



E-Commerce



**E2E ACCOUNTING HELPED E-COMMERCE
COMPANY TO GROW ITS SALES
BY 3 TIMES AND PROFIT BY 26 TIMES
OVER 3 YEARS**





CLIENT BACKGROUND



Client is leading E Commerce Company in South West of England selling equipment's and all necessary provisions for Caravans and Motorhomes



The client was not sure if the business was making enough profit as the existing bookkeeper was not providing accurate Management Accounts on monthly basis



There were several issues in bookkeeping which resulted in client loosing confidence in the books

Capability to Manage End to End
Accounts

Service Level Agreements-Real Time
Accounting and Month End Management
Reporting

Rich experience, capability and specialisation in
managing finance function for ecommerce company as
compared to bookkeeper

Reduction in costs by over 45%

Ability to meet additional requirements of
client such as automation, adhocreporting,
data analytics, etc



WHY CLIENT HAS CHOSEN US

E2E
ACCOUNTING
FRAMEWORK



STEPS TAKEN BY E2E ACCOUNTING



01

Cleaning up books of accounts

02

Developing Standard Operating Processes

03

Developing Daily/ Weekly and Monthly Dashboards

04

Monthly Management Reporting and Conference Call

05

Follow up on agreed action items

RESULTS DELIVERED



Increase in Sales by 3 times over 3 years



Formation of separate legal entity



Increase in profitability by 26 times due to better overhead management, increase in Gross Profit Margin, volume discount fro suppliers



Improvement in Acid Test Ratio from 0.2 to 0.9



Improvement in Current Ratio from 0.8 to 2.10v



E-Commerce



**ENABLING BUSINESSES BECOME NEXGEN
ENTERPRISES**

E2E
ACCOUNTING