



Alber Pichardo <pichardoa@nyack.edu>

Capstone Service Level Agreement

9 messages

Alber Pichardo <pichardoa@nyack.edu>
To: John Mahoney <john.mahoney@nyack.edu>

Mon, Jan 24, 2022 at 7:38 PM

Good evening Professor Mahoney,

I hope this email finds you well. I am sorry for the delayed response on the Capstone Service Level Agreement. I agree and acknowledge all the requirements. I would love to hear some feedback to improve my Capstone. I have attached my capstone business plan and my estimated completion schedule for each section of the Capstone. Please let me know if you have any questions or anything else you need from me? Thank you for your time!

Blessings,
Alber Pichardo

2 attachments

 **Pichardoa_MBACapstone .docx**
57K

 **Completion estimate capstone-.docx**
13K

John Mahoney <john.mahoney@jfmcompany.com>
To: Alber Pichardo <pichardoa@nyack.edu>

Tue, Jan 25, 2022 at 3:30 PM

Hi Alber,

So far you are off to a good start but you have an enormous amount of work to do. I am interested in your financial plan more than anything else. Can you give me some idea when that will be ready?

Prof Mahoney

[Quoted text hidden]

John F. Mahoney, CPA
PO Box 287030
New York, NY 10128
(917) 376-1545
Webpage: jfmcompany.com

John Mahoney <john.mahoney@jfmcompany.com>
To: Alber Pichardo <pichardoa@nyack.edu>

Tue, Jan 25, 2022 at 3:32 PM

PS: I realize you mention June 9th so this would be ok with me.

Prof Mahoney

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Alber Pichardo <pichardoa@nyack.edu>
To: John Mahoney <john.mahoney@jfmcompany.com>

Tue, Jan 25, 2022 at 8:08 PM

Do you think we can set up a meeting whenever you are available?

-Alber Pichardo

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John Mahoney <john.mahoney@jfmcompany.com>
To: Alber Pichardo <pichardoa@nyack.edu>

Tue, Jan 25, 2022 at 10:07 PM

Alber,

I love to help and I will but I do everything via email. In other words, if you have ideas, I would love to hear them. I really love giving advice too. Tell me overall how you would start your business, how you would promote it, whether you are going to specialize, etc... That would be a great starting point.

Prof Mahoney

[Quoted text hidden]

Alber Pichardo <pichardoa@nyack.edu>
To: John Mahoney <john.mahoney@jfmcompany.com>

Fri, Jan 28, 2022 at 7:13 PM

Hey Professor Mahoney,

My business idea is an accounting firm, and I will pursue it in the future. However, Professor Reid told me to think bigger and not have a one-person business. So, I plan to present my capstone project as an existing business looking to expand. The idea behind this business is to appeal to non-English speakers in New York. Since I am a native Spanish speaker, I would like to start with the Spanish community, and for my expansion, I would like to hire another CPA or two to reach other communities who are non-English speakers. Overall the accounting firm will offer services to everyone. Still, I want to help those who struggle to understand the tax process or need any accounting help because of a language barrier or lack of knowledge. I will offer multiple services, like taxes, auditing, QuickBooks, etc.

The only thing is that I know what I want to do, but I do not know where to start. I mean, I don't know where to get the information I need. Do you have any suggestions? Please Let me know. Thank you for your time.

Blessings,
Alber Pichardo

John Mahoney <john.mahoney@jfmcompany.com>
To: Alber Pichardo <pichardoa@nyack.edu>

Sat, Jan 29, 2022 at 5:27 PM

Hi Alber,

I like your idea! I would spend a fair amount of money advertising in Spanish language newspapers and journals. I would use the internet to place ads. For example, you could place ads in Craigslist. Use Spanish business directories to place ads and to make cold calls. Join various Spanish organizations. Start a forum on social media like FaceBook. If you do this, make it a business page. Develop a good Web Page. Take a look at mine jfmcompany.com It's excellent! (I have no shame!)

Hope this helps!

Prof Mahoney

PS: Become a PC (Professional Corp) and choose to be taxed as an S Corp.

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Alber Pichardo <pichardoa@nyack.edu>
To: John Mahoney <john.mahoney@jfmcompany.com>

Sat, Jan 29, 2022 at 5:43 PM

Professors Mahoney,

I really appreciate it. I need to do more research because my concern is not the marketing part is more be able to provide the services. I am unsure that I fully understand the necessities I need to run an accounting firm? Any suggestions?

-Alber Pichardo

Sent from my iPhone

On Jan 29, 2022, at 5:28 PM, John Mahoney <john.mahoney@jfmcompany.com> wrote:

[Quoted text hidden]

John Mahoney <john.mahoney@jfmcompany.com>
To: Alber Pichardo <pichardoa@nyack.edu>

Sun, Jan 30, 2022 at 9:12 PM

In order to run an accounting firm you need:

- space.
- good location.
- computers.

- tax programs. (I like ProSeries by Intuit)
- accounting program.
- accounting and tax library.
- indeed for hiring accountants, bookkeepers and other staff.
- internal and external professional training as your company grows.
- professional planning of engagements.
- proper supervision of your auditors and tax preparers.
- good employee benefits (401k employer-employee contributions, health insurance, etc.)
- the AICPA has a Guidebook on Starting Your Own CPA Firm.

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