

The logo for ASDA Consulting, featuring the letters 'ASDA' in a large, blue, serif font, with 'CONSULTING' in a smaller, blue, sans-serif font below it, all enclosed within a thin black rectangular border.

AS
DA

CONSULTING

your fastlane to success

A low-angle, upward-looking photograph of a modern skyscraper with a glass and steel facade. The building's lines converge towards the top of the frame, creating a sense of height and architectural grandeur. The sky is a pale, hazy blue.

Corporate Finance • Accounting • Tax Advisory

ASDA Group was founded and established in 2019 at initially Accounting and Tax Consultant, now provides a broader range of services covering different corporated finance aspects of a complex of business restructuring from planning through execution.

ASDA Group services focus on corporated action strategy, Financial restructuring, including Merger and Acquisition (M&A), Leverage by Out (LBO), Debt and Equity, Fund raising advisory. Private Equity advisory (PE) ,Among its specialties are Initial public offering (IPO), Right Issue, Take Over (TO), Divestitures (Spin off business unit) Reserve Take Over (RTO), Investigations, and Risk management advisory.



ABOUT US



VISION AND MISSION

*“As Leading Partner of Company’s need in
Financial, Accounting and
Tax Aspect of Business”*

Vision

*“Service excellence, Technical Expertize,
Confidentiality and Ethically conduct, build
the long-lasting relationships we share with
our clients”*

Mission

THE PARTNERS

Drs. ANTON Z. TONBENG
Managing Partner

Graduate in Faculty of Economic majoring in Accounting Parahyangan University 1980, 15 years as auditor in Public Accounting Firm , CFO MNC Corporation Tbk (PT Bhakti Investama) 1995-1998 , CFO Agis Tbk 1998-2006, CFO PT MNC Capital Tbk (PT Bhakti Capital Tbk) 2004-2008 , Commisioners PT MNC Assets Management, 2006-2013, CFO MNC Land Tbk 2006 -2008, Commisioners PT MNC Corporation Tbk (2008-2013). Independent Partner Registered Public Accountant firm Arifin, Anissa, Mardani & Muchammad or better known as KAP AAMM.

DIMAS M. F., CA., CPA., CPI., CBV., SAS., BKP.
Partner

Graduated from Maranatha Christian University, member of the Enterprise Risk Management Academy, Certified Accountant and Registered Public Accountant, member Indonesian Certified Public accountant, before works as auditor of Supreme Audit Institution of The Republic of Indonesia (BPK-RI) and now currently as a partner of Public Accountant Firm Arifin, Anissa, Mardani & Muchammad or better known as KAP AAMM.

SUPRIYADI, SE., BKP.
Partner

Experienced as an auditor since 1997, he has been practicing as an accountant and tax consultant and has handled various clients with various cases. this gives him a wider perspective on handling and dealing with clients of all sizes and industries. He is a member of the Indonesian Tax Consultants Association and currently serves as a partner of ASDA.

PAULUS LO
Partner

Obtained a Bachelor's degree in Accounting Economics from the Indonesian Economic Foundation College of Economics (STIE-YAI) in 2000. He has strategic positions in accounting and finance in various types of companies in Indonesia with a total experience of more than 20 years.

ANISSA P., SE., Ak., CA., CPA., BKP.
Partner

Graduated from Gajahmada University in Yogyakarta, she is a member of Indonesian Certified Public Accountant and Indonesian Chartered Accountant. She was an auditor in a Big Four Accounting Firm in the world, and currently been practicing as an accountant in Public Accountant Firm Arifin, Anissa, Mardani & Muchammad or better known as KAP AAMM.



Our Clients

CORPORATE FINANCE SERVICES

*FINANCIAL •
RESTRUCTURING*

*FUND RISING •
ADVISORY*

*INITIAL PUBLIC •
OFFERING*

REVERSE TAKE OVER •

*MERGER AND •
ACQUISITIONS*

*• ACCOUNTING AND
BOOKKEEPING SERVICES*

*• ACCOUNTING SYSTEMS AND
PROCEDURES*

ACCOUNTING SERVICES

*• FRAUD INVESTIGATING
SERVICES*

• RISK MANAGEMENT

• TAX PLANNING

• TAX ACCOUNTING

• TAX ADVISORY

• TAX CONSULTING

TAX ADVISORY SERVICES

CORPORATE FINANCE

CORPORATE FINANCE

In corporate finance, we will use firm generically to refer to any business, large or small, manufacturing or service, private or public. The firms investments are generically termed assets. Although assets are often categorized by accountants into fixed assets, which are long-lived, and current assets, which are short-term, we prefer a different categorization. The assets that the firm has already invested in are called assets in place, whereas those assets that the firm is expected to invest in the future are called growth assets. Though it may seem strange that a firm can get value from investments it has not made yet, high-growth firms get the bulk of their value from these yet-to-be-made investments. To finance these assets, the firm can raise money from two sources. It can raise funds from investors or financial institutions by promising investors a fixed claim (interest payments) on the cash flows generated by the assets, with a limited or no role in the day-to-day running of the business. We categorize this type of financing to be debt.

Alternatively, it can offer a residual claim on the cash flows (i.e., investors can get what is left over after the interest payments have been made) and a much greater role in the operation of the business. We call this equity. Note that these definitions are general enough to cover both private firms, where debt may take the form of bank loans and equity is the owners own money, as well as publicly, where the firm may issue bonds (to raise debt) and common stock (to raise equity).

FINANCIAL RESTRUCTURING

FUND RAISING ADVISORY

INITIAL PUBLIC OFFERING

REVERSE TAKE OVER

MERGER & ACQUISITIONS

CORPORATE FINANCE

CORPORATE FINANCE

An accounting balance sheet is primarily a listing of assets in place, though there are some circumstances where growth assets may find their place in it; in an acquisition, what gets recorded as goodwill is a conglomeration of growth assets in the target firm, synergies and overpayment.

First Principles

Every discipline has first principles that govern and guide everything that gets done within it. All of corporate finance is built on three principles, which we will call, rather unimaginatively, the investment principle, the financing principle, and the dividend principle.

- *The Investment Principle:*

Invest in assets and projects that yield a return greater than the minimum acceptable hurdle rate. The hurdle rate should be higher for riskier projects and should reflect the financing mix used—owners funds (equity) or borrowed money (debt). Returns on projects should be measured based on cash flows generated and the timing of these cash flows; they should also consider both positive and negative side effects of these projects.

- *The Financing Principle:*

Choose a financing mix (debt and equity) that maximizes the value of the investments made and match the financing to nature of the assets being financed.



ACCOUNTING

ACCOUNTING SERVICES

ACCOUNTING & BOOKKEEPING

Outsourcing services of accounting and bookkeeping

SYSTEMS & PROCEDURES

A&S Consulting serve as outsourcing accounting, bookkeeping and controller services since 2002, we serve solution for company needs for good accounting and bookkeeping with full-service expert processes.

FRAUD INVESTIGATING SERVICES

Accounting (bookkeeping) is a systematic process of identifying, recording, measuring, classifying, verifying, summarizing, interpreting and communicating financial information. It reveals profit or loss for a given period, and the value and nature of a firm's assets, liabilities and owners' equity.

RISK MANAGEMENT

The information that will help Management, shareholders, investors, tax authorities and other decision makers to make decisions within the company.. Accounting is referred to as the language of business as it is a tool for delivering financial information to parties who require it. The better we understand the language, the better our decisions anyway, and the better we are in managing their finances, to convey such information, then the unambiguous accounting reports or known as financial statements.

ACCOUNTING

Accounting System and Procedure

An accounting system should produce a variety of integrated reports that help you plan strategies, track performance and analyze results. An effective system does more than simply create an annual budget, make deposits and write checks. Your system should start with a master budget, which includes such reports as your annual budget, up-to-date balance sheet, cash flow statements and profit-and-loss statements. The system should include monthly or quarterly reviews of your performance, including budget variance analyses, and have a variety of controls in place to maintain accuracy.

Procedure manuals should document financial processes to promote good internal controls and board members and senior staff must ensure procedures are being followed. Manuals must be specific, include who is responsible for each action, and require every recorded financial transaction be matched to adequate supporting documentation. The manual should be updated regularly. Having a written financial procedures manual is critical to good risk management. It ensures how your organization operates is institutionalized and won't vanish if your key administrator wins the lottery and goes to (pick your dream place), after leaving your organization a nice parting gift, of course.



Accounting Services

Contact us at:
contact@asda.co.id
+62 818 474 621
+62 8888 005 002

FRAUD INVESTIGATING SERVICES

Fraud Investigation

Fraud examination and investigation provide the essentials for resolving fraud allegations from inception to deposition. The proper procedures, techniques and skills must be used to conduct an effective fraud examination or investigation. Explore internal and external investigations and examinations in-depth through the following resources.

RISK MANAGEMENT

Risk Management

As security professionals, almost every action we take comes down to making a risk-based decision. Web application vulnerabilities, malware infections, physical vulnerabilities, and much more all boils down to some combination of the likelihood of an event happening and the impact of that event.

Risk management is a relatively simple concept to grasp, but the place where many practitioners fall down is in the tool set. The lucky security professionals work for companies who can afford expensive GRC tools to aide in managing risk. The unlucky majority out there usually end up spending countless hours managing risk via spreadsheets. It's cumbersome, time consuming, and just plain sucks.

TAX

TAX

TAX PLANNING

Tax Estimation
Tax Efficiency
Tax Treaty

TAX CONSULTING

Tax Audit
Tax Appeal
Tax Lawsuit

TAX ADVISORY

Tax Reporting
Tax Payment
Transfer Pricing Doc.

TAX ACCOUNTING

Cost Structure
Tax Financial Report

TAX ADVISORY

From an accounting perspective, hiring consultants is cheaper than employing an individual full time. In addition to the obvious expenses of salaries, bonuses, and other compensation, employees can cost a company in more subtle ways, requiring further investments in benefits, payroll taxes, insurance premiums, office space, and equipment. Such additional costs aren't required for consultants. Companies can use these individuals for specific tasks according to business needs, and can avoid the legal minefields of hiring and firing staff according to the ebb and flow of the market.

Organizations can choose Tax experts to perform necessary work when needed, and can avoid the cost and hassle of providing additional education or training to current employees.

The enclosed document can provide a good starting point for your consulting services arrangement. You and your consultant must continue to discuss the terms of your agreement, settling questions about work parameters, payment, and responsibilities. Once you have agreed on contract terms and have signed the attached form, each party can focus on its area of expertise: the company on the development of its business and the consultant on the services to be performed.

Tax Services

Contact us at:
contact@asda.co.id
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+62 8888 005 002

TAX LEGAL

*We broaden our legal and financial services
through cooperation with top overseas firm.*



TAX APPEAL

***TAX LEGAL
DUE
DILLIGENCE***

TAX LAWSUIT

***TAX LEGAL
COUNSELING***

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+62 8888 005 002



5,000
21,500
54,144
80,644
\$1,332,750

Balance Sheet

Assets

Current Assets
Cash
Accounts Receivable



ASDA Group

*Citra Tower,
Jl. Benyamin Suaeb Jl. Casa Blok A6 No.170, RT.13/RW.6,
Kb. Kosong, Kec. Kemayoran, Kota Jakarta Pusat,
Daerah Khusus Ibukota Jakarta 10630*

www.asda.co.id