

# VIRTUAL MALL

“We Organize The Data  
In A Way **No One Can.**”



## RETAIL MANAGEMENT SYSTEM



[www.vmall.salaartech.com](http://www.vmall.salaartech.com)

# RETAIL

## DAYBOOK



**Our Retail** is committed to helping retailers create great experiences for customers – online, in store, wherever occur.

**We believe** that a great experience takes place when optimized product planning and inventory management intersects perfectly with skillful customer engagement and point-of-purchase execution. The results are better revenue and margin performance, greater customer engagement and value, and a more satisfied, loyal workforce.

**Our Retail offers** solutions for most retail verticals that include merchandising, store operations, customer engagement, e-commerce, and business analytics. We build our software on new technology so it protects our customers' investments and delivers a measurable ROI. We run our software on the latest cloud platform so it's fast, scalable, reliable, and secure. And we invest in the rigor and discipline of sound product development processes so our software is easy to upgrade and to maintain, and so that no customer is ever left behind.



# DAILY PROMOTIONAL ITEM LIST

## **Promotional Apparel**

with logos is an easy choice. Always the most popular at any event. Make it a t-shirt, hat, sweatshirt, etc. People love to wear apparel from causes they support.

## **Backpacks and Tote Bags**

Backpacks and promotional bags are welcomed by recipients because they are useful products. This can include "bags" that can hold popular items like iphones, computers and sports equipment.

## **Writing Instruments**

There are a wide variety of items from markers, pens, pencils and can include inexpensive pens to the nice gift sets, all with your event logo.

## **Desk Accessories**

Give someone a useful desk item with your logo and they see it every day. Items like post-it notes, paper clip dispenser, letter opener, pen/pencil holder and more. Use your imagination useful desk item with your logo and they see it every day. Items like post-it notes, paper clip dispenser, letter opener, pen/pencil holder and more. Use your imagination.



# ACCOUNTING LEDGER

## Accounting Ledger?

A general ledger account is an account or record used to sort and store balance sheet and income statement transactions. Examples of general ledger accounts include the asset accounts such as Cash, Accounts Receivable, Inventory, Investments, Land, and Equipment. Examples of the general ledger liability accounts include Notes Payable, Accounts Payable, Accrued Expenses Payable, and Customer Deposits. Examples of income statement accounts found in the general ledger include Sales, Service Fee Revenues, Salaries Expense, Rent Expense, Advertising Expense, Interest Expense, and Loss on Disposal of Assets.

Some general ledger accounts are summary records which are referred to as control accounts. The detail that supports each of the control accounts will be found outside of the general ledger in what is known as a subsidiary ledger. For example, Accounts Receivable could be a control account in the general ledger, and there will be a subsidiary ledger which contains each customer's credit activity. The general ledger accounts Inventory, Equipment, and Accounts Payable could also be control accounts and for each there will be a subsidiary ledger containing the supporting detail.

A general ledger is a grouping of perhaps hundreds of accounts that are used to sort and store information from a company's business transactions. The general ledger is organized as follows: balance sheet accounts (assets, liabilities, equity), and income statement accounts (revenues, expenses, gains, losses)

Under the double entry system of accounting and bookkeeping, every business transaction will have the amount of debits equal to the amount of credits. Hence, the general ledger is expected to have its debit amounts equal to its credit amounts.

