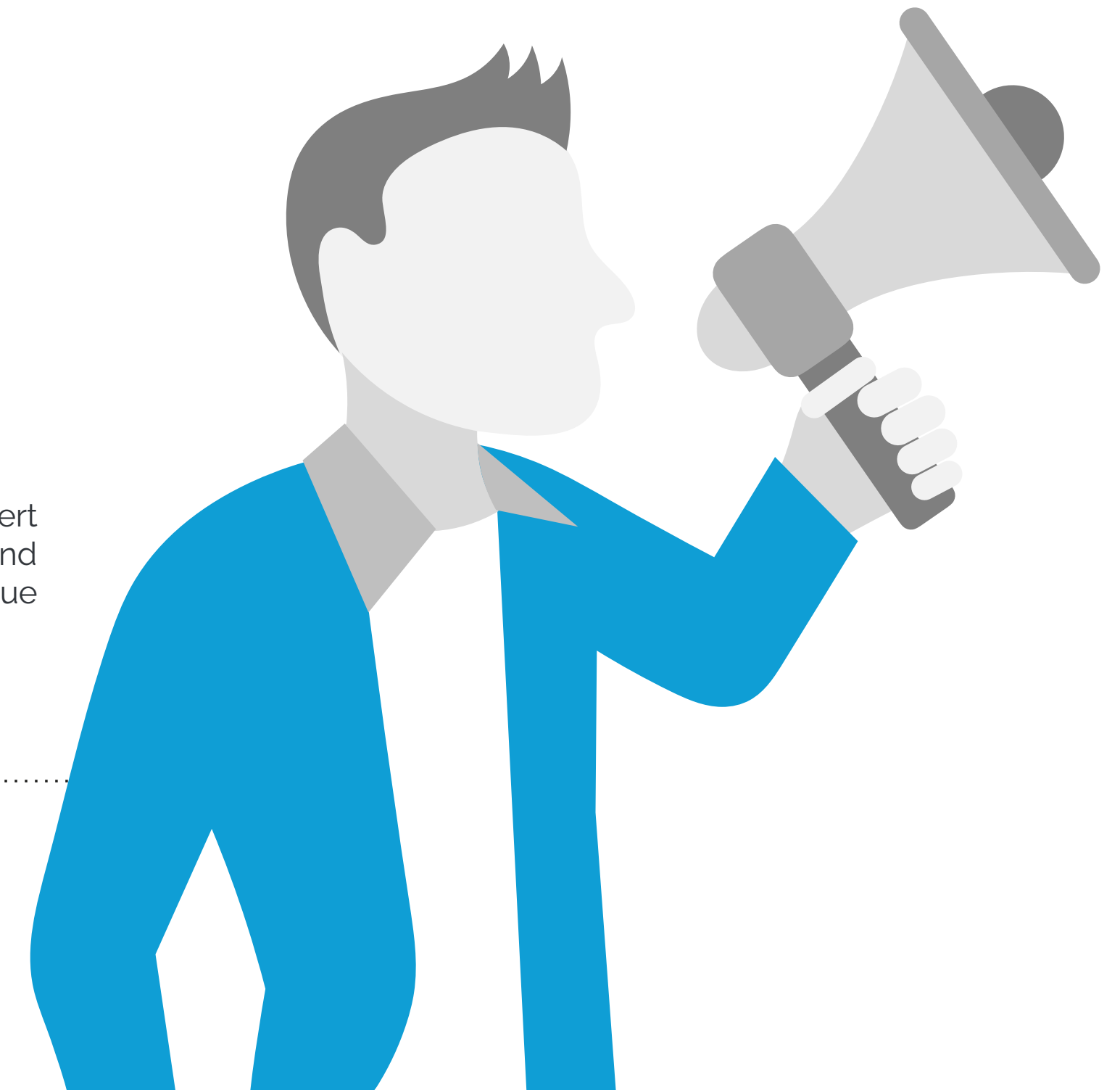
## Our mission

At MKA, we empower businesses through expert feasibility studies, structured health checks, and strategic advisory packages tailored to your unique goals.

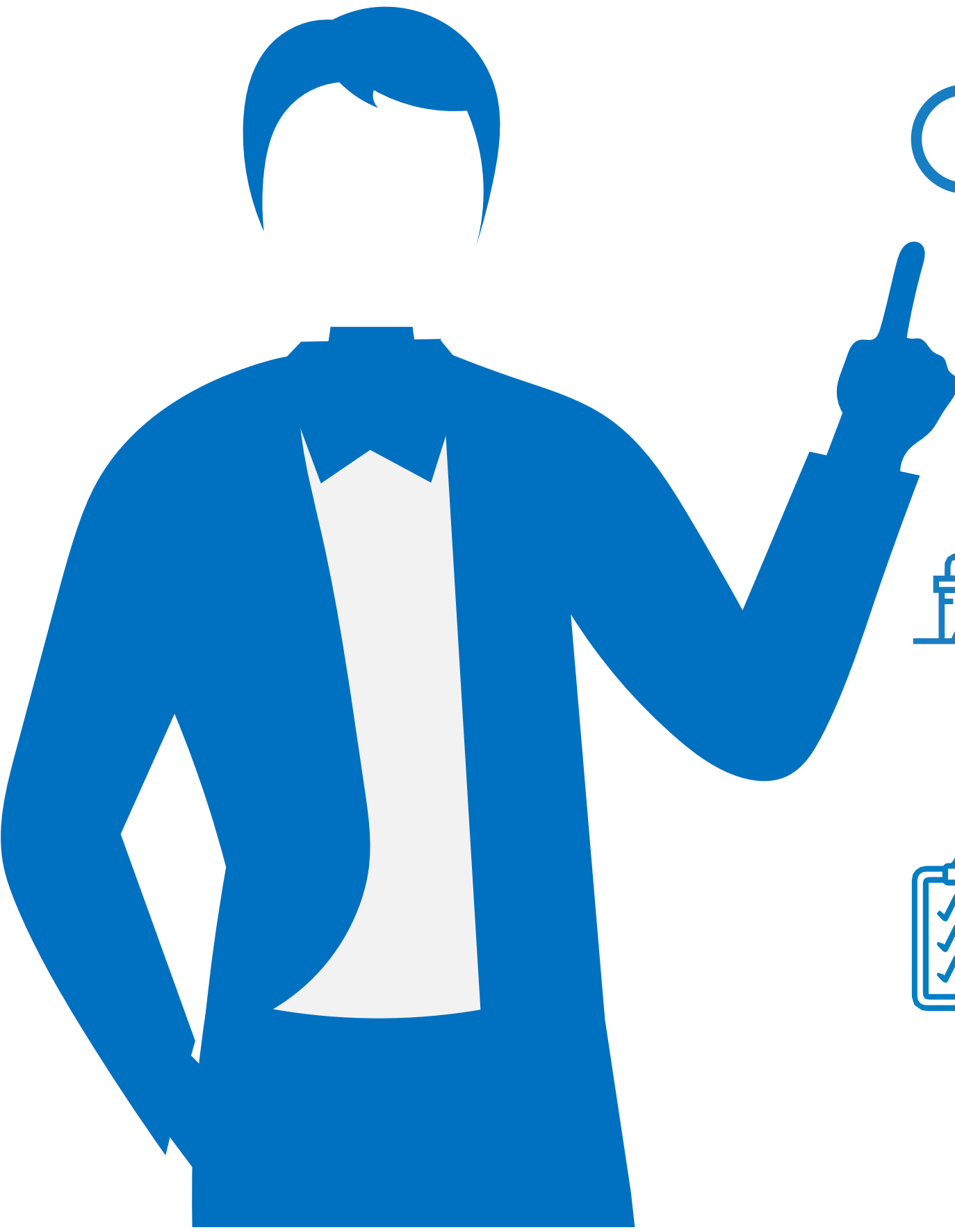
---

## Our Values

Our core values include accuracy, efficiency, reliability, and transparency. We are committed to delivering high-quality services and maintaining open communication with our clients to ensure their satisfaction.



# Our Services



## CFO Services

Dedicated CFO advisory for financial leadership, planning, and performance management



## Business Health Check

Strategic assessment of financial, operational, and compliance status; actionable recommendations.



## Policy and procedures

Comprehensive advisory for strategic, financial, and operational decisions



## Full Package

End-to-end solution including accounting, tax compliance, and CFO-level strategic oversight.



## Feasibility Studies:

Market analysis, financial projections, cost breakdowns, SWOT, viability conclusion; investor/bank-ready.



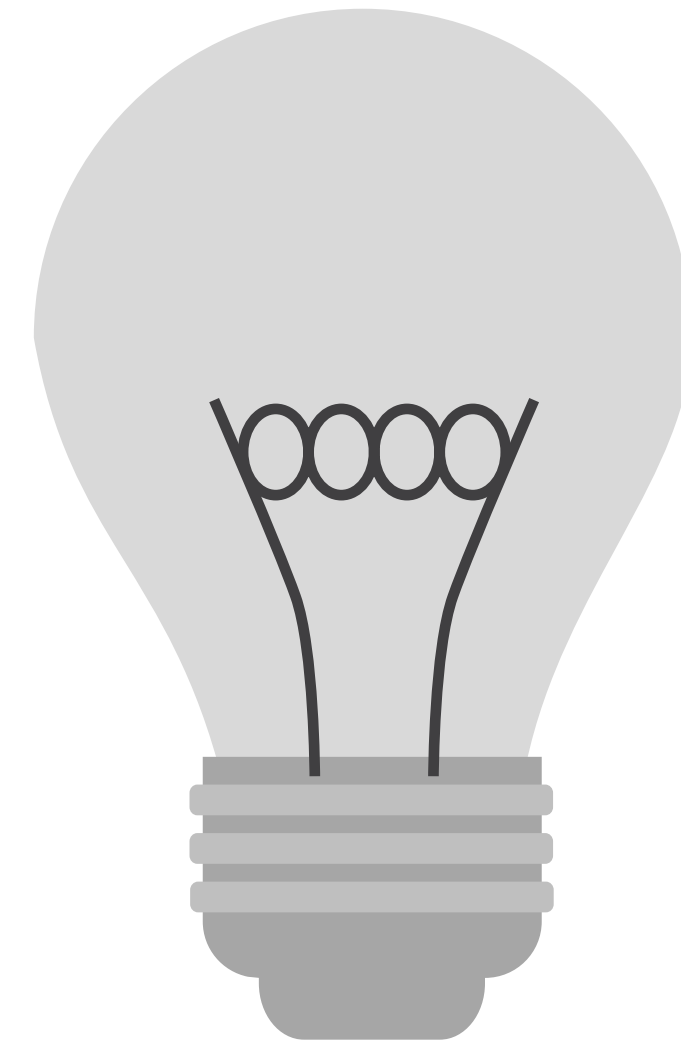
## Tax & VAT Advisory

Tax consultancy and compliance; VAT advisory and filings



# CFO Services

CFO services refer to the financial management and strategic planning services provided by a Chief Financial Officer (CFO) to a company. These services typically include financial analysis and reporting, budgeting, forecasting, cash flow management, risk management, and overall financial strategy development. The CFO is responsible for ensuring the financial health of the organization and providing insights and recommendations to help the company achieve its financial goals.



# Business Health Check

## Is Your Business as Healthy as You Think?

Our Business Health Check gives you a full diagnostic of your company's financial, operational, and compliance performance — just like a check-up with a doctor, but for your business.

A Business Health Check is a comprehensive review of your business that identifies internal risks, inefficiencies, and improvement opportunities across finance, operations, HR, tax, and compliance. We analyze your structure, systems, numbers, and risks — then provide a practical roadmap to optimize your business.



# Advisory Package

## **All-in-One Business Support — Flexible, Scalable, Strategic**

Our advisory packages are designed for business owners who want expert financial and operational support without the cost of hiring full-time staff. We combine high-level consultancy with hands-on guidance, helping you improve performance, stay compliant, and make smarter decisions — month after month.

Each package includes a tailored mix of:

CFO Advisory & Financial Oversight

HR & Administrative Consultancy

Accounting Review & Process Improvement

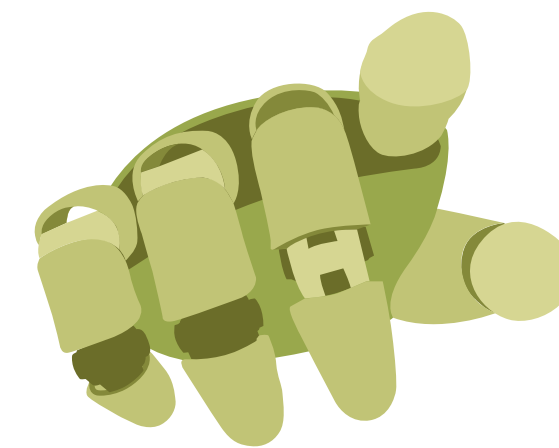
Internal Policies & Reporting Structures

Bookkeeping (*included within packages — not standalone*)

Whether you're a startup, SME, or family-run business, we'll match you with the right level of support to fit your size, goals, and budget.

 Includes 1x Business Health Check per year

 Scalable support with monthly or quarterly plans



# Policy and procedures

## **Bring Structure, Clarity, and Control to Your Operations**

At MKA, we help businesses of all sizes build tailored policies and procedures that improve efficiency, reduce risk, and ensure consistency across departments. Whether you're a startup or a growing company, our structured documentation ensures everyone knows what to do, how to do it, and who's responsible.

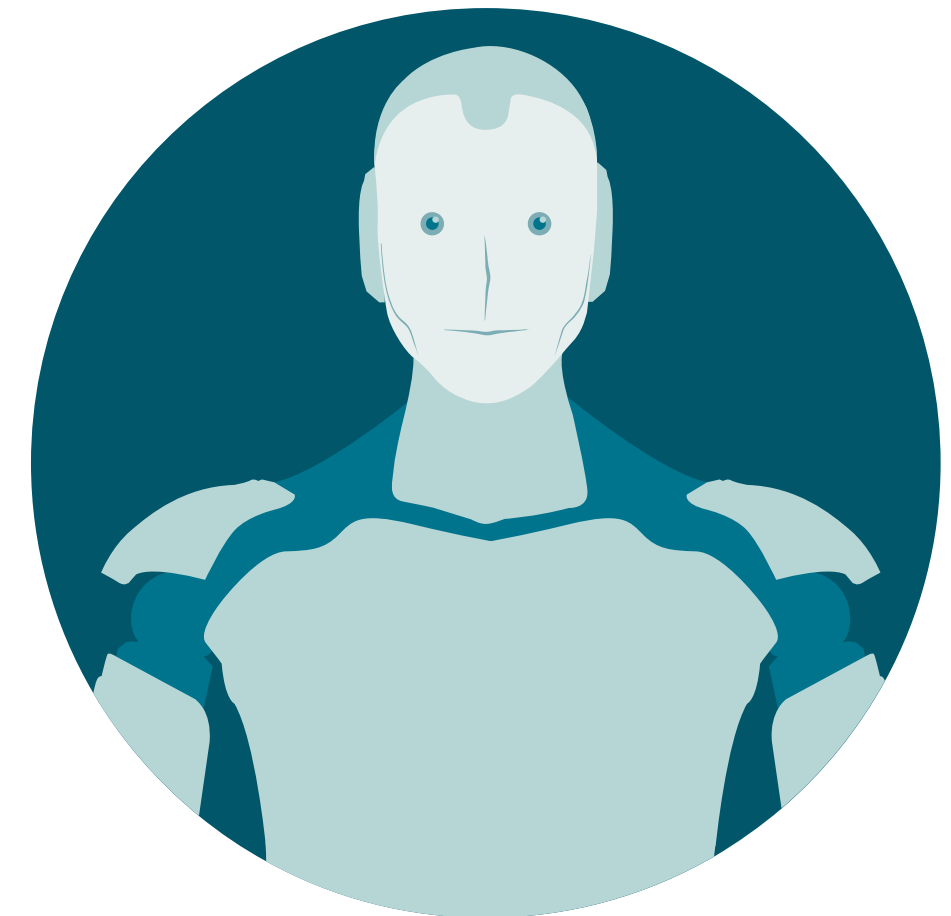
We create clear and customized SOPs for:  
HR & payroll processes

Finance and internal controls

Administration and operations

Procurement and asset management

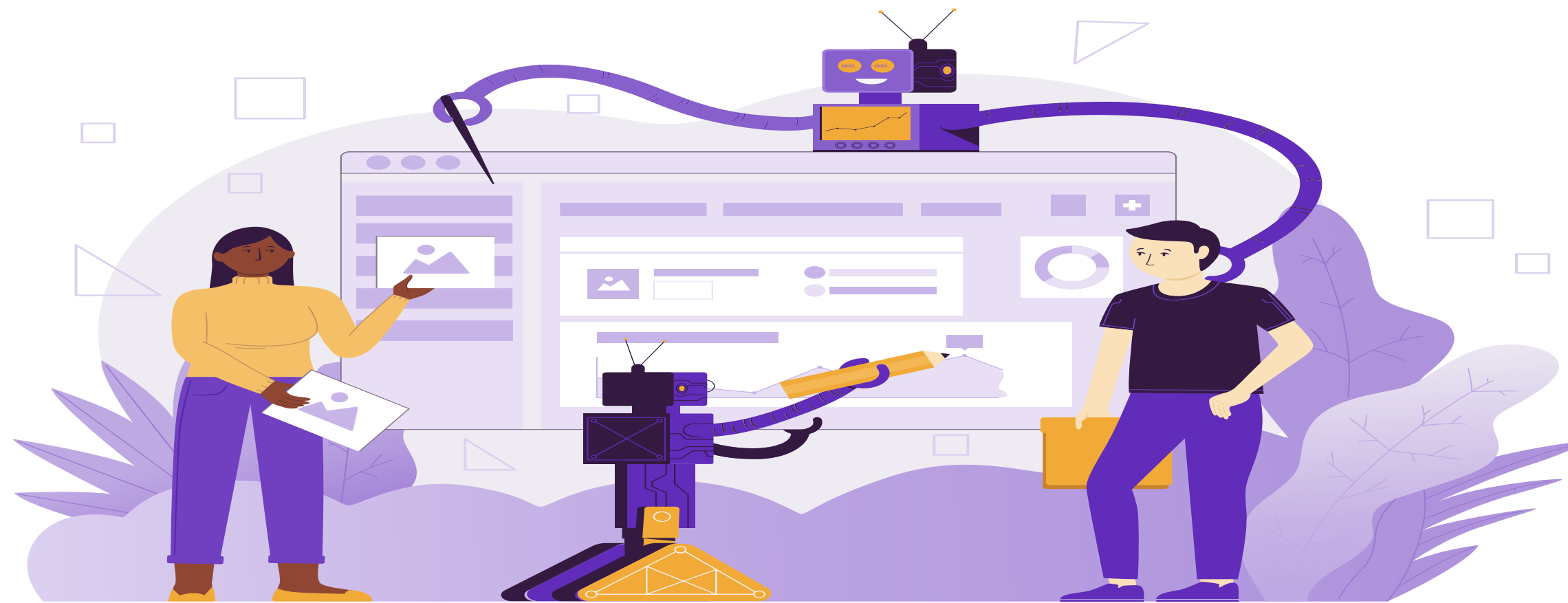
Our policies are designed with compliance in mind and formatted for practical, real-world application — audit-ready, bilingual (Arabic/English), and aligned with your workflow.



# Feasibility Study

Make Informed Business Decisions Before You Invest

We provide customized feasibility studies that help you assess the financial, market, and operational viability of your idea — with full projections, SWOT analysis, and strategic recommendations to guide your decision-making.



# Tax

## VAT

Value-added Tax (VAT) is an indirect tax, it is paid on consuming or using of goods or services. The Tax advisors in MKA provide you with the needed VAT services, including:

- VAT check, audit and assessment.
- VAT monthly and quarterly filing.
- VAT refund advisory.

## Excise

Excise Tax is an indirect tax, levied on specific goods which are considered harmful to human health and environment such as; tobacco and tobacco products, energy drinks, carbonated drinks. The Tax advisors at MKA provide you with the needed Excise Tax services, including:

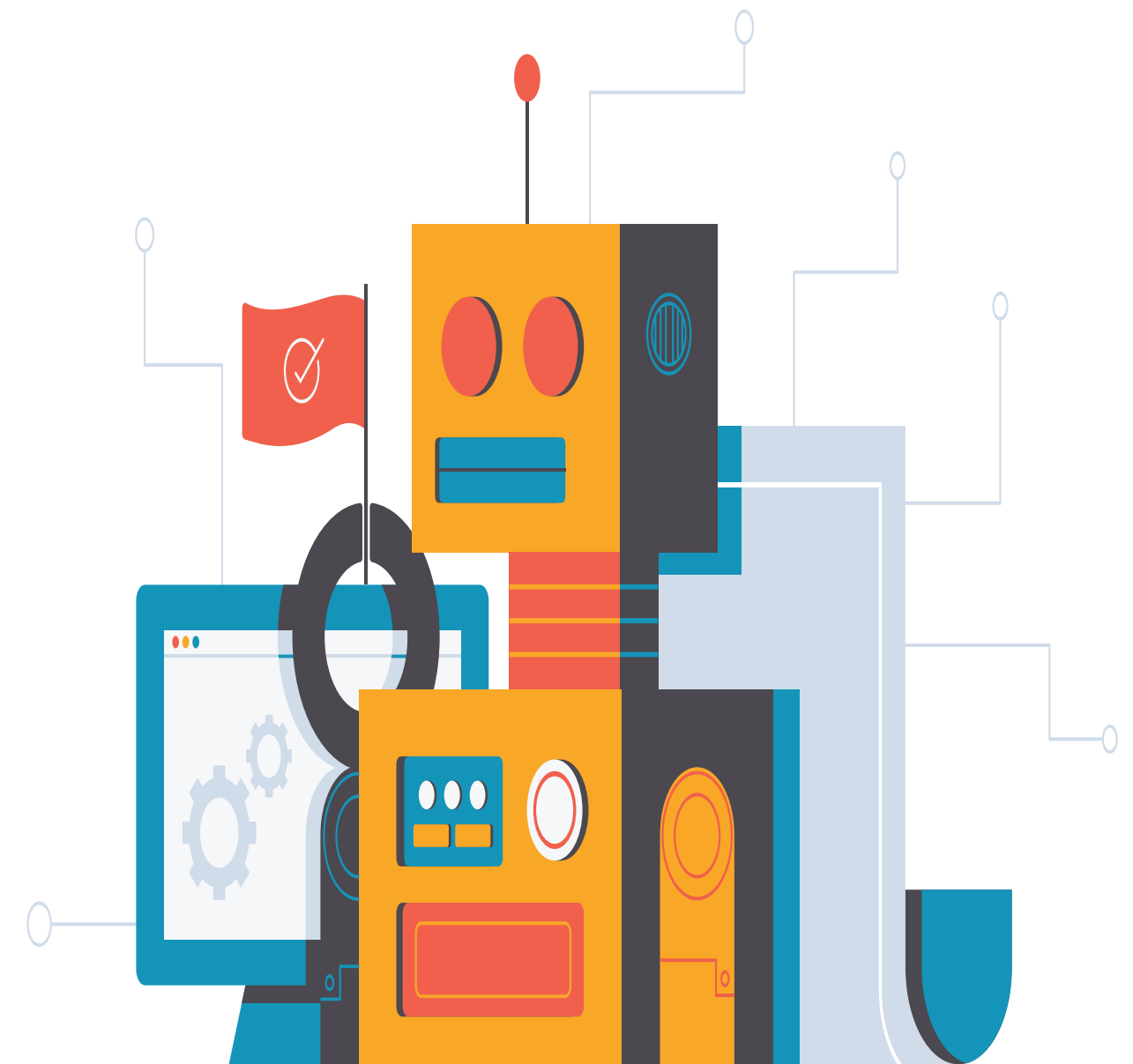
- Excise tax check, audit and assessment.
- Excise tax monthly filing.
- Excise tax refund advisory.

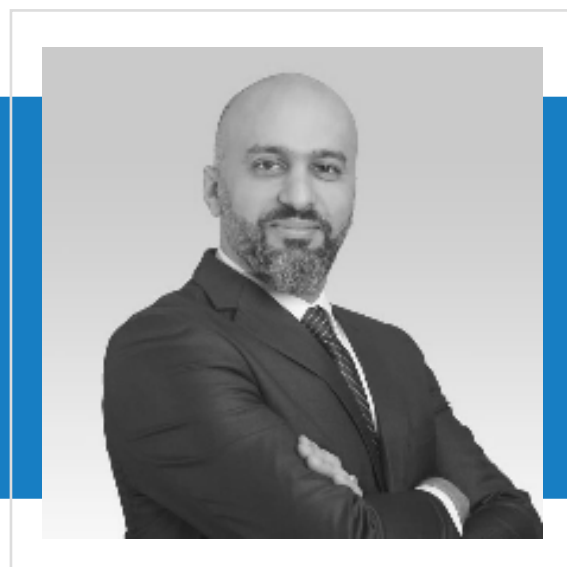
## Corporate Tax

Corporate Tax is a direct tax levied on net income of corporations and other business entities.

The UAE issued the Federal Decree-Law No.47 of 2022 on Taxation of Corporations and Businesses (Corporate Tax Law) in 9 December 2022. The Tax advisors in MKA provide you with:

Corporate tax advisory; assist you in avoiding tax risks through managing those risks and improving tax compliance.





## Mohamed El Saleh

CEO & Founder

### Background

- Mohamed is Certified Public Accountant (CPA) from American Institute of Certified Public Accountants, based in UAE.
- With over 15 years of experience within the finance sector including 9 years at Big four firm.
- Extensive experience in preparing and auditing the financial statements across diverse industries, including both private and government entities..

### Education & Professional Qualifications

- Bachelor's Degree Business Administration from Arts, Science, Technology University in Lebanon (AUL)
- Certified Public Accountant (CPA) from American Institute of Certified Public Accountants
- Diploma in Business Administration from STC
- IFRS accreditation certificate, ICDL, Diploma of Business Administration
- Member of UAE Accountants and auditors' association
- Fellow member of the Emirates Associations of accountants and auditors
- Member of international Association of Certified Fraud examiners
- Approved auditor register from UAE ministry of Economy

### Professional Experience

Led end to end delivery of external audit and assurance assignments projects in UAE across various industries including public and private sector as well as government entities.

Preparing and auditing the financial statements in compliance with the applicable and acceptable framework and in accordance with International Standards on Auditing (ISAs).

Conversion assignments, from cash basis to accrual basis (IFRS, IPSAS).

Test of internal controls to ensure effectiveness of the process and meet the entity's objectives.

Present to management, Board of Directors or the audit committee reports on audit findings, which might include material misstatements of financial information or severe control deficiencies and provide recommendations on improving these shortcomings in the future.

Support the planning, execution and delivery of assurance reports.

Review operational and financial audits to ensure that financial statements are fairly presented in accordance with IFRS (IGAAP), (IPSAS) or applicable framework.

Provide training to audit team including IFRS and audit methodology needed to implement the work.

### Skills


- External audit
- Financial analysis
- Financial reporting
- Bilingual, Fluent in in Both Arabic & English.
- SOX/internal control audit
- Financial Planning
- IFRS, IPSAS, GAAP

# Contact Us

 +971 502708312  
+971 567064925

 [info@mkabooks.com](mailto:info@mkabooks.com)

 [www.mkabooks.com](http://www.mkabooks.com)

 Abu Dhabi, UAE