



Strategic . Efficient . Seamless



# **ALLIANCE STREET GROUP BUSSINESS**

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## PROFILE



# INTRODUCTION





Alliance Street Group, headquartered in Dubai, offers diverse professional services, aiming to enhance clients' lives and contribute to global progress through client-centric, practical approaches.

Services include business consulting with essential aspects like company formations, PRO services, banking assistance, bookkeeping, tax, and VAT consulting, providing a comprehensive solution for entrepreneurs in the UAE's business landscape.

Apart from business consulting, we excel in digital marketing, logistics, and interior design, striving to redefine greatness through innovation in these domains and help clients achieve their goals in the evolving business world.

In interior design, we create exceptional spaces that mirror clients' styles and aspirations, turning visions into reality and enhancing occupants' experiences, demonstrating our commitment to remarkable design and fit-out management.

Within transport and logistics, our subsidiary, Cargo Connections, offers cost-effective solutions, prioritizing global reach, safety, efficiency, and reliability to be a trusted logistics partner, revolutionizing the industry with punctuality, security, and transparency, under visionary leadership.

At Alliance Street Group, we empower businesses in Dubai and beyond, envisioning setting new industry standards, revolutionizing practices, and establishing a global footprint in our operating sectors, aiming for a legacy of exemplary standards and sustainable growth.



## **OUR MISSION**

To build lifelong engaged relationships by fostering trust, delivering exceptional service, and enabling seamless financial integration for our clients in the realm of company formations, PRO services, digital marketing services, interior designing services, and specialized bank account solutions.



## **OUR VISION**

Empowering success through expert care and comprehensive solutions, Alliance Street Group is committed to guiding and assisting our clients in every step of their journey toward successful company formation and establishment. We strive to understand and prioritize our client's unique goals, ensuring personalized attention and tailored strategies to achieve their financial aspirations. We dedicate ourselves to delivering unmatched service, promoting efficiency, & building enduring partnerships that drive mutual growth and prosperity.







# SERVICES WE OFFER

01

## COMPANY FORMATIONS

Starting a new business venture involves complex processes and legal requirements. At Alliance Street, we excel in simplifying the company formation process. Our expert team provides comprehensive guidance, ensuring a seamless setup by navigating legal intricacies and establishing the ideal corporate structure.

02

## BANK ACCOUNT OPENINGS

A fundamental aspect of any successful business is having a suitable bank account. Alliance Street specializes in facilitating smooth bank account openings for our clients. We meticulously guide you through the process, ensuring access to the best banking options aligned with your unique financial objectives.

03

## ACCOUNTING & BOOKKEEPING

Accurate financial records are crucial for informed decision-making. Our dedicated professionals efficiently manage accounting and bookkeeping tasks, allowing you to concentrate on business growth. We maintain meticulous financial records that comply with all relevant financial regulations.

04

## VAT & TAX CONSULTANCY

Navigating VAT and taxation can be a daunting task. Alliance Street offers expert guidance to help optimize your tax strategy while ensuring full compliance with tax laws and regulations. Our consultancy ensures that your tax decisions align with your business goals and contribute positively to your bottom line.



# WHY CHOOSE

## ALLIANCE STREET FZ LLC



### **EXPERTISE**

Our team comprises seasoned professionals with deep expertise in their respective fields, ensuring the highest quality of service and guidance.



### **CUSTOMIZATION**

We craft solutions that address your specific challenges and aspirations effectively, tailoring our services to your unique requirements.



### **EFFICIENCY**

We streamline complex processes, saving you valuable time and resources, and allowing you to focus on growing your business.



### **COMPLIANCE**

Our meticulous attention to compliance and adherence to regulations ensures that your business operates within legal frameworks, mitigating risks and enhancing stability.



### **CLIENT-CENTRIC**

Your success is our ultimate priority, and we are dedicated to guiding you toward your financial and business objectives, making your journey smoother and more rewarding.

At Alliance Street FZ LLC, we pride ourselves on going beyond being mere service providers; we become your trusted partners on your business journey. We eagerly collaborate with you, share your vision, and help you achieve your financial and business objectives. Contact us today to explore how we can assist you in realizing your business aspirations and financial goals.



# **ACCOUNTING & BOOKKEEPING SERVICES**

Alliance Street Group presents itself as a one-stop shop for all bank account opening needs. Their team of experts provides guidance on the most suitable account type based on individual client requirements. Clients have the flexibility to open multiple accounts under a single name or set up sub-sub-accounts to manage different departments within their organizations more efficiently.





The benefits of availing their services are numerous. Alliance Street Group offers a hassle-free application process, guiding clients step by step to complete the necessary forms and documentation accurately. This eliminates confusion and errors during the application process. Moreover, they act as a conduit, submitting all essential documentation to banks on behalf of their clients and following up until the approval process is completed. The commitment to client satisfaction is evident through free consultation sessions, where our experts address all queries related to setting up a business in Dubai. This proactive approach ensures that clients are well informed and comfortable throughout the process.

# SCOPE OF SERVICES

## 01. ACCOUNTING SERVICES



### Bookkeeping

Accurate and up-to-date bookkeeping is the foundation of a well-organized financial system. Our team will meticulously record all financial transactions, including sales, expenses, assets, and liabilities. We will use industry-leading accounting software to ensure the integrity of your financial data. Regular financial reports will be generated, allowing you to monitor the financial health of your business in real-time.

### Financial Statements Preparation

We will prepare monthly, quarterly, and annual financial statements, including income statements, balance sheets, and cash flow statements. These statements will offer valuable insights into your business's performance, allowing you to identify trends, analyze profitability, and make informed decisions. Our team will also conduct a ratio analysis to help you better understand your business's financial position and efficiency.







## Payroll Processing:

Managing payroll can be a complex and time-consuming task. Our team will handle all aspects of payroll processing, including calculating salaries, benefits, & deductions. We will also ensure that all payroll-related taxes and social security contributions are accurately calculated and submitted in compliance with UAE regulations. By outsourcing payroll processing to us, you can focus on your core business operations while ensuring your employees are paid on time and accurately.

## Budgeting and Forecasting

Having a well-defined budget and financial forecast is crucial for effective financial planning. Our experts will work closely with you to develop a comprehensive budget, setting financial targets and objectives for the short and long term. Regular budget vs. actual analysis will help you track your progress and make adjustments as needed. Our forecasting models will enable you to anticipate potential challenges and seize growth opportunities, empowering you to make proactive decisions for your business.



An illustration on a red background showing a magnifying glass over a document with a table, a pen, and a banknote with a dollar sign.

## 02. AUDITING SERVICES

### **Statutory Audit**

As per UAE regulations, businesses are required to undergo annual statutory audits. Our experienced auditors will conduct a thorough and independent examination of your financial records to ensure compliance with the applicable accounting principles and legal requirements. The audit report will provide assurance to stakeholders, including investors, creditors, and regulatory authorities, enhancing your business's credibility & transparency.

### **Internal Audit**

An internal audit is a proactive measure to assess the effectiveness of your internal controls and processes. Our internal auditors will review your business operations to identify areas of potential risk, inefficiencies, & non-compliance. We will provide recommendations for improving your internal controls, streamlining processes, and reducing operational risks, ultimately enhancing the efficiency and effectiveness of your business operations.

### **Compliance Audit**

Staying compliant with the constantly evolving regulatory landscape can be challenging. Our compliance audit services will ensure that your business adheres to all relevant tax laws, financial reporting standards, and other applicable regulations. By conducting regular compliance audits, we help mitigate the risk of penalties, fines, and reputational damage, ensuring your business's sustainable growth and reputation.



## **03. BANK COMPLIANCE SERVICES**

### **KYC Renewals**

Collaborate with clients to gather necessary information and documentation for KYC (Know Your Customer) renewals.

Review and analyze client data to ensure compliance with relevant regulations and policies. Prepare and submit accurate KYC renewal documentation to banking institutions within specified timelines. Maintain up-to-date records and documentation related to KYC renewals.

### **Compliance Queries**

Act as the primary point of contact for clients' compliance-related inquiries. Research and interpret regulatory guidelines to provide accurate and timely responses to compliance queries. Advise clients on compliance best practices, helping them navigate through complex regulatory landscapes. Assist clients in implementing necessary compliance measures to mitigate risks and ensure adherence to applicable laws.

### **Trade Finance Assistance**

Collaborate with clients to understand their trade finance needs and objectives. Offer expert advice and guidance on various trade finance instruments, such as letters of credit, bank guarantees, and trade credit insurance. Assist clients in preparing required documentation for trade finance transactions and liaise with banks to expedite the process.

### **Compliance Reporting**

Prepare and submit regular compliance reports as required by relevant authorities and clients. Monitor changes in regulatory requirements and update internal compliance policies and procedures accordingly. Conduct periodic compliance reviews to ensure ongoing adherence to compliance standards.



# **TRANSPORT AND LOGISTICS SERVICES**

## WITH CARGO CONNECTIONS

Cargo Connections is a prominent logistics company of Alliance Street Group specializing in efficient and cost-effective shipping and logistics solutions, aiming to enhance businesses' value through streamlined operations and sustainability.



## **Comprehensive Logistics Services**

The company offers a comprehensive range of logistics services, covering sea transport, local shipping, air freight, customs clearance, and warehousing, ensuring a holistic approach to transportation needs.

### **Sea Transport Services**

Efficient management of goods transportation by sea, including full container loads (FCL), less-than-container loads (LCL), breakbulk, and specialized cargo, catering to diverse global cargo requirements.

### **Local Shipping Services**

A strong contender in online courier services, providing a range of local shipping solutions such as overseas shopping, domestic courier, import and export, warehousing, air freight, road freight, and ocean freight.

### **Air Freight Services**

Offering a balanced approach between speed and cost, providing swift and reliable air cargo services to ensure efficient delivery of goods to desired destinations.

### **Custom Clearance**

Facilitating smooth international transportation by managing customs processes seamlessly, both online and through traditional means, ensuring hassle-free clearance for air, sea, and land shipments.

### **Warehousing Services**

Comprehensive warehousing solutions encompassing receiving, storing, packing, and palletizing products, with state-of-the-art facilities and efficient inventory management systems for safety and accessibility.

## **Key Differentiators**

- **Global Reach and Punctuality**  
Expansive network of partners and agents worldwide enabling seamless logistics services globally, ensuring 98% on-time delivery and reliability.
- **Safety, Security, and Transparency**  
Priority on cargo safety, offering safe packaging, global tracking, short transit times, 24/7 support, and transparent pricing for enhanced client confidence.
- **Efficiency and Reliability**  
Strong emphasis on delivering cargo efficiently, optimizing travel costs, and meeting supply chain needs promptly and flexibly.

# **SPECIALIZED EXPERTISE**

## IN HAZARDOUS CARGO SOLUTIONS



### **Safe Hazardous Cargo Transport**

Cargo Connections excels in the safe and compliant transportation of hazardous goods. Certified professionals, specialized packaging, and risk assessment ensure secure handling and transportation. Collaborative efforts with authorities and emergency response preparedness guarantee a secure logistics operation. Trust Cargo Connections for expert handling of hazardous cargo, ensuring safety at every stage of the transportation journey.





## **Leadership and Expertise**

Led by Stallone Shaikh, a seasoned Managing Director with extensive experience in business banking relationship management, business consulting, and project management, enriching the company's services and strategic growth. Cargo Connections stands as a beacon of efficiency and reliability in the logistics industry. Their commitment to customer satisfaction, safety, and seamless global logistics solutions sets them apart as a trusted partner for businesses seeking optimized transportation and supply chain management. With visionary leadership and a focus on community engagement, Cargo Connections is poised to continue revolutionizing the logistics landscape on a global scale.

# DIGITAL MARKETING SERVICES

We are on a mission to redefine greatness through our unwavering commitment to values and purpose. At the heart of their approach are two core principles: innovation and leadership. They constantly challenge the status quo and traverse uncharted paths to provide solutions that make a genuine difference in the world of marketing. Their in-depth understanding of human needs coupled with a sharp business acumen allows them to not only offer exceptional marketing solutions but also to design and decorate lives and dreams.

## **Diverse Services for Comprehensive Solutions**

Alliance Street offers various services to cater to different aspects of the digital marketing landscape.







## **UI/UX Design**

They emphasize the significance of user interface (UI) and user experience (UX) design in conveying a brand's message in unique and captivating ways. Understanding the power of a strong brand identity, they focus on creating designs that leave a lasting impression.

## **Content Marketing**

Content is king in the digital realm, and Alliance Street understands this well. They focus on creating high-quality content that not only attracts prospects and customers but also engages and converts them into loyal followers.

## **Web Design**

Acknowledging the website as the face of a brand, they prioritize effective web design to ensure a captivating first impression for visitors. They understand the pivotal role it plays in customer engagement and brand perception.

## **Social Media**

In today's interconnected world, managing and optimizing a brand's presence on social media is crucial. We help clients not only understand who is talking about them but also build mutually beneficial relationships with their audience through effective social media management.



# DETAILED SCOPE OF SERVICES

In providing its services, Alliance Street maintains a detailed scope for each facet of its offerings.



## Social Media Marketing Scope

Their social media marketing scope is exhaustive, including professional ad design and graphic design on major platforms weekly, static video creation, engaging ad text creation, campaign creation, ongoing social media marketing strategy, expert consultancy, community management, conversion setup, and tracking, daily campaign monitoring and optimization, and detailed monthly reports.



## Website Management Scope

Their website management scope involves minor modifications, technical assistance, periodic testing for errors and crashes, plugin updates, software, and plugin updates, and ensuring proper functionality of forms.



## **Influencer Marketing**

In the domain of influencer marketing, they specialize in crafting impactful campaigns that resonate with the brand's values, goals, and target audience. Their comprehensive services include influencer identification, collaboration management, content creation, and campaign tracking.



## **Photography & Videography**

They offer professional shoots, food photography, teaser videos, influencer shoots, and reels, leveraging the power of visual content to enhance brand engagement and reach.



## **PPC Management (Google Ads & Social Media)**

Their PPC management scope includes search and display ads, remarketing, keyword research, tailored ad copies, daily campaign monitoring, ad optimization, and detailed monthly reports, allowing clients to maximize their digital advertising effectiveness.

## **A Commitment to Excellence**

Alliance Street Group is committed to bringing brands to life through strategic and innovative digital marketing solutions. Their mission to create value and customer satisfaction is palpable in every aspect of their operations. As they strive to become the leading digital marketing agency in Dubai and beyond, clients can trust them to unlock the true potential of their brand in the digital realm. The journey with Alliance Street Group is an endeavor toward greatness in the ever-evolving world of digital marketing.



# INTERIOR DESIGNING SERVICES

Alliance Street Group stands as a beacon of expertise and creativity in Dubai's dynamic landscape, showcasing a profound understanding of interior design and fit-out management. With years of experience, the company has earned a reputation for proficiency and distinction, dedicating itself to cultivating genuine and confident relationships with clients. Their commitment to excellence, integrity, and a comprehensive engineering approach sets them apart in the industry. Over their notable eight-year journey, Alliance Street Group has specialized in crafting top-tier wooden furniture and interior woodwork, earning recognition for their superior designs and durable products. They extend their expertise to various domains, including joinery, fit-out contracting, polishing, painting, advertising, graphic design, custom signage manufacturing, and application, solidifying their position as leaders in the industry.





# SERVICES AND OFFERINGS

## Product Services

Alliance Street Group operates a manufacturing facility to create custom-made, durable products using top-tier wood and related materials. They offer a broad spectrum of furniture and cabinetry solutions, from traditional ornamental styles to contemporary designs for various settings such as offices, retail outlets, apartments, hotels, restaurants, and more.

## Contracting Services

Alliance Street Group provides complete design, project management, and turnkey fit-out services, covering architecture, interior design, DM & DCD approvals, civil, electrical, mechanical contracting, and general maintenance for residential and commercial buildings. They also specialize in infrastructure and civil work contracting, landscaping, and value engineering.

## Other Services

**Exhibition Services** Design, visualization, fabrication, and installation of exhibition stands and kiosks, including furniture, reception areas, office partitions, and storage.

**Stand Design** Conceptualization and construction of exhibition stands, ensuring they meet specific requirements and effectively convey the intended message to the target audience.

**3D Design Concept** Utilization of 3D CAD service to enable customers to visualize standard concepts accurately, aiding in decision-making and design approval.

**Stand Construction** Precision construction of exhibition stands, combining design and craftsmanship to bring concepts to life.

## Fit-Out Contracting

Through 2D drafting, Alliance Street Group crafts precise floor plans, building permit drawings, building inspection plans, and landscaping layouts. Utilizing cutting-edge computer-aided design software, their team ensures every detail is accurately represented, adhering to the highest standards of craftsmanship.

## Maintenance

Our Technical Services extend professional solutions beyond initial fit-out designs, streamlining the fit-out approval process and offering ongoing maintenance services for business offices, restaurants, warehouses, and more. Their commitment to timeliness and accuracy ensures seamless project progression without unnecessary delays.



**PARTNERING WITH  
ALLIANCE STREET GROUP**

Alliance Street Group stands as a reliable partner in crafting exceptional interior spaces, aiming to make every space truly remarkable and reflective of the client's unique style, needs, and aspirations. Trust them to transform visions into reality, turning spaces into a work of art that captivates and enhances the experience of every occupant.



## ALLIANCE STREET CONSULTANCY

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