

Company Profile

reanda-sa.com

2025



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The Content

01 About Us

02 Chairman's Message
Abdulaziz bin Abdullah Al-Naeem

03 CEO's Message
Rashid Abdullah Awaji

04 Vision, Mission
and Values

05 Our Approach

06 Services

About Reanda

Established in Riyadh in 2013, REANDA Professional Consulting embarked on a journey to provide unparalleled financial services. Driven by a commitment to excellence, we expanded our presence in 2016 with a new branch in Al Khobar, strengthening our ability to serve clients effectively across the Kingdom of Saudi Arabia. Our bilingual team comprises seasoned experts with extensive experience in diverse fields, including audit and assurance, Zakat and tax, consulting, accounting and bookkeeping, forensic accounting, liquidation and bankruptcy, local content, and last but not least, advisory services. This diverse expertise enables us to deliver comprehensive financial solutions that efficiently meet our clients' multifaceted needs. Looking ahead, we are expanding our professional services into new areas, including human resources solutions for comprehensive workforce management and legal services to ensure clients receive integrated support custom-made to their business needs. This strategic expansion reflects our commitment to providing holistic solutions that empower our clients to overcome challenges and achieve their objectives. What sets us apart is our deep commitment to understanding the unique challenges our clients face, allowing us to tailor solutions that align with their business nature. Our journey from a single office in Riyadh to a multi-location network exemplifies our growth, adaptability, and unwavering pursuit of excellence in the financial services sector. With the addition of new services, we look forward to continued expansion, building sustainable partnerships, and contributing to the financial success of our valued clients.

R Introduction to the Chairman

Abdulaziz bin Abdullah Al-Naeem, Chairman of the Board of REANDA Professional Consulting, with over 33 years of experience in auditing and consulting, has held leadership positions in prestigious institutions within and outside the Kingdom. He has served as an external auditor for major companies, in addition to his role as an internal auditor. He holds an MBA from the University of Oregon, USA, is a Fellow of the Saudi Organization for Certified Public Accountants (SOCPA), and is a Certified Public Accountant (CPA).



Chairman's Message



In today's rapidly transforming world, we believe in the importance of continuous investment in developing our workforce and expanding their expertise to meet the evolving challenges in our field. We strive to ensure our services adhere to the highest quality standards, focusing on sustainable innovation and adopting the latest trends and technologies. Our goal is to deliver integrated and advanced solutions that meet the aspirations of both local and global markets. We view our relationship with our clients as an extended strategic partnership that goes beyond simply providing professional and consulting services. We aim to enhance their capabilities, empowering them to achieve their goals effectively and innovatively, as we work together towards shared success.

Abdulaziz bin Abdullah Al-Naeem Chairman of the Board of REANDA Professional Consulting

R Introduction to the CEO

Rashid Abdullah Awaji, Managing Partner of REANDA Professional Consulting, has over 20 years of experience in auditing, accounting, forensic accounting, management, consulting, contract management, and financial and accounting arbitration. He has served as a Principal Auditor at King Saud University and a Financial Analyst at the Saudi Electricity Company. He is a member of SOCPA and holds licenses as a Zakat and Tax Consultant, Financial Consultant, and Bankruptcy Trustee.

CEO's Message



Our journey began nearly 10 years ago as Rashid Abdullah Awaji - Certified Public Accountants, specializing in forensic accounting and auditing. Over the years, we have significantly expanded our service offerings. From the outset, we have remained true to our core values, believing in practicing and promoting sound and ethical accounting methodologies, as well as supporting accounting education. We have always honored the efforts and dedication of each member of our team, believing in the importance of professional growth and development within our organization. We have broadened our vision by leveraging emerging technologies and modern software, adopting innovative solutions that enable us to deliver unparalleled customized services. In this manner, after 10 years, we have achieved our strategic goal of joining REANDA Professional Consulting, the prestigious global network of accounting firms. Driven by a track record of dynamic growth and innovation, and a commitment to creating sustainable value and building the future, we move forward with increasing determination in this exciting venture to explore new, uncharted horizons.

Rashid Abdullah Awaji

Managing Partner of REANDA Professional Consulting



Values



We are grounded in integrity and transparency as core values, committed to the highest ethical standards in our dealings and providing clear financial insights. We rely on documentation to ensure accurate solutions, drive innovation by utilizing the latest technologies to improve financial processes, and believe in our responsibility towards society and enhancing our positive impact within it.

Mission



To provide comprehensive accounting and professional consulting services to businesses, courts, government entities, and foreign investors in the Kingdom. We strive to be a vital center facilitating the entry of international companies into the Kingdom by offering strategic insights and promoting regulatory compliance to support our clients' success in the Saudi market.

Vision



To be a key player in professional consulting in the Kingdom of Saudi Arabia and become a central hub, fostering global partnerships and facilitating investment and business ventures for international companies within the evolving business environment of the Kingdom.



Our Approach



- **Client-Centric Excellence:**
Focusing on client needs by providing customized services and building relationships based on trust, transparency, and open communication.
- **Innovative Technology Integration:**
Utilizing innovative technology to streamline operations and enhance efficiency, offering digital solutions for real-time financial reporting, data analysis, and collaborative client interaction.
- **Specialized Financial Guidance:**
Offering specialized financial advice and strategic insights to empower clients to make informed decisions, keeping pace with industrial, regulatory, and technological developments to provide innovative solutions.
- **Continuous Professional Development:**
Fostering a culture of continuous learning and professional development among our team members, staying abreast of the latest industry knowledge to provide clients with cutting-edge insights and solutions.
- **Accuracy in Compliance:**
Ensuring strict adherence to accounting standards, applicable laws, and ethical practices, proactively managing compliance requirements to mitigate risks and ensure financial integrity.
- **Sustainability and Social Responsibility:**
Integrating sustainable practices into our operations, promoting responsible financial management, and contributing to society through initiatives aligned with our social responsibility values.

- **Scalable Solutions for Growth:**

Designing scalable financial solutions that meet current client needs, with strategic planning to ensure future growth and long-term sustainability.

- **Flexibility and Adaptability:**

Adopting a flexible approach to adapt to economic, regulatory, and technological changes, customizing our services to align with client needs and market conditions.

- **Proactive Communication:**

Maintaining proactive and transparent communication with clients to keep them informed of financial developments, opportunities, and potential challenges.

- **Measurable Performance and Continuous Improvement:**

Tracking performance indicators to measure the effectiveness of our services, committing to continuous improvement through feedback and evolving our approach to better serve clients.

This approach reflects our commitment to delivering exceptional value, remaining at the forefront of the ever-evolving financial landscape, and being a trusted partner in our clients' success.



REANDA
Saudi Arabia

Services





Audit and Assurance

In today's increasingly regulated environment, client trust in auditors and their methodology is paramount. Management and boards of directors expect comprehensive and rigorous audits that support business operations by providing insights and new ideas, while ensuring complete independence that enables auditors to objectively review performance and evaluate procedures. We are committed to delivering transparent audits, free of surprises, with a focus on adding real value by proposing constructive solutions and ideas. We have a proven track record of conducting accurate audits that give management confidence in the integrity of financial reports and the effectiveness of internal control systems. Our approach is based on identifying and analyzing financial and business risks, and then designing specialized tests to address these risks. This approach allows us to reduce the time spent on routine checks, enabling us to focus on the most critical aspects that require careful judgment and informed decisions by management.

Audit Objectives

- Advise on addressing key issues and interpreting new accounting requirements.
- Conduct high-quality audits ensuring the best level of service.
- Provide early warnings about matters requiring management attention.

Audit Process Stages

- Understanding the nature of the business
- Risk assessment
- Audit execution
- Audit completion and reporting



Local Content

In light of the objectives of Saudi Vision 2030, local content is a crucial part of the economic development strategy in the Kingdom of Saudi Arabia. It aims to strengthen the national economy by increasing the proportion of local spending and government procurement. This strategy contributes to improving national output by promoting local industries and investments, improving the trade balance by reducing reliance on foreign imports, promoting localization, and helping local businesses grow, creating a sustainable and highly efficient economic environment. With a specialized and competent team with extensive experience in local content and related consulting, REANDA strives to support companies, institutions, and government entities in achieving compliance with local content requirements and enhancing their contribution to the national economy. We offer integrated solutions, including issuing local content certificates based on the establishment or contract, in addition to providing specialized consultations that help organizations achieve their strategic objectives.

Services:

- Issuing a Local Content Certificate based on the establishment
- Issuing a Local Content Certificate based on the contract
- Local Content Consulting

We offer comprehensive consulting services for local content development, including:

- Local Content Ratio Development Consulting
- Internal Policy Development
- Workshops and Introductory Courses
- Training and Qualification



Legal Advocacy and Consultancy

As a fully integrated professional entity, REANDA is a leader in legal advocacy and consultancy, providing legal services to its clients while adhering to the highest professional standards. The firm distinguishes itself by providing legal services with supporting professional services that have a fundamental strategic dimension in supporting all aspects of legal work, helping to deliver the highest level of legal services and achieve our clients' objectives.

Our Advantages in the Legal Sector:

- Financial transparency and consideration of all regulatory and accounting aspects in its legal services, protecting clients' rights.
- Accounting support from internal and affiliated professional sectors, enhancing the provision of integrated legal services with strong arguments and outstanding professional clarity.
- The team comprises qualified experts in various legal specialties enabling the provision of accurate and innovative legal solutions.

Our Legal Services:

- Litigation and Representation Services
- Legal Consultancy and Contract Management Services
- Corporate Services
- Company Formation and Foreign Investment Services
- Intellectual Property Services
- Arbitration and Dispute Resolution Services



Zakat and Tax



Tax advisory services are among the best tools available in the business and corporate world. They can be employed to legally analyze the financial and tax situation to improve financial performance by avoiding tax risks and achieving tax security. The continuous change and development in practices, governing body requirements, and regulations governing Zakat and tax make professional handling of these changes more challenging. At REANDA Professional Consulting, we offer a wide range of consulting solutions specifically designed to meet the needs of taxpayers and help them reduce the risks of tax or Zakat obligations, as well as deal with general audits and field inspections conducted by the authorities, which may be unannounced.

Services offered include:

- Zakat and Income Tax Services
- Value Added Tax (VAT) Services
- Transfer Pricing
- Withholding Tax and Excise Tax

Liquidations



- **Company Liquidations:**

This process involves reviewing the reasons for liquidation, examining assets and liabilities, preparing an accounting program, and reviewing files with tax authorities. It also includes supervising company activities during liquidation, such as preparing reports, selling assets, paying liabilities, and preparing final accounts.

- **Estate Liquidations:**

Management simplifies estate liquidation procedures by developing a liquidation plan, examining assets and liabilities, obtaining licenses, and verifying ownership deeds and land surveys. Responsibilities include settling heirs' debts, reviewing contracts, lifting mortgages, and preparing periodic reports with recommendations. Management also supervises judicial guardianship and prepares the final account and final report.

- **Real Estate Investment Liquidations:**

In liquidating real estate investments, management collects shareholder data, reviews contracts, lists rights and expenses, and preserves assets. Responsibilities include managing judicial guardianship, preparing periodic reports, following up on the sale of shares, and distributing returns among shareholders. It concludes with preparing the final account and final report.

- **Company Liquidations under the Bankruptcy Law:**

This process involves reviewing the reasons for liquidation, listing and valuing assets, selling them at auctions, listing and legally studying creditors' claims, and preparing an accounting program. It also includes reviewing files with tax authorities, preparing periodic reports, and preparing the final liquidation account and distributing proceeds to creditors according to priorities.

- **Financial Reorganization:**

This process involves developing a sound financial plan, assessing assets and liabilities, and rescheduling debts by negotiating with creditors. The process requires a thorough review of cash flows, analysis of financial performance, and preparation of an accounting program that ensures sustainability. It also includes identifying strategies to improve revenues, control expenses, and restructure legal obligations. Management oversees the implementation of the plan, prepares periodic reports, and makes recommendations to ensure financial stability and restore economic growth.



Forensic Accounting

Forensic accounting is a branch of accounting that focuses on providing accounting services of a legal and judicial nature. Forensic accountants deal with cases related to financial investigation and accounting monitoring to determine the financial aspects of legal cases by analyzing financial records and examining accounts to support legal bodies with accurate information that achieves financial justice. We provide distinguished services through specialized expertise to meet client needs and objectives.

Forensic accounting services include:

Preparing reports for cases assigned by courts and arbitrators:

- Gathering sufficient evidence from the documents of the disputing parties.
- Conducting analytical tests of financial statements and accounting records according to approved accounting standards.
- Submitting a report containing a neutral technical opinion to help clarify legal issues.

Preparing special reports for companies and individuals:

- Providing financial and accounting expertise in commercial cases.
- Dealing with labor and criminal cases such as calculating labor entitlements or dealing with embezzlement cases.

Judicial guardianship over companies or assets:

- Managing fixed and movable funds according to legal regulations and accounting standards.
- Ensuring the continuity of companies or assets and achieving the highest possible profitability.

Advisory Services: Financial Accounting Advisory Services (FAAS)



REANDA's financial advisory team supports the monitoring and disclosure of financial and non-financial data to stakeholders. It also assists in addressing the CFO agenda by providing specialized insights and services to CFOs, controllers, treasury managers, and audit committees. The team relies on advanced analytical tools to enhance transparency and confidence in financial reports, while ensuring compliance with evolving regulatory requirements and improving decision-making. Our services include financial accounting and reporting, transaction accounting, treasury management, and corporate governance, ensuring businesses can keep pace with economic and regulatory developments. In addition.

REANDA's FAAS services include:

- Transaction accounting, IPOs, and capital markets
- Fixed asset management
- IFRS and other accounting framework implementation and transition
- Treasury, commodities, and financial specialties management
- Finance applications, operations, and analytics
- Strengthening corporate reporting and accounting
- Managed services for extended corporate financial reports

Strategic Consulting:

- Corporate Governance
- Business Setup and Expansion
- Diagnostic Services
- Market Strategy
- Process Mapping and Re-engineering
- Policy and Procedure Development

Corporate Finance Consulting:

- Feasibility Studies
- Business Plans
- Financial Modeling and Planning
- Business Valuations
- Private Placement Memoranda
- Fundraising

Risk Management Consulting:

- Internal Audit Services
- Assessments
- Outsourcing
- Co-sourcing
- Enterprise Risk Management
- Financial Risk Management
- Forensic Investigations



Outsourcing Services:

- Daily Accounting Services
- ERP Systems Expertise
- Finance and Accounting Technology
- Routine Daily Accounting
- Annual Accounting, Financial Reporting, and Consulting
- Full Payroll Management
- Accounting and Financial Advisory Services
- Transaction Accounting, IPOs, and Capital Markets
- Fixed Asset Management
- IFRS and other accounting framework implementation and transition
- Treasury, Commodities, and Financial Specialties Management
- Finance Applications, Operations, and Analytics
- Strengthening Corporate Reporting and Accounting
- Managed Services for Extended Corporate Financial Reports



Our Clients





المسافر
Almisafer

ASYAD



FDI
بيو



FC Concrete
شركة مهد وشحاد للحرساة



جدكو
Jedco

شركة المتألفة للخدمات التجارية

سيسكوم
seeCom

J&P
شركة جوانو وبارسكو فديس
(الشعبية السعودية) المحدودة
JOHNU & PARSKY FIDIS
(SAUDI ARABIA) LTD.



سيارة

سييرا
SEERA



KPMG



Alqazhi
Investment



Telecommunications Consultants India Limited
(A Government of India Enterprise)



中建中东有限责任公司
CHINA STATE CONSTRUCTION ENGR. CORP. (MIDDLE EAST) L.L.C

Thank You

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