



Business Development Seminar

Knowledge Empowerment

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CHARTERED ACCOUNTANTS

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Plot of the Seminar



GST Laws



Income Tax Act



**Business Expansion
Techniques**

GST Laws

Basics of GST

Input Tax Credit and its Blockage

Job work under GST

Return ITC 04

What if ITC not visible on GSTR 2A

Questions related with GST and eWay Bill

History

- Sales Tax/ VAT + Service Tax / Excise duty etc...
- $5\% + 15\% / 15\% = 20\%$

History

- You can't claim VAT credit with Service Tax and vice-a-versa
- Inter State Credit was not eligible
- State wise different VAT Rate

History

- All these earlier issues have been resolved with the introduction of GST

History

Taxes that subsumed with GST :

Central Excise Duty; Additional Excise Duty,
Service Tax, Additional Customs Duty commonly known as
Countervailing Duty, and
Special Additional Duty of Customs.

Value Added Tax/Sales Tax, Entertainment Tax (other than the tax levied by the local bodies),
Central Sales Tax (levied by the Centre and collected by the States), Octroi and Entry tax,
Purchase Tax, Luxury tax, and Taxes on lottery, betting and gambling.

Basics of GST

- Buy any goods pay GST
- Sell any goods collect GST

Basics of GST

- Pay Tax on the Difference between GST on Sales and GST on Purchase

Basics of GST (So What's the problem?)

- Purchase rate is 18% Sale rate is 5% and vice a versa ~ Problem of Refund ~~~Wrong Refund issued hence HSN Code mandatory to track rate~~~
- Purchase from Local and make Exports ~~~ To prove export Shipping bills etc needed.
- Sales made, just on paper ~ hence away bill introduced
- Goods are sent to job-worker~~ hence ITC04 and other conditions implemented

Input Tax Credit and its Blockage

- Motor vehicles & conveyances & **Expenses related to it.**
- Food, beverages, club memberships and Health Services, Gym etc.
- Rent-a-cab, life insurance, health insurance
- Works contract i.e. Construction
- Restaurant

Job work under GST

- Principal is the person who outsources to another person and Job worker is the person to whom the work or process is outsourced.
- Simple rule Goods Sent to Job Worker must be received back within 1 year. If it is a capital goods then 3 years.
- If not then, Principal has to pay tax as if he has sold it to job worker. **(How to know whether goods received back?)**

Return ITC 04

- Details of Goods Send to Job worker
- Details of Goods received back from Job Worker

What if ITC not visible on GSTR 2A / 2B

- Simple Answer is "**Do not Take Such Credit**"
- What can you do now?
- Make payment to your supplier without Tax, and as and when tax amount appear in GSTR 2A/2B make payment of tax to them.

Questions related with GST and eWay Bills

- Mandatory only beyond 50 thousand
- If two invoices and Combine amount exceed 50 thousand then also mandatory with two separate eWay bills
- If 2 invoices and each invoices beyond 50 thousand then two separate eWay Bills required.

A photograph of a paved road with a yellow center line, receding into a dense green forest. A bright, golden light source is visible at the far end of the road, creating a strong lens flare and illuminating the path. The text "Business Development" is overlaid in white, bold font, centered on the road.

Business Development

Top Secret



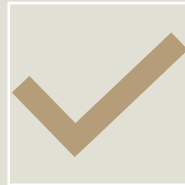
Power of Imagination

- Inquire about Surcharge on Income Tax
- Inquire about Sales exceeding 50 crore impact
- Check the bigger pictures for your Sales

Three Things



Marketing



Product Quality

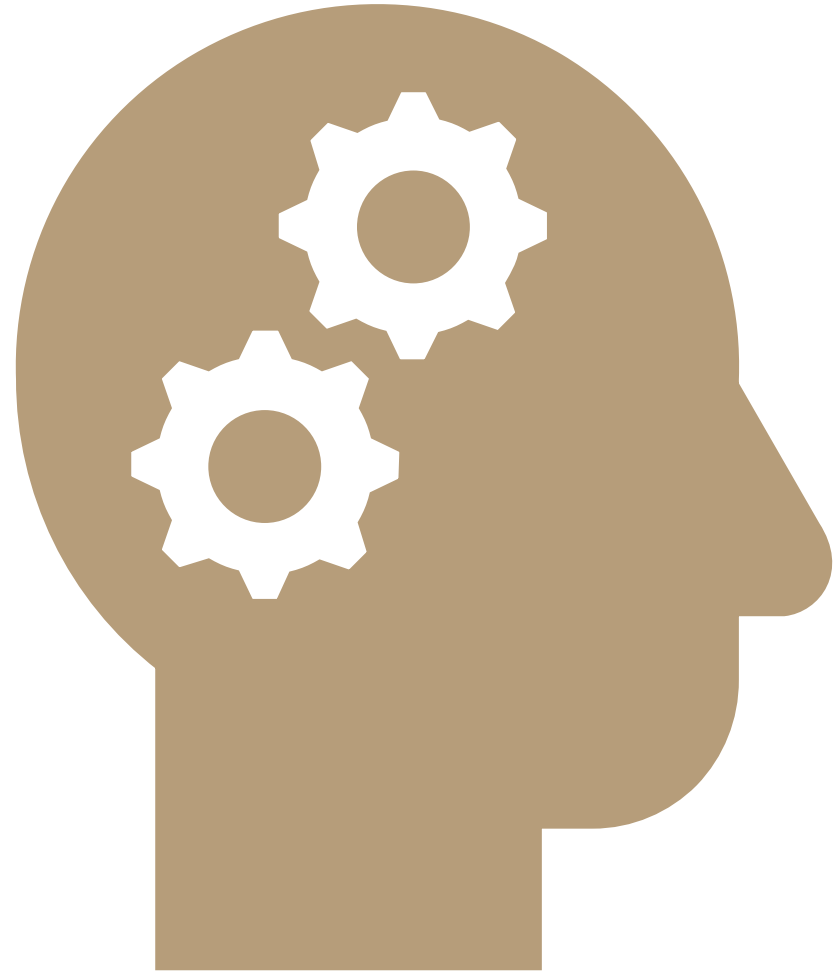



After Sales Service

Marketing



**Marketing is all
about promoting
and selling products
or services.**





How will you do that?

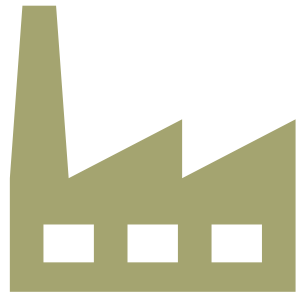


**You need to have
time...**

**Why? You need to
have time?**

Because without giving enough time with marketing, you can't think about increasing sales.

Then Think about two things...

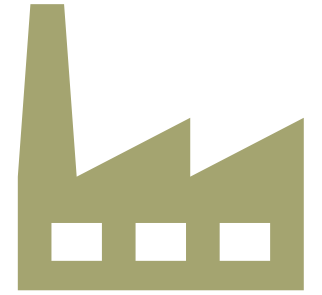


Vertical Expansion



Horizontal Expansion

Thinking for Vertical Expansion



- When you can increase line items for cross sales and up-sales
- Tie-up with various persons for cross sales.

Thinking for Horizontal Expansion



- Thinking about creating new Branch
- Acquiring Businesses



Then...



Try to Market your **Business Plan** to check viability

- Do WhatsApp Marketing
- Do Facebook Marketing
- Do Instagram Marketing
- Do YouTube Marketing

Learn WhatsApp + Facebook Marketing after seeing below image (find the 3 differences)





See the inquiries you get for your existing as well as proposed product.

**Give some free
stuffs to engage**

**e.g. Customized
images**



Happy Independence Day



Happy
Independence
Day





Happy
Independence
Day




Landmark

Y o u d r i v e u s

So rule of Marketing is

- Content / Story / Purpose / Solution
- Attention
- Trust
- Sales

A study desk with a stack of books, a notebook, and a pencil, with a chalkboard in the background.

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<https://bit.ly/93sinage>

Thank you

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