

# Business Profile

Closer to you



## OUR MISSION

Our mission is to be the most trusted firm in the mid-market segment by providing personalized top quality services, helping the clients to succeed and also providing fulfilling career opportunities for our people.

## OUR VISION

"To be one of the leading firms in the mid-market segment"

## OUR VALUES

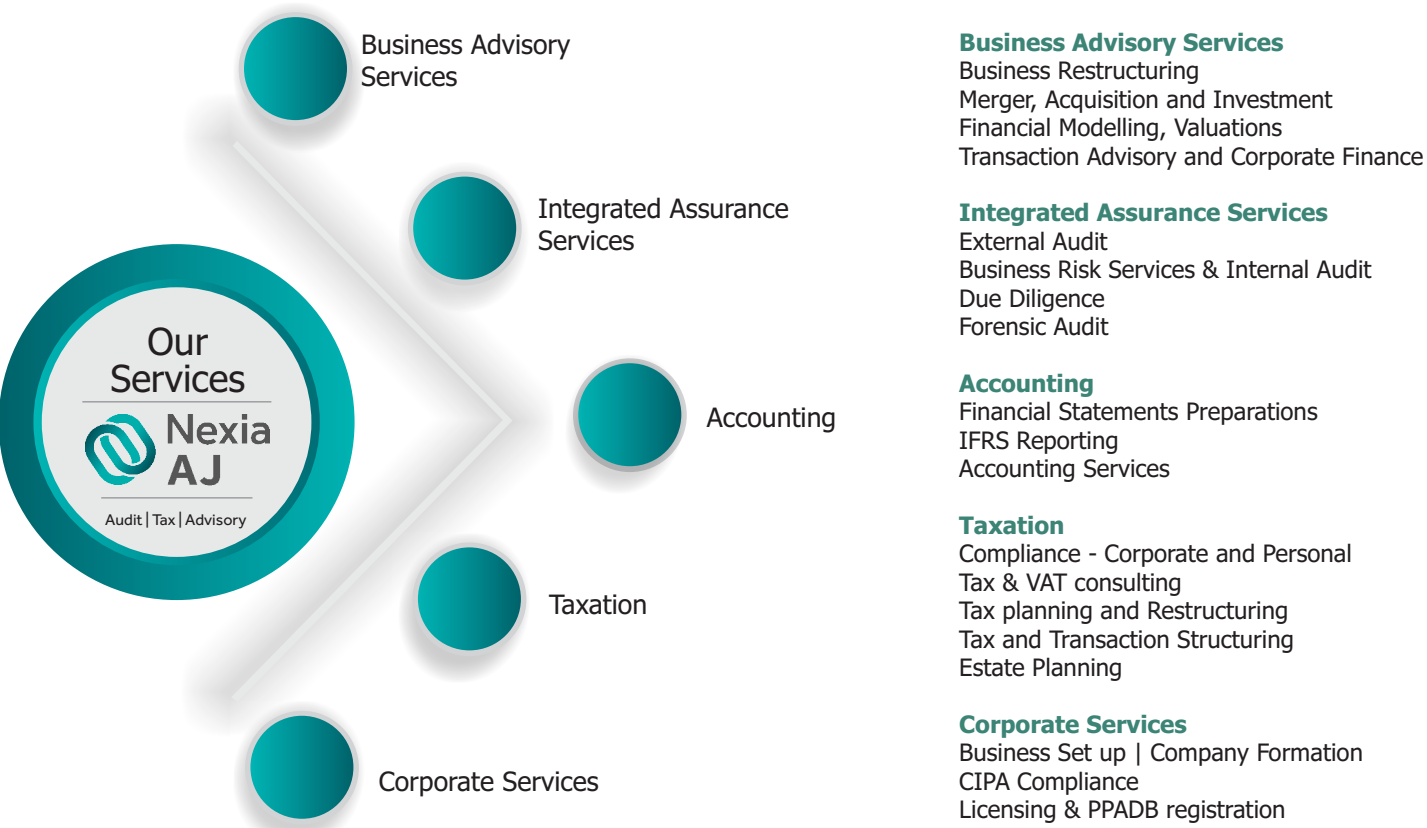
- Service Excellence
- Integrity
- Teamwork
- Quality
- Commitment
- Continued Personnel Development

Nexia AJ offers clients a broad range of accounting, Business Consulting, Financial Advisory, Risk Management, and Tax Services. Our client service teams, under the leadership of a team of veterans help create powerful business solutions for small, medium and large enterprises. The integrated approach combined with insight and innovation from multiple disciplines, together with business knowledge and industry expertise help us to assist our clients to exceed their expectations. So whether your company is just starting up, or a large business conglomerates, we can help you manage and sustain your company's growth.

In addition, Nexia AJ offers services distinct to their practice. Let that be setting up a business or diversifying to new industry, merging, take over, amalgamation or even a simple accounting system, we have a solution for each one.

At Nexia AJ, we know you need more than a functional solution to your business problems you need real industry insight. Nexia AJ can deliver this expertise and more. We believe in the value of relationships. We view every client relationship like a partnership, and truly believe that our success is a result of your success. We take pride in giving you the assurance that the personal attention you receive comes from years of advanced training, technical experience and business acumen.

While our firm has extremely capable, talented, experienced, well trained professionals and support staff, all of our client engagements include the extensive involvement of one of our Directors. The company is operating from its head office at P O Box 3313, Plot 54374, Unit 3, Block B, Grand Union Buildings. Central Business District, Gaborone. Current staff strength of 22, employing 15 citizen staff and 2 qualified accountants apart from the partners.





# Our Experience

We have knowledge and experience across a variety of industries with more than 500 satisfied clients from within the public sector at all levels, as well as the private sector both listed and unlisted:



Agriculture & Farming



Education, Skill Development & Training



Asset Management, Financial Services & Investments



Entertainment & Media



Diamond Cutting Industry



Food



Hospitality



Construction & Engineering



Property Development



Medical



Manufacturing



Logistics, Transport & Shipping



Retail



NGOs, NPOs & Society



Mining & Exploration



Health & Recreation

## Our Industry Experience

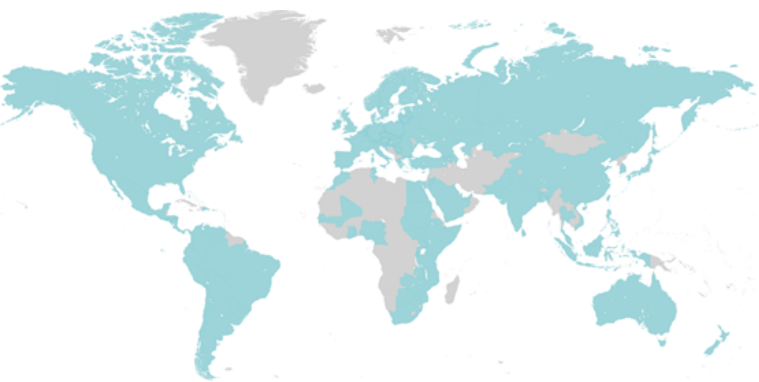
From day to day accounts to fast forward financial strategies, we provide many solutions that take your company to a bright and vibrant future. Overseeing all financial actions, our experienced team can advise your company the right path to maintain a stable growth. Taking into account the financial strengths and weaknesses, we plan and execute scientific processes in modern finance management, converting challenges to opportunities that help you grow.

# Nexia International

Nexia AJ is a member of Nexia International, a leading, global network of independent accounting and consulting firms, providing a comprehensive portfolio of audit, accountancy, tax and advisory services.

Nexia works with its member firms leveraging strength across the network and enabling the delivery of global solutions by member firms to their clients.

Nexia’s continued success is what lies at the heart of the network: international knowledge, proven experience and enduring relationships. This is reflected in Nexia’s brand promise ‘Closer to you’. When you choose a Nexia member firm, you get a more responsive, more personal, partner-led service wherever you are in the world.



**Current Fee Income**  
US \$ 4.5 bn (2020)

**Ranking:**  
8th position by International Accounting Bulletin (IAB) World Survey 2021

**Number of Countries:**  
Over 128

**Head Office:**  
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## Our Offices

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Gaborone, Botswana.

Phone: +267 316 6900 / +267 390 5498

Plot 21328, Lobengula Avenue,  
Central Business District,  
Francistown, Botswana.

Phone : +267 241 4119

## Our African Reach

While Nexia AJ has offices in Gaborone and Francistown each offering the same high level of client care and commitment according to our signature methodologies, we extend past our border into the greater African region, and continue to grow.

Middle East Africa (MEA) Business Development is housed in South Africa and is involved in the co-ordination of assisting businesses throughout the MEA region.





## Client Care Service Charter

The Nexia International Service Charter ensures we deliver our brand promise 'Closer to you' and our three brand values: Our enduring relationships, Being business-minded and Being there for clients (Globally connected). Each value is underpinned by a clear set of commitments that explains the way Nexia member firms work and it is these commitments that form our Service Charter.

Our values define what we stand for:



### **We build enduring relationships**

Our strength comes from the quality of personal relationships forged between members and members with their clients. This ensures greater trust, responsiveness and more effective delivery. Member firms communicate openly and clearly, which means there are no surprises when you work with a Nexia member firm. You are always supported by the right team with an experienced partner on every assignment, who is available for you. This helps members to think beyond the current assignment and invest in building long-term relationships.



### **We are business-minded**

Our member firms are characterised by people who have an entrepreneurial spirit and who can relate closely to the small and medium sized enterprises and owner-managed businesses they serve. Our member firms think like business people, acting with a sense of purpose and bringing ideas to help their clients to develop and grow. They spend time listening so that they know you, and are able to provide tailored advice, based on their deep understanding.



### **We are globally connected**

Our member firms are internationally minded, focused on supporting local companies as they grow and help their clients to venture confidently into new international markets. They will connect you with the right people and deliver local accounting, tax, economic and market knowledge around the world.

There needs to be a cohesive approach for clients to have a common experience.

All markets need to have a good experience. Standards must be consistent.

Develop common quality standards and customer experience.

Client research conducted as part of the brand programme revealed that the experience of the network from firm-to-firm needs to be consistent.



Audit • Tax • Advisory

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