



Merit Advisory Services
Informed Decisions. Enduring Value

FIRM PROFILE





ABOUT US

Merit Advisory Services, which was established in 2019, is a consulting firm that provides Audit, Accounting, Taxation, IT, and consulting services and advice to public, private, and non-profit organizations. Now, Merit has over a dozen employees and three operating offices in Somalia: Mogadishu, Garowe, and Hargeisa.

OUR VISION

"We envision becoming a leading consulting firm in the region, shaping the future landscape of consulting services to create real value for our clients".

OUR MISSION

"We aspire to deliver cost-effective, scalable, reliable, timely, and quality accounting, auditing, IT, and advisory services to our clients. Our services will involve compliance and trusted financial advisory and strategic guidance to clients to thrive in today's complex business and financial world. Our philosophy is centered on customer satisfaction coupled with the preservation of integrity and objectivity".

OUR VALUES



INTEGRITY:

Honesty and the highest moral standards are the pillars on which our business stands. We strive to honor the contracts of our clients and deliver quality services that match their requirements.

INDEPENDENCE:

We think and act independently and objectively in our professional services as auditors and advisors.

TEAMWORK:

Our collective efforts deliver individual and collective targets.

QUALITY:

Our primary objective is to deliver the highest standards of service which are tailored to the client's specific needs. Quality Assurance is entrenched in our services, and we continuously engage in the rigorous appraisal of our procedures to avoid compromising excellence.

TIMELINES:

Fulfilling our responsibilities to customers on the agreed time is a cornerstone of our brand. We strive to meet the deadlines set for our deliverables.

SUSTAINABILITY:

Our firm is composed of a team bound together by shared vision, passion, and commitment to guarantee to make a continuous & positive impact on society. Furthermore, we aim to maintain quality and consistency to ensure the provision of impeccable services.our deliverables.

OUR SERVICES

AUDIT AND ASSURANCE

Merit Advisory Services provides well-organized and well-designed audit and assurance services using updated and state-of-art tools with the relevant methodology to the specific engagements of our clients having in mind their exclusive needs and situations.

THE FOLLOWING ARE AUDIT AND ASSURANCE SERVICES:

- Statutory Audit
- Internal Audit
- Due Diligence Review on Mergers and Acquisitions
- Fraud Prevention and Investigation
- IT Audit & Compliance
- Review Engagement
- Agreed-upon-procedures Audit
- ISO Certification

ACCOUNTING AND TAXATION

We provide our clients the option to free up their busy time, reduce their operating costs and concentrate on their core business activities, and count on us to deliver cost-effective and competent bookkeeping, financial reporting, and management accounting functions. As a leading Tax Advisory, our firm will help you comply with local tax requirements.

WE PROVIDE THE FOLLOWING:

- Accounting & Bookkeeping
- Financial Management & Reporting
- Budgeting & Forecasting
- Data Analysis and Interpretation
- Cashflow Management
- Corporate Tax Planning
- Tax Advisory
- Tax Filing and Report
- Tax Compliance

TECHNOLOGY

To help reduce costs as well as enable the business to grow rapidly and add value to our clients through increasing the efficiency of systems, products, and services, we offer know-how and state-of-the-art software packages to our clients. The software helps track and streamline processes, maintain data flow, and manage contacts and employee records.

WHAT ARE OUR TECHNOLOGY SOLUTIONS?

- ERP Systems
- CRM Solutions
- E-commerce Solutions
- QuickBooks
- Point of Sale Systems
- Off-the-shelf business solutions Consulting



CONSULTING

Our Management Consulting specialists are equipped with the expertise to assess the challenges that hinder your business from the desired performance and success. We can provide you with relevant solutions in strategy, governance, operations, finance, and technology. Additionally, we will guide your executives to make effective decisions and create change.

THE FOLLOWING ARE MANAGEMENT CONSULTING FOCUS AREAS:

- Business Planning/Strategy
- Organizational Development:
Improve resources and processes
- Organizational Change Management
- Process Redesign, Improvement, and Cost Transformation
- Finance Function Coaching and Development
- Monitoring & Evaluation
- Research & Analysis
- Executive Coaching

TRAINING & TEACHING:

Merit Advisory Services LLP endeavors to excel in teaching and training in key accountancy, auditing, and financial management areas. The objective of the training center is:

1. To increase the human capital of MAS global whereby key staff will be recruited from training centers on merit bases
2. To improve brand awareness of MAS products and create a market for MAS services
3. To educate more students to improve accountancy-related services
4. To help Micro & SMEs to improve their human capital productivity and business sustainability

THE FOLLOWING ARE OUR COURSES:

- Accounting & Bookkeeping Training
- Sales, Marketing, Customer Service Training
- Leadership & Management Training
- IT Training including Excel & Accounting Software
- Public Financial Management training
- Project Management Training
- Procurement and Supply Chain Training
- Professional Accounting



OUR INDUSTRIES:

CONSUMER

- Retail and Wholesale
- Pharmaceuticals
- Hospitality services
- Consumer goods
- Transportation
- Education institutions
- Healthcare

OIL & ENERGY

- Oil & Gas
- Renewable Energy
- Power & Utilities

TECHNOLOGY AND TELECOMS

- Technology
- Telecom

FINANCIAL SERVICES

- Banking
- Insurance
- Investment Management
- Real Estate

PUBLIC SECTOR

- Central Government
- State Governments
- Local Government
- Ministries and Agencies
- Not-for-profit organizations



OUR CLIENTS:



University of Bosaso
Education



Arafat Hospital
Healthcare



Maax General Trading
Consumer



Somtel
Telecommunication



Alfadli General Trading
Construction



Sabco - Sahaba
Business Company
Consumer goods



Qaran Pharmaceuticals
Healthcare



Dahabshiil
Financial



Garowe Local
Government
Local Government



Salam Bank
Financial



SARC
NGOs



Alnaciim Water
Company
Power & Utilities



Talabeeg Foundation
NGOs



TTN
Construction

TEAM PROFILE:



BURHAN HASSAN ISMAEL, ACCA

Managing Partner

He is a member of Association of Certified Chartered Accountants (ACCA) and one of the pioneering members of Somali Institute of Certified Public Accountants (SICPA). He is currently the interim Director of Membership services of SICPA.

He has held the position of Chief Financial Officer in Somtel Somalia in 5 years and later become CEO of Somtel group. He is an experienced professional who has handled & managed virtually every aspect of accounting in different industries during last 12 years, Telecommunication, consulting, and humanitarian organizations.

He has in-depth experience in Corporate Governance and Financial Reporting matters, Strategy formulation and execution, Budgeting & Planning, and Financial Operations. He has also extensive IT & Process Automation experience from Systems Analysis, Requirement Design,



BURHAN SAED SALAH, ACCA, CPA (R)

Partner- South-Central Somalia

He is a Merit Advisory partner in South and Central Somalia, Mogadishu office with over 10 years' experience in consulting services including audit and assurance, internal control systems review, and managing companies in the profit and not-for-profit sectors. He is well versed with International Financial Reporting Standards (IFRS) and International Standards on Auditing (ISAs).

He is an ACCA member and also holds BSc in Accounting from Oxford Brookes University and MSc in Professional Accountancy from University of London (UoL). He has extensive experience in the field of accounting, auditing, and compliance. He also has professional experience in taxes and business advisory services, and financial consultancy services.

He is the current Chief Executive Officer (CEO) of Somalia Institute of Certified Public Accountants (SICPA), a professional accountancy organization in Somalia. During his tenure in the organization, SICPA bill progressed well as the Solicitor General approval for cabinet vote. It was successfully held first Annual Conference which attracted senior government officials and accountancy professionals. SICPA is currently evolving to become a regulator in the country.



BASHIR M WARSAME, ACCA, CIPFA

Partner, Head of Puntland State Operations

He is an ACCA and CIPFA Chartered Certified Accountant, he also holds a Bachelor of Arts in Economics and is currently pursuing Master of Science in Accounting from University of London. He is an active member of SICPA technical committee. He has been engaged in the field of auditing, accounting, and financial reporting for more than 8 years. He has worked for the Public Financial Management Project of World Bank by providing advisory services to the Office of the Auditor General. He also worked with Ernst and Young, Kenya as a subcontractor.

During his tenure he had gained wide experience in auditing, consulting and staff coaching; working with the Office of the Auditor General he has also acquired good understanding in the PFM context of Somalia. He participated different events and workshops conducted by international and regional organizations such as INTOSAI, IDI and AFROSAL-E.

Bashir is also an expert in different accounting and audit packages such as Excel, QuickBooks, Tally, Teammate Audit Management and Teammate Analytics. In the field of accounting and finance he was engaged in designing and successfully implementing accounting systems for various companies in different industries including NGOs.



NUH OMAR MUSE, ACCA

Partner- Head of Outsourcing Services

He is an ACCA Certified Accountant. He also holds Bachelor of Applied Accounting and Master of Professional Accountancy from the prestigious universities of Oxford Brookes and London. In addition, a certificate in Public Financial Management (ACCA). He is an important member of the technical advisory committee of the Somali Institute of Certified Public Accountants (SICPA).

He has a blend of skills in developing business plans, formulating operational and financial procedures, preparing and monitoring of budgets, conducting business research and doing environmental analysis for businesses. He is also an accomplished IFRs & IPSAS specialist.

He has over 10 years hands-on experience in the financial systems of the public sector entities gained through working with the UN and government institutions. With his strong skills and acumen to detecting deficiencies in systems, he spearheaded the redesigning of processes to improve system integrity, operational efficiency, and effectiveness of Garowe Local Government. Furthermore, as a consultant for World Bank funded projects, he contributed tremendously to development of project implementation manuals and played a pivotal role in the management of these projects some of which ended successfully.



AHMED M JAMA, CPA (A)

Senior Manager, Merit Advisory Somaliland

He is a licensed Certified Public Accountant and a member of American Institute of Certified Public Accountant (AICPA). He has MBA (Finance) from Punjab University in India and Bachelor of Commerce (Accounting) from Osmania University, Hyderabad, India. He is currently the CFO of Somtel, Somaliland where he oversees the strategic decision and day-to-day

financial activities of Somtel, one of the major telecom company in Somalia. He also a senior manager of Merit Advisory, Somaliland.

Ahmed has an extensive experience of more than 8 years in finance, budgeting, and internal control. He is an adaptable professional who specializes in business communications, accounting, and financial analysis.



MOHAMED IBRAHIM, ACCA

Business Process Improvement Specialist, Merit Advisory

A capable Financial consultant by providing trustworthy information through preparation to analysis of financial records with focus areas including financial reporting, taxation, corporate finance, corporate strategy, auditing, and budgeting.

He is a qualified chartered accountant (ACCA) along with Masters in Business Administration (MBA) in the specialization of accounting and finance. Mr. Mohamed Ibrahim has an extensive experience with ERP such as Dynamics 365 and Odoo.

He is an expert on financial management for various sectors including Private, Public and INGOs.



WAQAS YOUSAF

Technology Advisor, Merit Advisory

Lead Developer

- Hands on experience in WEB/Enterprise Application Developer and coding with analytical programming using Python, Backbone, Selenium, HTML, CSS, JavaScript and Allure reports.
- Have maintained US based product's websites meeting client requirements
- Build interactive Dashboards for BI (business

Intelligence) using Apache Superset.

- Have experience in version control systems like GitHub and also have experience in Dockersand Ngnix for load balancing.
- Have experience of TDD(Test Driven Development) and BDD(Behavior Driven Development).
- Professional experience of Odoo and Django framework.
- Programming Languages: SQL, C++, C#, Python, Java, JavaScript.

He has a bachelor of computer science from University of Punjab PUCIT. His major areas are Enterprise Application Development (.Net), Mobile Computing (Android).



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