FINANCE EQUATION LTD IS SET TO HELP ECOMMERCE BUSINESS OWNERS, EBAY, AND AMAZON FBA SELLERS SOLVE THEIR ACCOUNTING PROBLEMS AFTER COVID-19 IMPACT

Wednesday 9 September, 2020

London and Essex – September 9, 2020 – Finance Equation Ltd, an award-winning chartered certified accountants firm based in Essex and London, today announced its full-service eCommerce accounting solution, offering outsourced finance and accounting services for personal eCommerce websites, eBay, and Amazon sellers. “At Finance Equation we have a large number of clients who’s main focus is online sales via eBay, Amazon, and/or their eCommerce websites such as Shopify. With our experience, knowledge, and with our dedicated accountants we can help them grow their business,” said Aadil Butt, Founder of Finance Equation Ltd.

The global economy is reeling under the stress of Coronavirus, the pandemic that has reached 193 countries, impacting the livelihood of people worldwide. As social distancing is the best solution to contain this deadly virus, all businesses -- big or small, are finding it difficult to run smoothly. By opting for online accounting, businesses can fight the inconvenience brought about by the pandemic. They can communicate, delegate, and monitor all work and also ensure the safety of their team. Even in this time of great turmoil, businesses can keep a track of accounting and compliance by making use of online accounting.

The coronavirus pandemic has put eCommerce at the forefront of retail. Almost overnight online shopping has become an essential practice. And some numbers testify to the growth of e-commerce. Online spending represented 18.6% of total retail sales for the first two quarters of 2020. Finance Equation Ltd has a team of eCommerce accounting experts who are focused on helping eCommerce, eBay, and Amazon sellers to simplify their accounting processes and help them run their back office with a profit-centered mindset. Finance Equation helps them to uncover key insights to increase their growth and increase their profit margins.

"We are always looking for ways to make accounting simple. As a specialist for start-ups and small and medium enterprises (SMEs), we streamline our accounting services to help them stay compliant and competitive without disrupting their day-to-day operations," Aadil Butt commented

Finance Equation Ltd is 100% HMRC compliant and uses cloud solutions, including Xero, QuickBooks, and numerous software addons to streamline accounting processes. The company helps to automate close to 100% of its clients' accounting processes and make their eCommerce businesses as close to 100 % paperless when dealing with sales and purchases. “ Our clients generally only concern themselves with operating their bank account, ordering stock and expenses for their business. We look to take over everything else, which dramatically reduces administration time for our client.” said Aadil Butt

"With the adoption of latest systems and technology and our over 30 years of accounting experience, we have been able to make reporting procedures much more efficient and generate consistent financial reports for our clients without breaking the bank," Aadil Butt added.

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