



### Says

What have we heard them say?  
What can we imagine them saying?

ORDERS  
RECEIVED  
VIA  
WEB SITE

WE CAN CO-  
ORDINATE ON  
SCHEDULES  
AND DELIVERIES  
THAT WORK

WHERE WE  
THINK THE  
CUSTOMER WOULD  
ENJOY OUR  
SERVICE

### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



HOW WE GET  
ORDERS FROM  
CUSTOMERS  
(ONLINE OR  
OFFLINE)

WHERE WE WANT THE  
CUSTOMER TO GO  
FOR MORE INFORMATION

DO WE NEED TO  
RE-ORGANIZE THE  
TEAM AND  
MANAGE CUSTOMERS

FASHION IS ABOUT

WE CAN PROVIDE  
CUSTOMERS WITH  
PERSONALIZED  
SERVICE AND  
A GREAT EXPERIENCE  
THAT THEY CAN  
REMEMBER

WE CAN PROVIDE  
CUSTOMERS WITH  
PERSONALIZED AND  
PERSONALIZED SERVICE  
THAT THEY CAN  
REMEMBER

WE CAN  
PROVIDE CUSTOMERS  
WITH PERSONALIZED  
SERVICE AND  
A GREAT EXPERIENCE  
THAT THEY CAN  
REMEMBER

WE CAN PROVIDE  
CUSTOMERS WITH  
PERSONALIZED AND  
PERSONALIZED SERVICE  
THAT THEY CAN  
REMEMBER

WE CAN  
PROVIDE CUSTOMERS  
WITH PERSONALIZED  
SERVICE AND  
A GREAT EXPERIENCE  
THAT THEY CAN  
REMEMBER

WE CAN  
PROVIDE CUSTOMERS  
WITH PERSONALIZED  
SERVICE AND  
A GREAT EXPERIENCE  
THAT THEY CAN  
REMEMBER



### Does

What behavior have we observed?  
What can we imagine them doing?

[See an example](#)

### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?







Fashion Haven  
Profit and Loss

Basis: Accrual  
From 01/04/2023 To 31/03/2024

[+ Add Temporary Note](#)

ACCOUNT	TOTAL
<strong>Operating Income</strong>	
Sales	8,80,000.00
Total for Operating Income	8,80,000.00
<strong>Cost of Goods Sold</strong>	
Cost of Goods Sold	11,00,000.00
Total for Cost of Goods Sold	11,00,000.00
	Gross Profit -2,20,000.00
<strong>Operating Expense</strong>	
Advertising And Marketing	10,000.00
Other Expenses	5,000.00
Salaries and Employee Wages	50,000.00
Total for Operating Expense	65,000.00
	Operating Profit -2,85,000.00
<strong>Non Operating Income</strong>	
Total for Non Operating Income	0.00
<strong>Non Operating Expense</strong>	
Total for Non Operating Expense	0.00
	Net Profit/Loss -2,85,000.00

\*\*Amount is displayed in your base currency INR

</

## From 01/04/2023 To 31/03/2024

Nature of Supply	Taxable Value	Integrated Tax	Central Tax	State/UT Tax	CESS Tax
1	2	3	4	5	6
(a) Outward taxable supplies (other than zero rated, nil rated and exempted)	₹8,80,000.00	₹0.00	₹22,000.00	₹22,000.00	₹0.00
(b) Outward taxable supplies (zero rated)	₹0.00	₹0.00			₹0.00
(c) Other outward supplies (Nil rated, exempted)	₹0.00				
(d) Inward supplies (liable to reverse charge)	₹0.00	₹0.00	₹0.00	₹0.00	₹0.00
(e) Non-GST outward supplies	₹0.00				
<b>Total value</b>	<b>₹8,80,000.00</b>	<b>₹0.00</b>	<b>₹22,000.00</b>	<b>₹22,000.00</b>	<b>₹0.00</b>

Description	Taxable Value	Integrated Tax	Central Tax	State/UT Tax	CESS Tax
1	2	3	4	5	6
(i) Taxable supplies on which electronic commerce operator pays tax under Sub-section (5) of Section 9 [To be furnished by the electronic commerce operator]	0	0	0	0	0
(ii) Taxable supplies made by the registered person through electronic commerce operator, on which electronic commerce operator is required to pay tax under Sub-section (5) of Section 9 [To be furnished by the registered person making supplies through electronic commerce operator]	₹0.00				

	Place Of Supply	Taxable Value	Integrated Tax
1	2	3	4
Supplies made to Unregistered Persons			
Supplies made to Composition Taxable Persons			
Supplies made to UIN holders			
We are not tracking supplies made to UIN holders			

Details	Integrated Tax	Central Tax	State/UT Tax	CESS Tax
1	2	3	4	5
(A) ITC Available (whether in full or part)				
(1) Import of Goods	₹0.00			₹0.00
(2) Import of Services	₹0.00			₹0.00
(3) Inward supplies liable to reverse charge ( other than 1 & 2 above)	₹0.00	₹0.00	₹0.00	₹0.00
(4) Inward supplies from ISD	- - We do not support in Zebo Books - -			
(5) All other ITC	₹0.00	₹15,000.00	₹15,000.00	₹0.00

Nature of Supply	Inter-State Supplies	Intra-State Supplies
1	2	3
Composition Scheme, Exempted, Nil Rated	₹0.00	₹5,15,000.00
Non-GST supply	₹0.00	₹0.00



GSTR-3B Summary



Export As



## Fashion Haven Tax Return

From 01/04/2023 To 31/03/2024

[+ Add Temporary Note](#)

DATE	ENTRY NUMBER	TRANSACTION T...	AMOUNT	IGST AMOUNT	CGST AMOUNT	SGST AMOUNT	CESS AMOU...
10/04/2023	<a href="#">INV-000001</a>	Invoice	₹1,00,000.00	₹0.00	₹2,500.00	₹2,500.00	₹0.00
20/04/2023	<a href="#">INV-000003</a>	Invoice	₹1,60,000.00	₹0.00	₹4,000.00	₹4,000.00	₹0.00
20/04/2023	<a href="#">INV-000004</a>	Invoice	₹1,20,000.00	₹0.00	₹3,000.00	₹3,000.00	₹0.00
20/04/2023	<a href="#">INV-000002</a>	Invoice	₹5,00,000.00	₹0.00	₹12,500.00	₹12,500.00	₹0.00

## + Add Temporary Note

20/04/2023 - INVOICE INV-000003 (ARAVINDAN MANI)		DEBIT	CREDIT
Accounts Receivable		1,68,000.00	0.00
Output CGST		0.00	4,000.00
Output SGST		0.00	4,000.00
Sales		0.00	1,60,000.00

	Custom	Customize Report	Schedule Report	Export As	
20/04/2023 - INVOICE INV-000003 (ARAVINDAN MANI)	DEBIT	CREDIT			
20/04/2023 - INVOICE INV-000004 (SURESH KUMAR IYER)	DEBIT	CREDIT			
Accounts Receivable	1,26,000.00	0.00			
Output CGST	0.00	3,000.00			
Output SGST	0.00	3,000.00			
Sales	0.00	1,20,000.00			
	1,26,000.00	1,26,000.00			
20/04/2023 - INVOICE INV-000002 (PRIYA RANGANATHAN)	DEBIT	CREDIT			
Accounts Receivable	5,25,000.00	0.00			
Output CGST	0.00	12,500.00			
Output SGST	0.00	12,500.00			
Sales	0.00	5,00,000.00			
	5,25,000.00	5,25,000.00			
20/04/2023 - INVOICE PAYMENT INV-000002 (PRIYA RANGANATHAN)	DEBIT	CREDIT			
ICICI Bank 001	5,25,000.00	0.00			
Accounts Receivable	0.00	5,25,000.00			
	5,25,000.00	5,25,000.00			
25/04/2023 - INVOICE PAYMENT INV-000003 (ARAVINDAN MANI)	DEBIT	CREDIT			
ICICI Bank 001	1,68,000.00	0.00			
Accounts Receivable	0.00	1,68,000.00			
	1,68,000.00	1,68,000.00			
25/04/2023 - INVOICE PAYMENT INV-000004 (SURESH KUMAR IYER)	DEBIT	CREDIT			
ICICI Bank 001	1,26,000.00	0.00			
Accounts Receivable	0.00	1,26,000.00			
	1,26,000.00	1,26,000.00			
25/04/2023 - PAYMENTS MADE EL-003 (EVOLVE LIFE)	DEBIT	CREDIT			
Accounts Payable	5,25,000.00	0.00			
ICICI Bank 001	0.00	5,25,000.00			
	5,25,000.00	5,25,000.00			
25/04/2023 - PAYMENTS MADE ZL-001 (ZENITH LIFESTYLE)	DEBIT	CREDIT			
Accounts Payable	1,05,000.00	0.00			
ICICI Bank 001	0.00	1,05,000.00			
	1,05,000.00	1,05,000.00			
30/04/2023 - JOURNAL 1	DEBIT	CREDIT			
Salaries and Employee Wages	50,000.00	0.00			
Salary payable	0.00	50,000.00			
	50,000.00	50,000.00			
30/04/2023 - EXPENSE 1	DEBIT	CREDIT			
Advertising And Marketing	10,000.00	0.00			
Petty Cash	0.00	10,000.00			
	10,000.00	10,000.00			
30/04/2023 - EXPENSE 2	DEBIT	CREDIT			
Other Expenses	5,000.00	0.00			
Petty Cash	0.00	5,000.00			



30/04/2023 - JOURNAL 3	DEBIT	CREDIT
Rent payable	20,000.00	0.00
ICICI Bank 001	0.00	20,000.00
	20,000.00	20,000.00
30/04/2023 - JOURNAL 4	DEBIT	CREDIT
Salary payable	50,000.00	0.00
ICICI Bank 001	0.00	50,000.00
	50,000.00	50,000.00

\*\*Amount is displayed in your base currency **INR**

Total Count: 20

( 1 - 20 )

Fashion Haven  
AR Aging Summary By Invoice Due Date  
As of 24/04/2023

+ Add Temporary Note

CUSTOMER	CURRENT	1-15 DAYS	16-30 DAYS	31-45 DAYS	> 45 DAYS	TOTAL	TOTAL (FCY)
Aravindan Mani	₹0.00	₹1,68,000.00	₹0.00	₹0.00	₹0.00	₹1,68,000.00	₹1,68,000.00
Suresh kumar Iyer	₹0.00	₹1,26,000.00	₹0.00	₹0.00	₹0.00	₹1,26,000.00	₹1,26,000.00
Total	₹0.00	₹2,94,000.00	₹0.00	₹0.00	₹0.00	₹2,94,000.00	

	CURRENT	1-15 DAYS	16-30 DAYS	31-45 DAYS	> 45 DAYS	TOTAL	FCY
Evolve Life	₹0.00	₹0.00	₹5,25,000.00	₹0.00	₹0.00	₹5,25,000.00	₹5,25,000.00
Souiful Essence	₹0.00	₹0.00	₹5,00,000.00	₹0.00	₹0.00	₹5,00,000.00	₹5,00,000.00
Zenith lifestyle	₹0.00	₹0.00	₹1,05,000.00	₹0.00	₹0.00	₹1,05,000.00	₹1,05,000.00
Total	₹0.00	₹0.00	₹11,30,000.00	₹0.00	₹0.00	₹11,30,000.00	