

Home Page:

- Update contact email to: ----> **clientservices@serenaattorneys.com**
- Logo: SA ----> need to be changed.
- Font: Need to be updated to a more appealing font. Can you try **Garamond** or anything more appealing.
- Images ----> can we update these?
- Background colours. We are still struggling with black and dark background colours used, and we are wondering what alternative colours would be considered desirable. How can we tailor the colours and the background to be more appealing, such as below? – dark blue, off-white, etc.

Download the full business plans comparison table

[Get the full comparison table \(PDF\)](#)

- The button "Book Consultation" ---> to be updated to "Contact Us".
- **Home:** "Legal, Tax & Immigration Handled With Precision, Delivered With Care."---> Update this to:

Legal, Tax & Immigration Services
We help local enterprises and multinational companies operating locally navigate complex legal, regulatory, and tax challenges with confidence and clarity
Don't underline the first line.
Remove the full stop at the end.

- **Talk Now.** Is this needed?

About Us:

Change the opening paragraph to the following: ---->

Legal, Tax & Immigration Services
At **Serena Attorneys**, we support local businesses and multinational corporations operating in Tanzania in navigating complex legal, regulatory, and tax environments with clarity and confidence.

Founded in 2012, our team of seasoned lawyers and tax professionals delivers strategic guidance and practical solutions tailored to each client's unique needs. From corporate structuring and regulatory compliance to tax planning and

immigration support, we handle the details, so you can focus on achieving your goals.

Whether you're a growing enterprise or an established multinational, we are your long-term partner in building sustainable success. We manage the entire compliance process on your behalf, ensuring a smooth journey every step of the way.

Why Us:

- Our approach ----> See below suggested contents:
- *Can we include a hero image of a professional team in discussion or a modern office, or a conceptual image representing law and growth (scales, city skyline, handshake, etc).*

At **Serena Attorneys**, we believe that lasting client success begins with a deep understanding of the business behind every brief. By combining legal insight with tax and regulatory expertise, we help companies operate responsibly, mitigate risk, and unlock sustainable growth.

Our Core Pillars

You can present these as a grid or icon cards for visual impact:

i. Integrated Expertise

Our legal and tax teams work seamlessly together. This integrated model ensures that every solution—whether in compliance, structuring, or advisory—is practical, coordinated, and aligned with your broader business strategy.

ii. Client-Centered Collaboration

We prioritize transparent, proactive communication at every stage, so you're always informed and empowered to make confident decisions.

iii. Responsible Compliance

We manage your legal and tax obligations with integrity and foresight, helping you stay compliant today while preparing for tomorrow's challenges.

iv. Local Insight, National Reach

Rooted in Tanzania, we bring deep knowledge of the country's legal, tax, and regulatory landscape. Our understanding of government processes and business culture allows us to support clients across sectors and regions within Tanzania with precision and confidence.

Ready to partner with us?

Contact our Client Services Team at: clientservices@serenaattorneys.com

Layout Suggestions for your web designer:

- Format: Four-column grid or vertical cards for the four pillars ("Integrated Expertise," "Client-Centred Collaboration," etc.)
- Visuals: Simple icons. e.g., puzzle piece (integration), handshake (collaboration), shield (compliance), etc..
- Tone styling: Use warm professional photography and clean typography.

Legal:

- Update the heading to: ----> "Legal Services" and then below it:
- **Comprehensive Legal Solutions for Your Business**
- For the paragraph: Protecting your rights and guiding your business with clarity in contracts, disputes, and compliance. Replace and update the paragraph to the below wording---->

We help businesses navigate complex legal, regulatory, and commercial challenges, providing actionable advice that protects your interests and supports sustainable growth.

We serve local and multinational companies across multiple sectors (**Bullet or Icon Grid or include the services after this sentence in one line depending on what appears more appealing**):

- Aviation
- Banking & Finance
- Capital Markets
- Consumer Goods & Retail
- Government & Public Sector
- Health, Insurance & Life Sciences
- Mining & Metals, Oil & Gas
- Power & Utilities
- Private Equity & Real Estate
- Technology & Telecommunications

Practice Areas (Optional Subgrid):

- Corporate & Commercial
- Mergers & Acquisitions
- Regulatory Compliance
- Tax
- Dispute Resolution
- Employment & Compensation
- Intellectual Property

Closing Line / CTA: Trusted by local and multinational companies, we provide legal solutions that make a lasting impact.

CTA Buttons: [Explore Our Practice Areas →]

Tax Services

- **Tax Solutions that Drive Compliance and Growth**
- Change the picture - of a cup and the tax return to a hero-style banner or hero image: professional team in discussion, or symbolic tax visuals (calculator, charts, legal scales, etc.).
- Simplifying complex regulations, ensuring compliance, and supporting you through audits, appeals, and planning. ----> **Replace and update this to the following:** At Serena Consulting, we go beyond advice, we partner with your business to implement practical tax strategies

that reduce risk, ensure compliance, and support sustainable growth. Whether you are establishing a new operation, managing ongoing obligations, or planning complex transactions, we provide clarity, control, and actionable solutions.

- Our Tax Practice ([Overview Grid](#))
 - Our tax services cover every stage of your business lifecycle.
 - [In bulleted overview / Icon Grid:](#)
 - Tax Determination & Advice. Identify and calculate taxes payable accurately.
 - Compliance Monitoring. Track filing and payment deadlines.
 - TRA Correspondence Management. Handle all official communication with the Tanzania Revenue Authority.
 - Representation at Appeals. Advocate on your behalf during disputes or appeal processes.
- [\[Explore Our Practice Areas →\]](#)

Immigration Services

Seamless Immigration Solutions -----→ Simplifying Cross-Border Mobility and Compliance

We partner with you at every step of the immigration journey, from planning to arrival, ensuring compliance, efficiency, and peace of mind.

Our Services

We offer a full range of immigration and related compliance services, including:

- Work and Residence Permit Applications
- Special and Dependent Passes
- Visa Applications (Business, Tourist, Transit, or Temporary Passes)
- Registration with Professional Boards in Tanzania
- NIDA Registration and ID Processing
- Immigration Return Filings for Employment of Non-Citizens
- Trainings & Seminars (remove s at the end).

[\[Explore Our Practice Areas →\]](#)

Why Serena Attorneys?

- Expertise Across Industries. Deep knowledge in key sectors.
- Integrated Legal, Tax & Immigration Solutions. Reducing complexity for better business decisions.
- Client-Focused Partnership. We work side-by-side with your team.
- Local insight with global reach, ensuring alignment with multiple jurisdictions.
- Dedicated account teams to guide you through every stage of the process
- Proven Track Record. Trusted by local enterprises and multinational corporations alike.
- Confidential, technology-driven case management for transparency and efficiency.

Services:

- **Company Secretarial Services**
 - Company Registration:
 - TRA - TIN & VAT Registrations.
 - TIN registration **and acquisition**
 - VAT Certificate **processing**. Change this to ---> Obtaining the VAT certificate.
 - Tax Clearance Certificate
 - Delete the second line: Document compilation
 - Bank Account Opening
 - Assisting with opening of bank account(s) for your **newly registered company business**.
- Company Administration & Compliance
- Financial Statements Filing
 - Delete the first paragraph: Financial statements review
 - Tax Health Check
 - Delete the word 'Tax' in the heading and replace it with 'legal'. Make this change also from the **home page**.
 - **Tax** Health check / due diligence for Companies operating in Tanzania to ensure ongoing compliance.
 - Comprehensive **tax** compliance review
 - Registered Business Address
 - The last bullet: **BRELA** registration updates----> Change this to: Updating the regulatory authorities about the Registered Business Address.
- Company Liquidation
- Company Liquidation
 - Liquidation documentation preparation ----> Preparation of the liquidation documents
 - BRELA liquidation filing ----> Filing of the liquidation documents with BRELA
 - Branch Deregistration
 - Preparation of the documents for Branch closure
 - Filing of the deregistration documents with BRELA

Immigration Services

- Work & Residence Permit Applications
 - Based on the Non-Citizens (Employment Regulation) Act 2015, we handle complete work permit (Class A, B or C) and residence permit applications with the Immigration Authority.---> Update this to: **Based on the Non-Citizens (Employment Regulation)**

Act 2015, We handle complete work **permit (Class A, B or C)** and residence permit applications with the Ministry of Labour and Immigration Authority in Tanzania.

- Compiling required information ---->OK.
- Application drafting & submission ----->OK.
- Timely follow-up with authorities -----> OK.
- **Add the following:** Obtaining the permits once approved and sharing them with you.
- **Passport endorsement services:** -----> update to: Endorsement of the permits in the passports.
- Advisory on work permit matters: -----> Update to: Advisory on work and residence permit matters

- Special & Dependents Pass
 - Eligible dependents: Spouse and children under 18 years within a formal marriage.---> Change and update this to: Eligible dependents: Spouse within a formal marriage and children under 18 years of age.
- Visa Applications
 - We assist clients with compiling information required for various visa types to be obtained at arrival or at the assignee's home country.----> Update to: We assist clients with compiling information required for various visa types to be obtained prior to arrival in Tanzania.
- NIDA Registration Processes
 - Submission to NIDA offices: ----> update to: Submission of the applications to NIDA offices

Legal Services

- **Banking & Finance:**
- **Our lawyers help business** navigate complex financial regulations with confidence. ---> add highlighted words.
 - Add: Real estate finance and securitization
- **Capital Markets**
 - **Our lawyers are known for providing** practical, commercially-focused advice to maximize deal certainty in equity and debt transactions.---> add highlighted words.
- **Company & Commercial Law**
 - **Our lawyers assist companies** manage ---> add highlighted words.
- **Dispute Resolution:**
 - **We help clients with** ---> add highlighted words.
- **Employment & Compensation**
 - **We provide assistance with** ---> add highlighted words.
- **Private Equity**
 - **We are a trusted partner with** ---> add highlighted words.

- **Real Estate & Property**
 - We provide comprehensive real estate legal support to institutional and private equity investors, banks, hotels, and REITs managing diverse property portfolios, ensuring strategic guidance and seamless transactions. ---> Change the opening statement to these wordings.
- **Tax**
 - Our tax professionals provide ---> add highlighted words.
- **Mergers & Acquisitions**
 - We help our clients to ---> add highlighted words.
- **Technology, Media & Telecommunications**
 - Our digital legal team helps client to ---> add highlighted words.

Tax Services

- In this area, please adopt the below wording:

SA

Home About Us Why Us **Services** Contact Us Book Consultation

Legal **Tax** Immigration Company Secretarial

Corporate Tax Planning
Strategic tax planning to minimize liabilities and maximize efficiency for your business operations.
[Learn More>> →](#)

Tax Compliance & Filing
Comprehensive support for tax returns, regulatory filings, and compliance requirements.
[Learn More>> →](#)

Tax Audits & Appeals
Expert representation during tax audits and assistance with appeals processes.
[Learn More>> →](#)

(1) Direct & Indirect Tax Compliance in Tanzania

At Serena Attorneys, we provide expert compliance services for direct and indirect taxes affecting businesses in Tanzania. Our team ensures accurate preparation, review, and submission of tax returns for corporate income tax, withholding taxes, PAYE, SDL, NSSF, WCF, City Service Levy, Transfer Pricing as well as compliance with indirect taxes such as VAT, excise duty, and customs duties. We analyse accounting records, validate draft returns, and identify potential deductions or misclassifications using advanced techniques. We help businesses minimize risks, optimize tax positions, and maintain full regulatory compliance under Tanzanian tax laws.

(2) Tax Consulting, Planning & Structuring

We deliver domestic and international tax planning solutions tailored to your business needs. Our services include advising on capital structures, cross-border financing, treasury solutions, hybrid investments, and derivatives. We provide detailed tax opinions, technical guidance, and compliance support to ensure your organization remains tax-efficient and fully compliant.

(3) M&A Tax Advisory & Deal Structuring

Our team offers tax advisory for mergers and acquisitions, ensuring tax-efficient deal structuring for corporate buyers, financial investors, and vendors. We assess tax risks, advise on transaction financing, shareholder treatment, and post-deal integration. From indirect tax issues to deductibility of transaction costs, we help you minimize tax exposure and maximize value in every transaction.

(4) Tax Dispute Resolution

We offer dispute resolution services, assisting clients with tax audits, assessments, and appeals. Our team handles objections, negotiates with tax authorities, and defends your tax position effectively. Whether facing investigations or complex compliance challenges, we ensure your interests are protected with expert legal and tax guidance.

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- Serena Attorneys (At the bottom): Legal, Tax & Immigration Consultants ---> Legal, Tax & Immigration Services.
 - Change the email address