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9 EXPERT-LED SESSIONS

OCTOBER 28, 2025

9:00 AM – 2:00 PM PT | 12:00 PM– 5:00 PM ET

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Scaling eCommerce Across Borders: Bookkeeping Systems That Drive Growth

Practical systems and metrics to scale profitably across borders

SESSION SPEAKER

Wayne Richard

Partner & Director of Global Operations, Bean Ninjas

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WAYNE RICHARD

- Partner @ Bean Ninjas, eCommerce accounting specialist firm.
- Helping eCom founders scale globally with clarity and confidence.
- 15 years in FP&A at Hewlett Packard.
- Leads a global team of eCom specialist bookkeepers and accountants to deliver financial insight and clarity to 6, 7, & 8 figure brands..
- Tucson-based, father of five, passionate about family, fitness, & Boston Sports.

What's your 90-day profit Target?

(Write it down)

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How might systemizing your numbers support this goal?

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eCom is Tough!

1. **Cash Flow Feels Unpredictable**
   Growth demands inventory, ad spend, and logistics but cash never seems to flow when you need it most.

2. **COGS & Inventory Are a Black Box**
   With Multiple channels and suppliers. It’s hard to know true profitable especially when COGS and landed costs aren’t tracked correctly.

3. **Cross-Border Sales Multiply Complexity**
   Selling internationally adds layers of accounting, currency conversion, and tax compliance that quickly overwhelm simple systems.

Session Roadmap

INTEGRATIONS

COGS

KPIs

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5 eCom Bookkeeping Mistakes

Poor Systems

Data doesn't flow cleanly between Shopify, Amazon, and accounting software.

Wasted time and inconsistent reporting across currencies and markets.

Disconnected Inventory

Inventory data lives in multiple systems, 3PLs, Amazon FBA, spreadsheets.

Stockouts and overstocking both become common and costly.

Weak COGS Tracking

Without accurate COGS, you can't trust gross margins or pricing decisions.

Leads to inflated profits on paper and shrinking margins in reality.

No KPI Visibility

Founders fly blind without tracking key metrics like Gross Margin %, Inventory Turnover, and Cash Conversion Cycle

Lack of visibility makes it impossible to spot early warning signs or scaling opportunities

Tax Blind Spots

Expanding globally introduces complex sales tax, VAT, and compliances issues.

Manual tracking or neglect creates audit risks and unnecessary stress.

Building a Connected Bookkeeping System

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Building a Connected Bookkeeping System

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Top 3 Tips Essentials for a Connected System

Start with a Strong Foundation (Cloud Accounting + Integrations)

- Choose a global-ready cloud system (Xero or QBO).
- Integrate directly Shopify / Amazon via A2X for accurate daily summaries.
- Avoid manual entries they break data integrity across currencies.

Design a Chart of Accounts Built for Multi-Channel Sales

- Segment revenue and COGS by channel and Geography (Shopify, Amazon, Wholesale).
- Use standardized categories for fees, shipping, and tax so your reports remain consistent across regions.

Centralize Data and Automate Workflows

- Sync bank feeds, payment processors, and inventory systems (Finale / Cin7).
- Automate COGS and tax entries to ensure each transaction flows through to your reports in real time.

Automation Tools that Drive Accuracy

xero

INTUIT QuickBooks

A2X

Finale

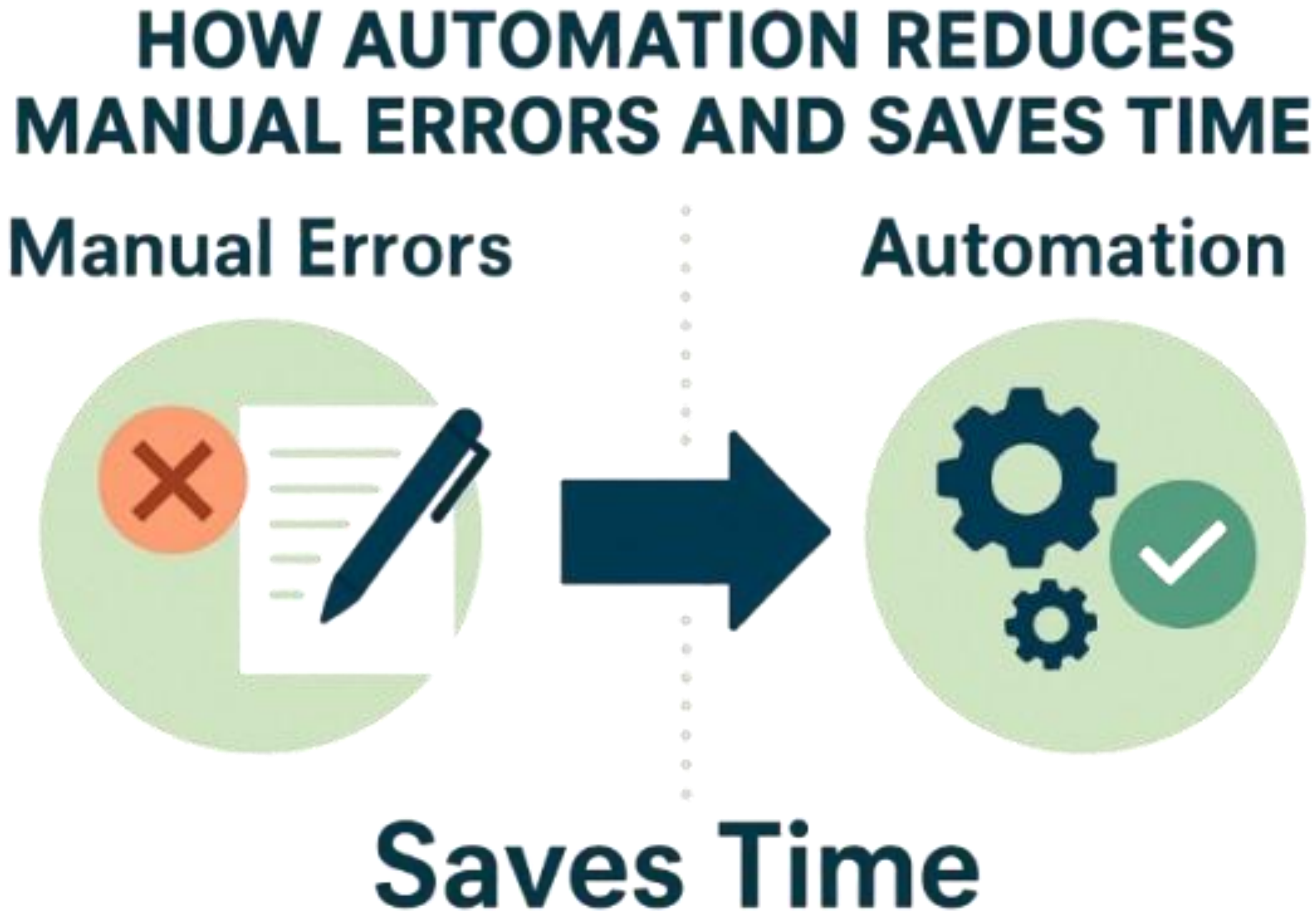
Cin7

Settle

Zamp

TaxValet

Automation Reduces Manual Errors and Saves Time



System Foundations for Cross-Border Growth

1. **Clean Chart of Accounts (COA)**
   - Structure your books for clarity and comparability.
   - Simple is Better.

2. **Separate Business & Personal Funds**
   - Dedicated bank and payment accounts per entity.
   - Consider Mercury for business banking (lot’s of great features).
   - Simplifies reconciliations and improves visibility.

3. **Consistent Timing & Close Rhythm**
   - Align timing across systems (A2X, bank feeds, inventory).
   - Schedule monthly reconciliations for accurate insights.

COGS: Understanding Inventory/Costs of Goods Sold

DO NOT! - Post Goods Upon Purchase to Your P&L

❌ Don’t expense inventory when you buy it.

It’s not an expense yet — it’s an asset until you sell it.
Posting it directly to your Profit & Loss (P&L) distorts margins and overstates costs.

✅ Do this instead:

Record inventory purchases on the Balance Sheet.
Only move to Cost of Goods Sold (COGS) when the product sells.
Keep your reports aligned with true profitability.

The Inventory Cycle: 5 Steps

Order Placed with Supplier → Order Shipped → Goods Received → Goods Stored → Goods Sold

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Bookkeeping Actions that Match Inventory Movements

Order Placed

➡️ Record as Prepaid Inventory / Deposit

📘 Balance Sheet – Current Asset

Order Shipped

➡️ Move to Inventory in Transit

📘 Balance Sheet – Asset still in transit

Order Received

➡️ Record as Inventory (on hand)

💡 Apply deposits using prepayments feature (Xero-friendly)

Goods Stored

➡️ No bookkeeping actions required

Goods Sold

➡️ Transfer from Inventory (Asset) → COGS (Expense)

📗 Now recognized on the Income Statement

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Landed Costs: What They Are & How to Calculate Them

- Total cost to bring inventory to sellable state (not just product cost). Variable costs to get product from manufacturer to warehouse.
- Include freight, duties, insurances, handling and overhead.
- Formula: Product Cost + Shipping/Freight + Customs/Duties + insurance +Overhead
- Automate postings via systems such as A2X + Settle for true profitability

KPIs: Visibility Enables Confidence

Know Your Numbers! But, Which Ones?

Cash > Profit > Revenue

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Revenue is vanity,
Profit is sanity, but
Cash is king.

#CASHFLOW

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Revenue

1. **Track Revenue Accurately with A2X**
   - A2X syncs Shopify, Amazon, and other channels directly to QBO or Xero.
   - Automatically posts summarized, reconciled entries — no manual sales
   - uploads.
   - Gives you confidence that your books match your payouts.

2. **Understand Revenue by Channel**
   - Segment sales to see **Shopify vs. Amazon vs. Wholesale** performance.
   - Helps identify profitable channels and monitor trends.
   - Enables smarter marketing and pricing decisions.

3. **Know Your Sales Definitions**
   - **Gross Sales:** Total sales value before deductions.
   - **Less:** Discounts, Refunds, Returns.
   - **= Net Sales:** The true top-line number that flows into your P&L.

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Profit: What's Good?

Where Do You Stand?

For Shopify merchants:

– Aim for ≥40% gross margin as a baseline.

– 50%+ gross margin is strong and gives flexibility.

– Anything 60%+ puts you in premium category territory.

Low margins will force high volume and leave little room for growth.

Cash

Confidence

How much do you need?
How much can you afford to spend?

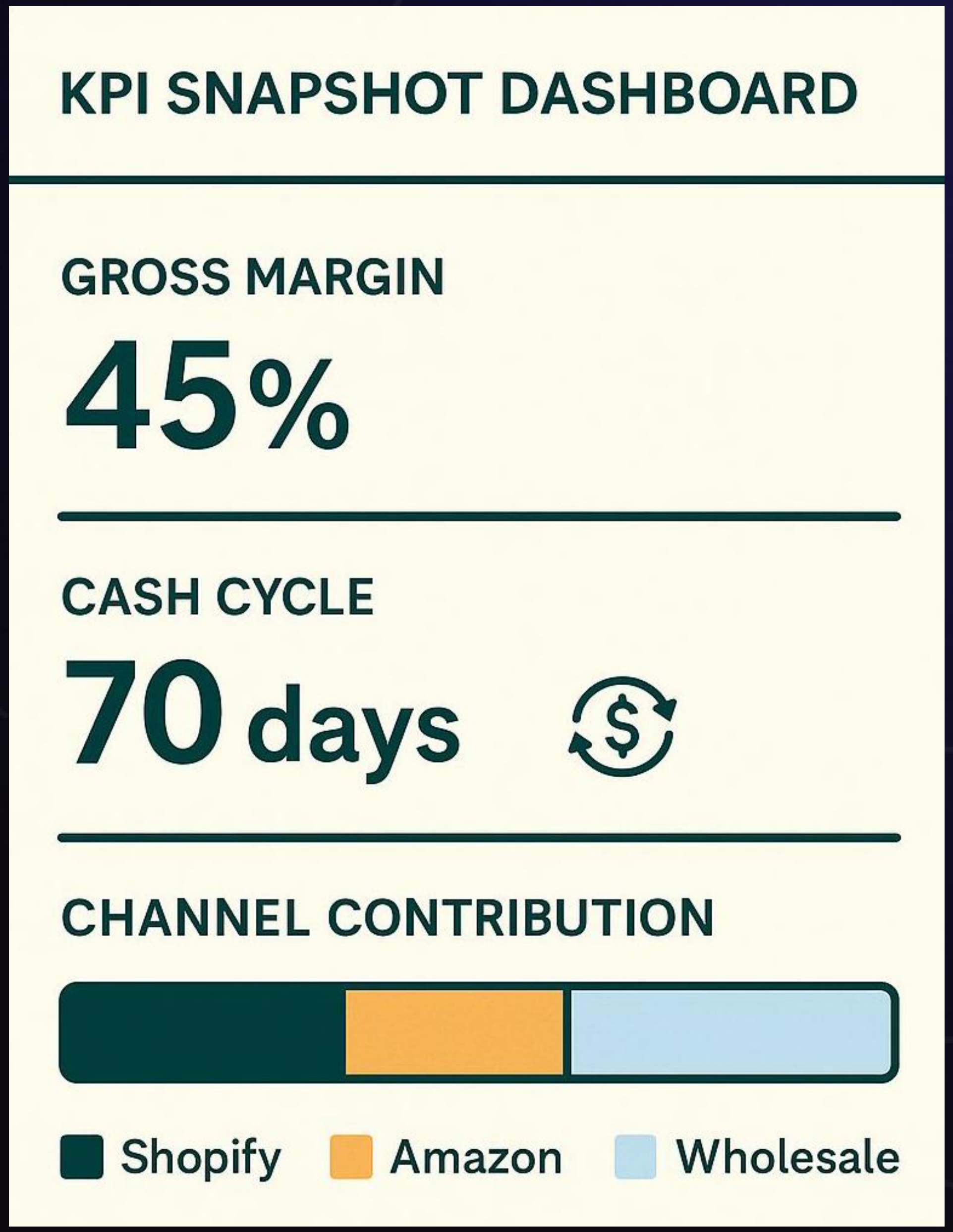
Key Questions To Ask:

1. Why does my cash look like this?

2. What are my biggest risk & assumptions?

3. Do I like how things look and does anything need to change?

KPI Snapshot Dashboard



Gross Margin %

- Measures product profitability.
- Target: 40–60% depending on category.
- Higher margin = more flexibility for growth and marketing.

Cash Conversion Cycle (CCC)

- Tracks how long it takes to turn inventory and payables into cash from
- sales.
- Formula: Days Inventory + Days Receivable – Days Payable.
- Shorter cycle = stronger cash flow.

Channel Contribution

- Evaluates profitability by channel: Shopify, Amazon, Wholesale.
- Reveals where you're earning the most after marketing + fulfillment
- costs.
- Use this to reallocate budget toward high performing channels.

Integrations → Accuracy
Inventory → Insight
KPIs → Confidence

Which can you focus on to help you actually hit your 90-day profit target?

Let’s Make Scaling Simple

Clean systems. Clear insights. Confident growth.
Let’s connect and simplify your numbers — so you can scale globally with clarity.

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THANK YOU!

Wayne Richard

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