

RECO – GST ready Accounting Software

A comprehensive, GST enabled & easy to understand **Accounting Package** for retail as well corporate enterprises, helps them to create, maintain their accounting & invoice transaction. A user-friendly application can easily be operated with little or no accounting knowledge, to use in day-to-day transactions.



www.RECO.w2a.co.in

PROBLEMS& SOLUTIONS

Problems worth Solving:

1. Existing accounting packages needs a accounts professional to run it
2. Existing accounting packages are either online or offline
3. Existing accounting packages are very expensive
4. Existing accounting packages which are online, needs constant connectivity
5. Existing accounting packages which are online, keeps the data on cloud
6. Existing accounting packages which are online, charges extra for web logins
7. Existing accounting packages charges extra for GST Filing
8. Existing accounting packages are not available off the shelf

PROBLEMS & SOLUTIONS

Solutions:

1. RECO's easy to use interface makes it very simple to use
2. RECO is available both online & offline
3. RECO's unique approach makes it quite reasonable in cost.
4. RECO need internet only at the time of login.
5. RECO's innovative approach makes it possible to leave the data with the user only.
6. RECO doesn't charge anything extra for web or anytime-anywhere login
7. RECO offers GST Filing at no extra cost
8. RECO aims to create a business model which is beyond conventional

Anytime, Anywhere & on Any Device

RECO's innovative & patent worthy process allows users to keep their data with them only, while giving the freedom to do accounting from anywhere, anytime & on any Operating System. The unique combination of Mobile App, Web App & Desktop App offered by RECO is unmatched & allows user to choose the device as per his own requirement & budget.

Invoicing

RECO makes Invoicing easy & professional. RECO offers plenty of choices for users to choose Invoice from, suitable to their line of businesses. With RECO, users can generate, print, email, WhatsApp the invoice its customers in real time.

Easily "Create Accounts"

With RECO one doesn't need to be an "Accounts Expert". RECO 's step by step & simplistic approach makes creating, adding & editing of account heads, Supplier accounts, Customer accounts, Stock Items, easy like never before.

Unique "Daily Sales Features"

Another patent worthy "Daily Sales" process from RECO will be a boon for all retailers. With this process, RECO lets the user collect the sales of the entire day & then create a single invoice at the end of the day with single click.

GST Filing

The biggest problem With GST is of collecting. Maintaining the GST data & then taking it to to a "professional" for filing the GST returns. But now with RECO, Checking, making & Filing GST would be so simple & understandable that all this can be handled without the help of any "professional".

Your Personal Accountant

Remember that constant search for the "accountant"! well, that search ends with RECO. With RECO's easy to use Apps & its help videos, one shall never feel the need to hire an accountant.

Auto Backup & Data Safety

We at RECO, give the highest priority to safety, security & maintaining the sanctity of User Data. As the saying goes “The best kept secret is with you only”, RECO allows the user to keep their accounting data with them only & also mitigates the fear of losing the data, as it takes by taking the auto-backup & sending to the user accounts.

Dashboard & Reports

RECO’s graphical representation on Dashboard & various reports options, acts as ready reckoner on the health of the accounts. User gets a clear view & understanding of their accounts, hence making it easier for the user to understand & accordingly take decision in favour of their business.

Contact List

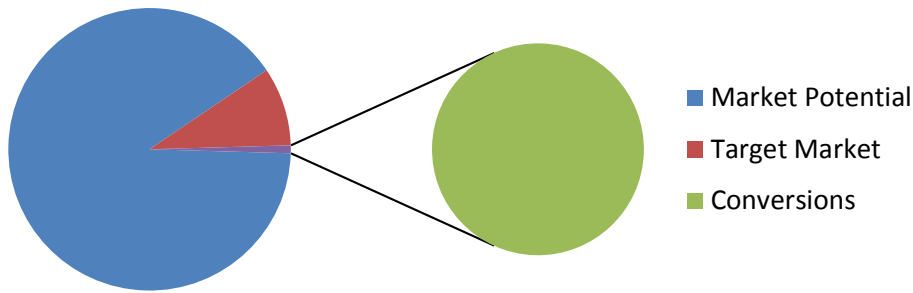
A very useful & practical feature of syncing the contact list with RECO is both easy & effortless. Creating a party account from the phone’s contact list & creating a new contact from Party account, makes it easier for the user to keep their contact list updated.

Balance Sheet and P&L

We at RECO, understand the complexity involved in preparing, presenting, reading & understanding the Balance Sheet and P&L. With RECO, that would be thing of past. Now all our users can create & understand their financials like a Pro.

Market Potential – RECO Accounting Package

RECO (in Cr.)



- Total GST Registered Old Business = 75 lakhs
- New GST Registered Business = 25 lakhs

- Total Market Potential = Total registered business = 1.0 Cr x Rs 2,999 = Rs 3000.00 Cr
- Target Market for 5 years = 3% of Market Potential = 3.0 Lakh x Rs 2,999 = Rs. 90.00 Cr
- **Targeted 1st year Conversions = 5k x Rs 2,999 = Rs 15.00 Cr**
- **(Recurring yearly revenue)**