



Accounting Built for How E-Commerce Actually Works

Marketplace Reconciliation · COGS · Multi-Channel P&L · MIS

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For E-Commerce Businesses

CA-led bookkeeping for Amazon, Shopify, and multi-channel e-commerce businesses. We understand your numbers.

CA-Led · E-Commerce · SaaS · Trading · Global

01

The E-Commerce Accounting Problem

Generic bookkeeping gets generic — and dangerous — results



What Goes Wrong Without a Specialist

Payouts Don't Reconcile

- Amazon & Shopify payouts don't match bank
- Settlement files are complex & time-consuming
- Fees, refunds, reserves buried in one line
- Months of unreconciled payout activity

COGS Is a Mess

- No clear cost of goods per SKU or channel
- Inventory value doesn't match physical stock
- Landed costs not properly allocated
- Gross margin reporting is unreliable

Margin Blind Spots

- No channel-wise P&L (Amazon vs Shopify vs D2C)
- Advertising costs mixed into COGS
- Impossible to know which channel is profitable
- Decisions made on wrong numbers

Month-End Always Late

- Books close on Day 20+ every month
- Reconciliations done reactively not proactively
- No reliable numbers for investors or decisions
- Audit preparation becomes a fire drill

02

What We Do

End-to-end e-commerce accounting built for your model



Marketplace Reconciliation

Amazon Reconciliation

- Settlement file reconciliation (all marketplaces)
- Fee breakdown by type (referral, FBA, storage, ads)
- Refund & chargeback recording
- Reserve tracking & release monitoring

Shopify Reconciliation

- Payout clearing & bank matching
- Shopify Payments & third-party gateway recon
- Refund, dispute & chargeback recording
- Shopify reports vs books cross-check

Multi-Channel Consolidation

- Flipkart, Meesho, TikTok Shop, Walmart
- Channel-wise revenue recognition
- Unified chart of accounts across platforms
- Single consolidated P&L view

Payment Gateway Reconciliation

- Stripe, PayPal, Affirm, Klarna, Razorpay
- Clearing account management
- Merchant fee categorization by gateway
- Chargeback & dispute tracking

Inventory, COGS & Margin Reporting

Inventory Accounting

- FIFO / Weighted Average / LIFO costing
- Inventory adjustments & write-offs
- WIP accounting for manufacturing
- Multi-warehouse & location tracking

COGS & Landed Cost

- Per-unit COGS tracking by SKU
- Landed cost allocation (freight, duties, prep)
- COGS reconciliation to sales
- Gross margin by SKU, category or channel

Channel-Wise P&L

- Revenue, COGS, contribution by channel
- Amazon vs Shopify vs D2C breakdown
- Advertising cost allocation by channel
- Profitability by marketplace or geography

MIS & Management Reporting

- Monthly management reports for founders
- Inventory aging & slow-moving stock reports
- Cash flow forecasting & runway
- Investor-ready financial packages

03

Tax & Compliance

Stay compliant in every market you sell in



Tax Compliance for E-Commerce

India — GST

- TCS/TDS compliance for marketplace operators
- GSTR-1, GSTR-3B, GSTR-9 filing
- E-invoice & E-way bill compliance
- Input tax credit optimization

US — Sales Tax

- Sales tax nexus assessment
- Avalara / TaxJar coordination
- Exemption certificate management
- State-wise compliance support

UK & Europe — VAT

- UK VAT registration & quarterly filing
- EU VAT OSS (One Stop Shop) support
- Marketplace VAT compliance (Amazon/eBay)
- Import VAT recovery

Cross-Border & Transfer Pricing

- Intercompany transaction documentation
- Transfer pricing advisory
- Cross-border inventory movement tracking
- Foreign entity bookkeeping

04

Tech Stack We Support

No migration — we work in your existing platforms



E-Commerce Finance Tech Stack

Accounting Platforms

- QuickBooks Online
- Xero
- NetSuite
- Zoho Books

E-Commerce Platforms

- Shopify & Shopify Plus
- Amazon Seller Central (all regions)
- WooCommerce, BigCommerce
- Flipkart, Meesho, TikTok Shop

Reconciliation Tools

- A2X (Amazon & Shopify)
- Synder
- Link My Books
- Manual settlement file reconciliation

Payments & Operations

- Stripe, PayPal, Razorpay, Klarna
- Inventory: Cin7, Fishbowl, Linnworks
- Tax: Avalara, TaxJar
- Shipping: ShipBob, ShipStation



Let's Connect

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