

# ZHR FINANCE AND TAXATION

## 中合 财税

- 创业服务
- 代理记账
- 财税咨询
- 税务筹划
- 股权设计
- 法律服务
- 金融服务
- 设计服务
- 财税学院

ZHR 中合集团

中合(辽宁)企业管理集团有限公司  
ZHR (Liaoning) Enterprise Management Group Co., Ltd



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做个省心老板

# 全程托管 轻松经营

提供**坚固**可靠的服务  
助力企业**高速**发展



## 全年服务

随时解答企业咨询，提供各类财税、法律、设计等相关解决方案，全程跟踪服务进程，直至完结



## 丰富经验

服务 200 多家客户，无论企业经营中遇到的疑难杂症，通过丰富的服务经验，都能得到更好的解决



## 信心倍增

专业解决创业过程中的相关问题，帮助企业快速扩大占领市场份额，激发企业团队的无限动力

洽谈合作

☎ 4009-908-857

# ZHR finance and taxation Company Profile

## 中合财税 · 公司简介

A highly professional company with  
a wide range of services

中合（辽宁）财税管理有限公司是经辽宁省沈阳市财政局批准，具备代理记账业务资质的服务机构。成立于2021年，是一家专业性强、业务范围广，同时以客户至上为服务宗旨的财税公司。为企业在财税问题上解决所有的后顾之忧，并针对不同企业量身定制纳税风险控制管理等业务，目前服务200多家客户\*。作为专业的财税公司，中合以客户需求为导向，为客户提供一站式的财税服务，包括工商税务注册、注销、代理记账、企业审计、税务筹划、股权搭建、商标注册、版权登记、资质办理、资产评估、环境评估、安全评估、AAA企业认证等企业相关服务。

中合财税凭借丰富的行业经验，秉承“专业、高效、诚信、感恩”的企业精神，以忠于职责、服务至上、诚信为本、做细做强为核心，努力成为企业一站式服务管家。

200 +

服务客户\*

60 +

服务项目\*

\*数据统计截止日期：2022年10月

ZHR 中合财税



## Solve the actual difficulties of enterprises with rich industry experience

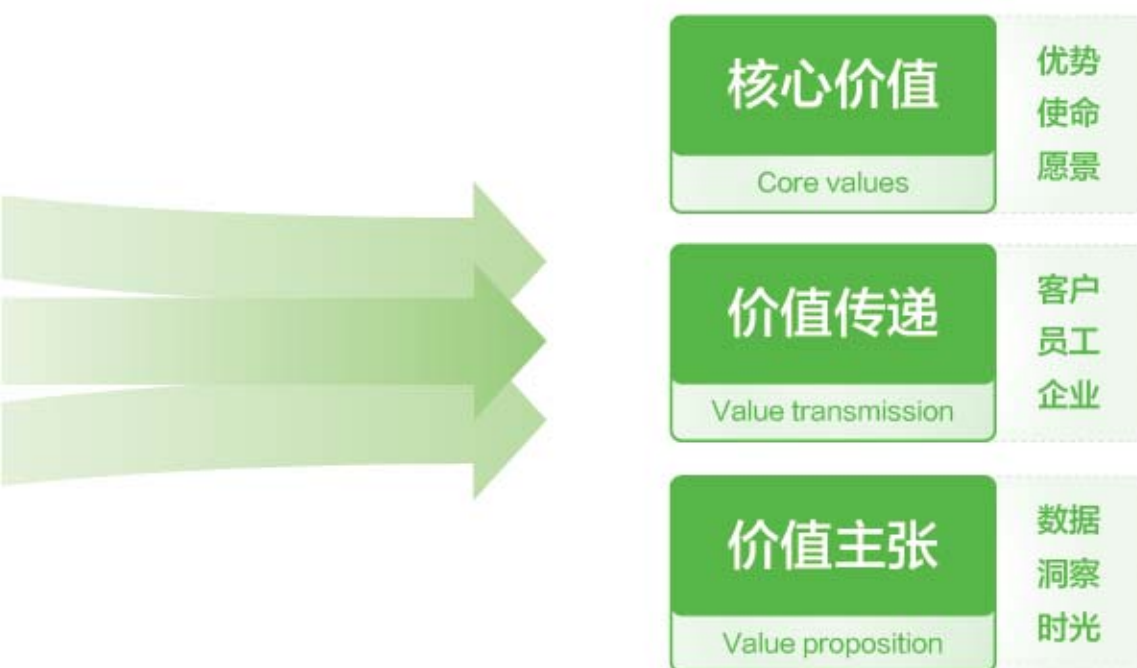
ZHR (Liaoning) Finance and Tax Management Co., Ltd. is a service organization approved by Shenyang Finance Bureau of Liaoning Province and qualified for bookkeeping business. Founded in 2021, it is a financial and taxation company with strong professionalism, wide business scope and customer first service tenet. It can solve all the worries of enterprises on financial and tax issues, and customize tax risk control management and other businesses for different enterprises. At present, it serves more than 200 customers. As a professional finance and taxation company, ZHR provides customers with one-stop finance and taxation services based on their needs, including: industrial and commercial tax registration, cancellation, agency bookkeeping, enterprise audit, tax planning, equity construction, trademark registration, copyright registration, qualification handling, asset assessment, environmental assessment, safety assessment, AAA enterprise certification and other enterprise related services.



WWW.CSZO.CN 4009-908-857



在专业性与合规风险方面，中国的创业企业普遍面临着财务、税务、法务专业人员成本过高、社会服务缺乏共享平台、忽略财务内控而带来发展瓶颈等问题。中合财税提供全程管家式专业财税服务。我们秉承全心全意为创业企业服务的理念，为企业提供全方位的综合财税服务，营造良好的发展环境。



**People oriented, mutual benefit**  
以人为本 互利共赢

In terms of professional and compliance risks, Chinese start-ups generally face problems such as high costs of financial, tax and legal professionals, lack of sharing platforms for social services, and development bottlenecks caused by ignoring financial internal control. ZHR Finance&Taxation provides a full range of butler style professional finance and taxation services. Adhering to the concept of serving entrepreneurial enterprises wholeheartedly, we provide all-round comprehensive financial and tax services for enterprises and create a good development environment.

# ZHR finance and taxation entrepreneurial services

## 中合财税 · 创业服务

Full range butler type  
professional financial and tax services

中国经济的飞速发展，产生了一大批致力于创新、着力于发展的本土创业型中小企业。在专业性与合规风险方面，中国的创业企业普遍面临着财务、税务、法务专业人员成本过高、社会服务缺乏共享平台、忽略财务内控而带来发展瓶颈等问题。根据创业企业的财务管理需求，中合财税提供全程管家式专业财税服务。

我们秉承全心全意为创业企业服务的理念，为中小微企业提供政策培训、商务代理、项目申报等全方位的综合财税服务，努力为创业企业发展营造良好的环境。



## Strive to create a good environment for the development of entrepreneurial enterprises

The rapid development of China's economy has produced a large number of local entrepreneurial SMEs committed to innovation and development. In terms of professional and compliance risks, Chinese start-ups generally face problems such as high costs of financial, tax and legal professionals, lack of sharing platforms for social services, and development bottlenecks caused by ignoring financial internal control. According to the financial management needs of entrepreneurial enterprises, ZHR Finance&Taxation provides professional financial and taxation services in the form of butler.

Adhering to the concept of serving entrepreneurial enterprises wholeheartedly, we provide comprehensive financial and tax services such as policy training, business agency and project declaration for small, medium-sized and micro enterprises, and create a good environment for the development of entrepreneurial enterprises.

## 01

**企业注册、变更**

为创业企业注册、变更经营执照，准备公司材料，向工商行政管理部门申请办理注册或变更

## 02

**国家工商总局核名**

在国家工商行政管理总局进行企业名称预先核准登记，此类名称可以无行政区划，无地域限制，可提供地址

## 03

**税务登记**

包括开业登记，变更登记，停业、复业登记，注销登记，外出经营报验登记，纳税人税种登记等

## 04

**记账报税**

为各行业企业建立全套标准的会计账簿，建立健全企业全套财务管理制度

## 05

**资质办理**

为各行业企业申请各类资质，首次申请、升级申请、增项申请、延续申请、重新核定等



06

### 创业规划

提前做好战略规划，选择创业项目，做到有的放矢，具备高瞻远瞩的发展眼光，就不会走那么多的弯路

07

### 海外注册

仅需一个海外公司，即可打造国际化品牌形象，更利于扩大市场占有率，提升产品、服务信任度

08

### 政府补贴

更好的获得政府或公共机构向企业提供的财政捐助以及对价格或收入的支持

09

### 商标注册

在生产经营活动中，对商品或者服务需要取得商标专用权的，应当申请商标注册，获得法律保护

10

### 社保规划

着力保障和改善员工生活和工作，规划社保安排，为企业在用人方面节约资金支出

# ZHR finance and taxation Enterprise bookkeeping

## 中合财税 · 代理记账

Provide all-round  
agency bookkeeping services

代理记账作为一种便捷的会计解决方案和服务项目，正被越来越多的中小企业所接受，充当着众多中小企业的会计角色。中合财税具有财政局颁发的代理记账许可证、多年财税服务经验、专业财务人员，提供全方位的代理记账服务。





## Agent bookkeeping is a convenient accounting solution

As a convenient accounting solution and service project, agency bookkeeping is being accepted by more and more small and medium-sized enterprises and plays an accounting role in many small and medium-sized enterprises. ZHR Finance and Taxation Bureau has the agency bookkeeping license issued by the Finance Bureau, many years of experience in financial and taxation services, and professional financial personnel to provide a full range of agency bookkeeping services.



1

### 代理记账报税服务

节约企业成本及费用，享受多个专业会计人员的专业  
话服务，合理避税、纳税筹划，让老板放心经营

2

### 工商咨询服务

提供工商注册、变更、投资等咨询服务，为机构投资  
者解锁所有程序及提供全面的资产管理服务

3

### 税控机托管服务

降低人工成本，避免因不熟悉抄税工作，出现逾期、抄税清卡错误等被锁盘，影响开票收款事项

4

### 进出口退税服务

丰富的退税经验以及优质的服务水平，确保您的每一笔出口退税款能够及时安全的返回您的账户

# ZHR finance and taxation Tax Consulting

## 中合财税 · 财税咨询

Ensure the safe and healthy operation  
of enterprise finance

中合财税深耕财税服务，拥有阵容强大的财税领域专家，精于政策，落于实战，帮助企业实现财税管理与专业水平的双重提升，确保企业财务安全健康运行。

以专业的财税知识及对税务流程的了解事前制定风险应对方案并辅助企业实施，达到正确缴税、补缴冤枉税的目的，避免虚开发票、偷逃税以及税务稽查引起的大额行政罚款的风险。帮助审核、纠偏财务核算风险，包括两套账整改、财务核算混乱以及账实不符等，帮助企业制定优化财务方案。



## Help enterprises realize the dual promotion of financial and tax management and profession

ZHR has a strong team of experts in the field of finance and taxation, who are proficient in policies and practices to help enterprises achieve the dual improvement of finance and taxation management and professional level, and ensure the safe and healthy operation of enterprises' finance.

With professional financial and tax knowledge and understanding of the tax process, we should formulate a risk response plan in advance and assist the enterprise to implement it, so as to achieve the purpose of paying taxes correctly and making up for wronged taxes, and avoid the risk of large administrative fines caused by false invoices, tax evasion and tax inspection. To help review and correct financial accounting risks, including rectification of two sets of accounts, confusion of financial accounting, and inconsistency between accounts and reality, and to help enterprises formulate optimized financial plans.





## 01

**高新认定**

在国家重点支持的高新技术领域内，持续进行研究开发与技术成果转化，形成企业核心自主知识产权

## 02

**双软规划**

软件企业的认定和软件产品实行登记和备案制度，包括软件著作权证书和软件企业证书

## 03

**税务筹划**

在税法规定的范围内，通过对经营、投资等活动筹划和安排，尽可能的获得“节税”的税收利益

## 04

**审计评估**

对会计凭证、会计帐簿和会计报表进行的核查、公司的生产经营活动进行的核验、审查、评价和评估



05

### 企业认证

为企业获得多方认证，让消费者获得适用法规要求的产品，增加企业的诚信度

06

### 解除异常

按照企业情况填写移出经营异常名录申请表后和相关资料交给工商部门，完成企业异常解除

07

### 预算控制

深度连接企业的战略、计划、财务，闭环管理全面预算全过程，覆盖企业全价值链业务场景

08

### 财税政策

为企业传达国家或当地方财税政策，帮助企业在财税方面节约支出成本及避免触犯规定红线

# ZHR finance and taxation

## Tax Planning

### 中合财税 · 税务筹划

The planning method of obtaining "tax saving" tax benefits as much as possible

税务筹划是指在税法规定的范围内，通过对经营、投资、理财等活动的事先筹划和安排，尽可能的获得“节税”的税收利益的筹划方法。它具有合法性、筹划性、目的性、风险性和专业性的特点。

税务筹划的直接目的就是降低税负，减轻纳税负担。一是选择低税负，低税负意味着较低的税收成本，较低的税收成本意味着高的资本回报率；二是合理滞延纳税时间获取货币的时间价值。通过专业技巧，在资本运作方面做到提前收款、延缓支付，避免高边际税率或减少利息支出。



## The direct purpose of tax planning is to reduce the tax burden

Tax planning refers to the planning method to obtain "tax saving" tax benefits as much as possible through the prior planning and arrangement of business, investment, financial management and other activities within the scope of the tax law. It has the characteristics of legitimacy, planning, purpose, risk and professionalism.

The direct purpose of tax planning is to reduce the tax burden. First, choose low tax burden, which means lower tax cost and higher return on capital; Second, it is reasonable to delay tax payment to obtain the time value of money. Through professional skills, we can collect money in advance and postpone payment in terms of capital operation to avoid high marginal tax rate or reduce interest expenditure.

## 01

**避税筹划**

由财税专业人士对企业提供合理的、可靠的筹划方案，避免引发不必要的税务风险

## 02

**转嫁筹划**

根据产品的需求弹性、供给弹性等特点及市场的供求状况，来制定符合自身产品的税负转嫁筹划方案

## 03

**规避税收陷阱**

在法律规定许可的范围内，通过对经营、投资、理财活动的事先筹划和安排，尽可能取得节税的经济利益

## 04

**税收政策筹划**

在税法的许可下，实现税负最低或最适宜，成为企业税收筹划的重点所在，谋取最大限度的经济利益

## 05

**产业投资的税收优惠**

低税率及减计收入优惠政策、产业投资的税收优惠、就业安置的优惠政策，为企业获得更多发展优惠

## 06

**企业组织形式的选择**

个体工商户、合伙企业、公司制企业的合理选择，提前制定发现计划，有利于企业的良好发展



# ZHR finance and taxation Equity design

## 中合财税 · 股权设计

Equity design is the top-level structure design of the company organization

股权设计就是公司组织的顶层架构设计。传统企业互联网转型，战略和商业模式解决做什么、怎么做，而股权设计能够解决谁投资、谁来做、谁收益、如何分的问题。

只有股权设计，才能将创始人、合伙人、投资人、经理人的利益绑定在一起；只有股权设计，才能将互联网组织变革中的合伙模式、创客模式、众筹模式落地；只有股权设计，才能将股权价值作为唯一的战略坐标，建立竞争优势获得指数级增长。

有公司的历史就是有股权的历史，股权伴随每个企业生命周期的每个阶段。工业化时代企业成功在于善用经理人，互联网时代企业成功在于善用股权。在股权处理过程中，需要正视股权的“人和性”和“资和性”。人和性在有限责任公司中需要使用公司章程来进行约束，避免因为意外事件导致股权失衡和纠纷。股份公司的股权基本不存在人和性的限制，股份公司的股权具有很明显的资和性。





## The success of enterprises in the Internet era lies in making good use of equity

Equity design is the top-level structure design of a company's organization. For the Internet transformation of traditional enterprises, the strategy and business model solve what to do and how to do, while equity design can solve the problems of who invests, who does, who benefits, and how to divide.

Only equity design can bind the interests of founders, partners, investors and managers together; Only equity design can implement the partnership model, maker model and crowdfunding model in the Internet organization reform; Only equity design can take equity value as the only strategic coordinate and establish competitive advantage to achieve exponential growth.

The history of a company is the history of equity, and equity accompanies each stage of the enterprise's life cycle. The success of enterprises in the industrial era lies in the good use of managers, while the success of enterprises in the Internet era lies in the good use of equity. In the process of equity disposal, we need to face up to the "human nature" and "capital nature" of equity. Human harmony in a limited liability company needs to be constrained by the articles of association to avoid equity imbalance and disputes caused by unexpected events. The stock rights of joint-stock companies are basically free from the restriction of human nature.

01

### 股权合伙

解决企业合伙人责任、权利、利益的问题，优化股权结构架，让合伙人齐心做事业

02

### 股权激励

解决企业人才吸引、激励、保留等问题，激发企业团队的无限动力

03

### 股权整合

解决企业快速扩张和业绩增长问题，天下资源不为我所有，但为我所用

04

### 股权并购

扩大经营规模，降低经营成本，扩大市场份额，提升行业战略地位，联合纵横优势互补

05

### 股权顶层

解决企业股权架构、股东矛盾、法律风险、合理避税、商业逻辑、资本战略等问题，让股权更安全

06

### 股权裂变

解决企业快速扩大占领市场份额，分公司、子公司、连锁店等区域裂变

07

### 股权融资

解决企业发展过程中资金问题，用股权换资金，用资金来发展企业

08

### 股权上市

帮助企业做好上市前的顶层布局、产业布局、股权规范等，走向事业新高度

# ZHR finance and taxation Legal service

## 中合财税 · 法律服务

Preventing legal  
risks for enterprises

为企业防范法律风险，优秀的企业法律顾问可以通过了解企业日常、基本的情况，运用其法律知识针对企业所面对的各类法律问题及纠纷提出应对方法及解决方案，发现企业可能存在法律风险漏洞，并及时加以弥补。

采用互联网 + 律师的平台模式，不仅线上提供高效便捷的法律咨询、文书起草审查、项目合作事宜、股权架构、律师函出具等法律服务，线下还提供律师上门、法律培训等服务，通过“线上 + 线下”相结合的模式，为企业客户提供标准化的法律产品和服务。





## Provide standardized legal products and services for enterprise customers

In order to prevent legal risks for enterprises, excellent enterprise legal advisers can use their legal knowledge to put forward solutions and solutions to various legal problems and disputes faced by enterprises by understanding the daily and basic conditions of enterprises, and find possible legal risk loopholes in enterprises and make up for them in a timely manner.

The platform model of Internet plus+lawyers is adopted to provide not only efficient and convenient online legal advice, document drafting and review, project cooperation matters, equity structure, lawyer letter issuance and other legal services, but also offline services such as lawyers' door-to-door visits and legal training. Through the combination of "online+offline" model, standardized legal products and services are provided for enterprise customers.



## 01

**法律顾问**

专注于中小企业的设立、治理结构、劳动人事、合同及纠纷处理、刑事风险、风险防范等专业法律服务

## 02

**商事诉讼**

排查和消解诉讼隐患，梳理涉诉或待诉纠纷，并分析案情对接专业律师，提供诉讼与仲裁相关法律咨询

## 03

**刑事辩护**

刑事风险防控，对企业家触犯率较高的罪名进行定期培训，帮助企业规范经营行为、预防风险发生

## 04

**仲裁代理**

专业处理中小企业劳动争议仲裁、催收欠款、合作协议、融资、互联网金融等仲裁，有效降低企业成本



05

### 合同审查及代书

帮助企业整理合约规范,把控合约风险,减少合约纠纷,  
有助于中小企业生产经营活动的正常开展

06

### 法律风险诊断

针对企业整体的评估预测全方位提供事前防范、事中  
控制和事后的危机处理

07

### 普法课堂

举办法律风险防范讲座服务,企业现场与律师进行法  
律风险的咨询,为企业提供法律小知识服务

08

### 疑难处理

针对法律疑难杂症,提供解答企业咨询服务,解决各  
类法律相关问题,随时响应

# ZHR finance and taxation Financial service

## 中合财税 · 金融服务

Establish efficient connection services for  
SMEs and financial institutions

依靠资源及服务能力，为中小微企业和金融机构建立高效的连接服务。本着以资源之力助力金融机构践行普惠金融的初衷，整合多家银行优惠信贷产品，支持中小微企业按经营区域、准入条件找到合适的企业融资产品，解决信息不对称问题。

中合财税在本业务中负责提供支撑服务，不参与业务运营，不提供资金，不对风险筛查的结果造成的逾期贷款承担责任。



## Solve the problem of information asymmetry

Rely on resources and service capabilities to establish efficient connection services for SMEs and financial institutions. With the original intention of helping financial institutions practice inclusive finance with resources, we integrated preferential credit products of many banks, supported SMEs to find appropriate corporate financing products according to their business regions and access conditions, and solved the problem of information asymmetry.

ZHR Finance and Taxation is responsible for providing support services in this business, not participating in business operations, not providing funds, and not responsible for overdue loans caused by the results of risk screening.





## 合作金融机构 Cooperative financial institutions





# ZHR Group Design services

## 中合集团 · 设计服务

Explore a new height of national  
and global image

使命，探索全国、全球化形象新高度。

与客户一起构建全方位的、卓越的品牌体系，服务更多的传统企业，提升其品牌形象，在全国、全球广泛树立本土的企事业单位品牌形象与人文风格。专业化团队提供高效的、详实的、可落地的品牌解决方案。用综合的品牌体系成就品牌每个阶段的目标，前瞻性的趋势洞察与品牌一起创造可持续发展的未来。



Create a sustainable future  
with brands

The mission is to explore a new height of national and global image.

We will work with our customers to build an all-round and excellent brand system, serve more traditional enterprises, improve their brand image, and widely establish the brand image and humanistic style of local enterprises and institutions nationwide and globally. The professional team provides efficient, detailed and practical brand solutions. Achieve the goal of each stage of the brand with a comprehensive brand system, and create a sustainable future together with the brand with forward-looking trend insight.



## 1

## 品牌设计

战略转型，企业改制，重组后，品牌形象的塑造与管理，品牌形象不能满足于品牌诉求和时代趋势；老品牌如何焕发生机，传统品牌跨界新领域的新形象，新生代，新概念，新零售如何创新品牌表情

- 品牌标志设计
- 品牌应用系统
- 色彩系统建立
- 商标基础规范

## 2

## 数字营销

原有的销售行为，已无法满足业务增长，传统的宣传方式很少有人看，品牌传播不佳。如何将现有产业进行智能化升级，推动产业效能，怎样通过网站 / 小程序打通业务的上下游关系

- 品牌官网开发
- H5/ 小程序设计
- 官方微信设计
- 品牌线上店铺升级

## 3

## 视觉传达

赋能品牌传播价值,精准触达有效沟通,创意激活内容,设计催化转化。品牌立体式亮相,抢滩登陆用户心智  
你的新品与爆款之间只差一次创意营销

- 品牌吉祥物设计
- 品牌画册设计
- IP 形象设计
- 产品宣传册设计

## 4

## 产品包装

包装不够美观,无法获得消费者的喜爱,包装档次太低,无法卖到相应的价格;终端陈列杂乱,无法在竞争对手中凸显;产品体系混乱,无法使消费者认知品牌;包装形式不好,无法带来更好的消费体验

- 体系化包装设计
- 系列包装设计
- 礼品包装设计
- 产品商标设计

# ZHR finance and taxation Training Academy

## 中合财税学院

Focus on financial and tax training  
and consulting services

中合财税学院是面向全国中小微企业高端管理人士的知识服务机构，专注财税培训及财税落地咨询辅导服务。

学院由十余位来自大中型企业的财务专业人士授课，为中央企业、中小型企业、民营企业等诸多单位提供财务管理咨询、内部培训等相关服务。

免费试听预约

☎ 4009-908-857



## Provide financial management consulting internal training and other services

ZHR Institute of Finance and Taxation is a knowledge service institution for high-end managers of small, medium-sized and micro enterprises across the country, focusing on financial training and financial and tax implementation consulting and counseling services.

The college is taught by more than ten financial professionals from large and medium-sized enterprises, and provides financial management consulting, internal training and other related services for central enterprises, small and medium-sized enterprises, private enterprises and many other units.



ZHR 中合财税

## 1

### 解决关键问题

项目通过管理诊断，界定关键问题，帮助企业解决阻碍企业发展的经营管理突出问题

## 2

### 树立一种理念

提高企业对经营管理现状及对咨询项目的认识，树立变革观念为方案真正落地生根打下思想基础

3

### 建立一套机制

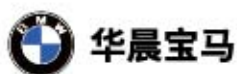
帮助企业建立经营管理体系的完整机制，以有效支撑企业战略，凸显竞争优势

4

### 培养一支队伍

项目将培养出高水平的经营管理人才，未来完全有能力对不同阶段环境下的企业经营管理进行调整修正

## 今天，我们共同见证



未来与您共同创造

☎ 4009-908-857







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