Leading to the bright future
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What We Do

At Insights we have multi-disciplinary skills to address a range of services that our clients require in dealing with composite matters in the areas of Financial Advisory, Tax, Real Estate Advisory, Management Consultancy and Customized Research.

We work with our clients to provide advice and assistance in developing and implementing the most suitable business strategies sufficing their particular needs.

At Insights, we bring much needed capabilities and deep local expertise to address your needs, your stakeholders expectations and to cater your regulatory obligations.

We serve our clients at every level of their organization, whether as a trusted advisor to top management or as a hands-on coach for front line employees.

Our exclusive performance methodologies and analytical tools enable our clients to run their business more effectively and efficiently.

We love our business

Our diversified strategy experience and analytical expertise help ensure that businesses build the right capabilities to mine data for insights that can enable better decisions and create value.
Client Service Standards

Our conviction is to regard client service as most important. With this focus, extensive client service standards are designed to ensure that we fulfill our professional responsibilities to the satisfaction of our clients.

Following standards are being practiced to ensure highest quality services:

**Determine and Comprehend** on each independent service engagement, nature of client’s business needs and directly ascertain their expectations for our performance.

**All-Inclusive and Cohesive Multi Disciplinary Approach** is adopted towards the execution of assignments to meet the client’s specific needs.

**Positive, Imaginative and Constructive** approach while maintaining our integrity.

**Formulate** client service objectives and accordingly an appropriate client service plan is developed and executed to meet our client expectations.

**Establish Effective Communication** both internal and external, to enhance clients' perceptions of the value and quality of our services.

**Broaden and Strengthen** client relationships while sustaining a vigorous growth in various industry segments.
We strive to be at a standard of distinction attained by:

1. Being the first choice of the most sought after clients, inclined by our keenness depicted through our professional efforts to provide exceptional, timely and value for money services to help our clients make best business decisions.

2. Providing clients with ‘One-Stop Solution’ for all their financial advisory, taxation, management consulting, research, and regulatory requirements.

3. Guiding our clients through business challenges by understanding their specific needs and bringing together the experienced, knowledgeable and expert professionals to address them.

Vision and Values

Our Vision

We care for our clients’ business as our business. We always think and act like business partners, not the mere academic advisors to our clients.

We share our clients’ aspirations, work to understand their reality, and align our incentives with their objectives to ensure that we’re in this together.

We capture values across organizational boundaries.

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Vision and Values

Our Values

Our core values represent the principles we are committed to. They define what we stand for as a management consultancy and the same is practiced in our day-to-day work and decisions.

Following values are integral part of our professional culture that is strictly followed in letter and spirit:

I  Integrity
O  Objectivity and Independence
C  Credibility and Commitment
P  Professional Client Relationships
P  Progressive Service Approach
R  Respect Individuals and Work together
Our Service Domain

Maximizing the effectiveness of Consultancy Services

Our passionate consultants go beyond being traditional advisors; help clients develop unique solutions to address their complex business challenges.

Our highly customized teams bring each client a combination of deep industry knowledge and expert perspectives on the challenge at hand.
We adopt a customized, responsive and personal approach towards clients and offer a range of services to assist our clients in getting through complex corporate matters. We own a professional and dedicated team with the expertise in IFRS Implementation, Bookkeeping, Tax, Internal Audit, Accounting Advisory, Financial Advisory, Research Advisory and Other Specialized Business, who can act as an independent forum for our clients. We are exclusively positioned to drive every aspect of business advisory services. We are here to assist our clientele from improving operational effectiveness to expanding into new markets.

Below is a summary of our Service Domain:
We Strive to go deeper into issues and challenge conventional wisdom

Implementation of financial reporting standards is challenging, but when planned and managed properly, the conversion can bring substantial improvements in the performance of the finance function, streamline the statutory financial reporting process globally, enhance controls and reduce costs.

**IFRS Implementation**

Implementing IFRS has an impact on all aspects of a company, including financial reporting systems, internal controls, taxes, treasury, management compensation, cash management and legal, among others. It requires a transformation that involves employees, processes and systems.

Our IFRS specialists can assist your conversion to IFRS by providing the appropriate resources, knowledge and practical support in the following areas:

**Accounting and Reporting**
- Development of new IFRS Accounting Policies and Procedures.
- Gap Analysis between information required and currently available.
- Consideration of impact on Statutory Reporting and Tax Accounting.

**Business**
- Understanding the Financial and Business impacts of IFRS conversion.
- Determination of possible actions to mitigate the volatility of results under IFRS.

**Systems and Processes**
- Identification of changes required to source systems.
- Understanding the impact on other strategic initiatives in your company (e.g. Quality Close, Enterprise Resource Planning (ERP) and other system integration and upgrade initiatives).
- Understanding steps to support parallel reporting (i.e. Local Accounting Principles, Management Reporting, IFRS).

**People**
- Informational support at all levels in the business.
- Training and Coaching Support, including IFRS Theory, practical implication of IFRS Transformation and Consolidation.
Managing company and employee relationship is vital to business success

Long term employee benefit plan is a compensation given to employees against their years of service in a company.

Actuarial Valuation Services

Actuarial Valuation as per IFRS

We believe that employees are the backbone of any company. An employee can only work effectively when he knows he will be rewarded well for his services.

Keeping this in our view, our team of technical experts provide actuarial valuation that are necessary to assess long term sustainability of a defined benefit plan and can serve as a decision making tool for plan sponsors.

We provide actuarial services, including actuarial valuations of retirement/end-of-service benefit schemes in accordance with the International Accounting Standard 19 ("IAS 19") and related work.
On 10 December 2018, the Kingdom of Saudi Arabia (KSA) General Authority of Zakat and Tax (GAZT) released Transfer Pricing regulations.

The rising volume and variety of intercompany transactions and transfer pricing regulations, accompanied by increased enforcement activities worldwide have made transfer pricing a leading risk management issue for global businesses. Transfer pricing refers to pricing arrangements in relation to all aspects of intra-group transactions occurring between related business entities. These include transfers of tangible goods, provision of services, transfers of intellectual property, issuance of loans and other financing transactions.

The stakes are high:

The factors driving intensified scrutiny of transfer pricing arrangements are beyond the control of most companies, but the risks to your organization are very real. They include:

- Very large local tax reassessments with significant penalties and interest on overdue tax and double taxation on income when relief under tax treaties is not available;
- Uncertainty about your worldwide tax burden, and expensive, time-consuming conflicts with regulatory authorities;
- Damage to reputation and corporate brand if seen as a bad corporate citizen.
Transfer Pricing

How we can help you:

At INSIGHTS our transfer pricing professional’s help you build, manage, document, review and defend your transfer pricing policies and processes aligning them with your business strategy. Our talented people work with you to build the proactive, pragmatic and integrated strategies that address the tax risks of today’s businesses and help your business achieve its potential.

- Strategy and policy development
- Governance optimization and decision making process to help:
  - Reduce impact of year-end adjustments
  - Monitor transfer pricing footprint
  - Coordinate across organization
- Global or regional assistance to support transitions to new documentation requirements
- Controversy risk assessment, remediation or mitigation as a result of documentation requirements
- Global transfer pricing controversy and risk management

Transfer Pricing Services:

INSIGHTS Transfer Pricing Services practice helps companies develop and implement economically supportable transfer prices, document policies and outcomes and respond to tax challenges. We can help companies manage their transfer pricing issues through such services as:

Planning:
To assist in developing economically supportable transfer pricing policies and in executing forward-looking tax planning.

Implementation:
To provide insightful advice on developing and implementing policies, procedures, controls and systems for setting, monitoring, and testing intercompany transactions

Controversy:
To help resolve transfer-pricing disputes through various services, including assistance with advance pricing agreements, competent negotiations, arbitration, and litigation support

Compliance and Documentation:
To help manage risk within the current environment of detailed transfer pricing regulations, strict documentation requirements, sophisticated audit practices, and significant penalties for noncompliance with an objective point-of-view.
Our experienced team provides comprehensive tax services
As well as advices on compliance and structural considerations that prepare individuals and organizations for current and future tax compliance requirements.

We Specialize In Following Key Areas:

- Value Added Tax
- Tax Advisory Services
- Tax Filing Services
Value Added Tax

Value Added Tax (VAT) have been a feature of tax systems in over 150 countries all over the world, which has been implemented in GCC countries from January 2018. An inherent feature of the VAT is the self-assessment nature. Every business which will be VAT registered (or required to be VAT registered) must record, assess and report its VAT obligations and entitlements, in accordance with the law, to the tax authorities.

Early awareness and preparation for the potential implications and opportunities is paramount to ensure smooth transition and optimization of the costs for every organization which is subject to VAT.

By our Hands-on and Interactive Approach, we can assist our clients in:

- Implementation of VAT operating model, within your organization across Finance, Tax and Supply Chain functions.
- Preparation of periodic VAT returns for filing with the tax authorities (either monthly or quarterly).
- Training and Coaching Support, including VAT Theory, practical implication of VAT Transformation and Consolidation.
We work directly with our clients to develop client-specific tax planning strategies that align with specific personal and corporate goals. Our combined team of specialists will identify specific business issues, anticipate all impacted areas, and tailor solutions to fit client-specific context and business. Our tax professionals draw on their diverse perspectives and skills to give you a seamless service through all the challenges of tax planning, tax compliance, and maintaining effective relationships with the tax authorities.

**Tax Advisory Services**

- Timely and accurate filing of returns
- Assistance in resolving any client queries during the process
- To provide help with immediate compliance tasks to add long-term value to clients
- Identification of better planning and disclosure opportunities
- Simplification and standardization of processes and controls
- Monitor tax law changes to ensure client remains compliant with current requirements and are alerted promptly of material impacts which may require additional planning
Tax Filing Services

Tax filing procedure requires filling of tax return form subject to your relevant taxation authority. Our firm will help Corporations and Individual or small medium enterprises in verifying or reporting general deductions, tax reductions, property charge, property tax, income on capital, deductions and determining your taxable income.

Catering to your requirements, our expert accountants and advisors will support you for:

- Tax compliance obligations ensuring a consistent approach to reporting
- Optimizing tax records and payments
- Increasing efficiencies by reducing the time that you have to spend gathering data for tax filing
- Registration and incorporation of Individuals, AOPs and companies for income tax and sales tax purposes
Tax filing procedure requires filling of tax return form subject to your relevant taxation authority. Our firm will help Corporations and Individual or small medium enterprises in verifying or reporting general deductions.

**Tax Filing Services** (continued)

We assist our clients with our in depth service combining tax compliance and consulting services. Our services have a unique combination of skills, which we are able to advise:

- How compensation, income, investments, sales, tax refund forecasts and payroll will be treated in each location to avoid double taxation;
- How the timing of payments and reporting will impact you from a cash flow perspective;
- Specific aspects of your tax situation including general tax overview, share transactions, timing of payments/receipts of taxes etc.

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**VAT Return Filing**

Value Added Tax (VAT) is charged on the cost of the product, less any costs of materials already taxed, a taxpayer reflects the amount of VAT in taxpayer return which is to be submitted online or via agent to authorities on quarterly basis.

**Income Tax**

For **individuals**, income tax return is a declaration of one’s annual income and payment of taxes on that income to the relevant authorities.

For **corporations**, net profit is taxable as per the rules implemented in the jurisdiction. Corporations like partnerships, self-employed contractors and small businesses deduct their operating and capital expenses from their income which is then taxable.

**Withholding Tax**

A withholding tax is an income tax to be paid to the government by the payer of the income rather than by the recipient of the income. The amount withheld is adjusted from the income taxes the employee must pay during the year.
Internal Audit is more than just a source of providing assurance services, if done right, it brings value to your business. A strong, strategic Internal Audit framework integrates compliance, controls and sophisticated risk management with your mission, vision and stakeholder expectations. As such, it can help you shape a new governance and risk paradigm — anticipating issues, increasing your effectiveness, eliminating duplication and identifying areas of potential performance improvement.

With our strong capabilities we offer flexible, scalable and sophisticated solutions to address your unique needs which may include:

- Effectiveness of your risk assessment
- Freeing up resources in your Internal Audit group
- Compliance with various laws
- Value addition to your business
- Managing time and concentrating more towards your core business

We work with intellectual skepticism

We support our clients to accomplish their business objectives by bringing a systematic, disciplined approach to valuate and improve the effectiveness of risk management, internal controls and governance processes.

**Internal Audit Services**

In Internal Audit, We Specialize In Following Key Areas:

- Internal Control Outsourcing / Co-Sourcing
- Internal Control Manual Development
- Internal Control Implementation
- Strategic Performance Reviews
- Gap Analysis
- Accounting Manuals Development
- Inventory and Fixed Assets Verification Assignments
- Pre-Audit Assignments

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SOPs detail the regularly recurring work processes that are to be conducted or followed within an organization. The development and use of SOPs minimize variation and promotes quality through consistent implementation of a process or procedure within the organization, even if there are temporary or permanent personnel changes. SOPs can indicate compliance with organizational and governmental requirements and can be used as a part of a personnel training program, since they should provide detailed work instructions.

SOPs are implemented in different departments of the organization including finance, inventory and warehouse, procurement, sales and marketing, treasury and human resource.

Other SOPs in which we specialize include KPIs and balanced scorecards development.

**KPI**

Key performance indicators (KPI) are a set of quantifiable measures that a company uses to gauge its performance over time. These metrics are used to determine a company’s progress in achieving its strategic and operational goals, and also to compare a company’s finances and performance against other businesses within its industry.

**Balanced score cards**

A balanced scorecard is a performance metric used in strategic management to identify and improve various internal functions of a business and their resulting external outcomes. It is used to measure and provide feedback to organizations. Data collection is crucial to providing quantitative results, as the information gathered is interpreted by managers and executives, and used to make better decisions for the organization.
Accounting Advisory Services

Our key Service Areas in Accounting Advisory are:

- Improving the Efficiency and Quality of Financial Reporting
- Improving the Financial Reporting Process
- Converting to International Financial Reporting Standards (IFRS)

Today there is a sheer need to abide by the local and international accounting standards not only just to keep our reporting lines in compliance with various reporting frameworks but also to ensure prevalence of true and fair view at all times.

Our accounting services help you generate your data/information to depict a true and fair view of your business whilst eradicating any inconsistency/duplication and providing an IFRS compliant structure which works in an efficient manner, making your financial reporting process relatable and specific to match your business needs.
We are passionate about getting the best financial solutions

We provide Financial Advisory Services backed by years of experience and established analytical expertise. Our trusted team of valuation experts, with real-world management and consulting backgrounds, provide advice that can help advance your vision.

Financial Advisory Services

Our Key Service Areas In Financial Advisory Are:

- Pre-Feasibility Studies
- Feasibility Studies
- Financial Modeling
- Development Advisory
- Investment Advisory
- Highest and Best Use Studies

Pre-Feasibility Studies

Preliminary feasibility analysis involves the metric and data specific studies of macro business environment along with the specific projects. In order to cater the imprecise investment ideology of our clients, we provide comprehensive examination of business opportunities through our preliminary economic assessments, scoping studies and financial projections based on prevailing industry standards. Our such contributions allow our prospective clients a clear and distinct view of their investment philosophy and an opportunity to filter out best available options for further appraisals.
Our key Service Areas in Accounting Advisory are:

Feasibility Studies

Feasibility study is the most professional method to analyze and determine whether a new venture will be practical with investors in a particular demographics and marketplace. With an integrated team of strategy consultants, financial and market analysts, we are exclusively positioned to drive every aspect of feasibility studies. Our feasibility analysis provides vital support in selecting the most viable investment opportunities.

The Feasibility Studies, besides providing a basis for an investment decision, will serve the following purposes:

- Structure and speed up negotiations with joint-venture partners.
- Obtain the required Government Licenses, Incentives, Subsidies, etc.
- Function as a ‘Selling Document’ for investors.
- Help implement the project.
- Serve as a First Operational Business Plan.

Financial Modeling

We assist clients with developing complex and sophisticated financial models for raising capital and assessing new business opportunities, as well as for other internal and/or strategic purposes. We also help our client in developing long term financial projection and business plans.
Financial Advisory Services (continued)

Our key Service Areas in Accounting Advisory are:

Development Advisory

We have a panel of real estate advisors to cater all the requirements of local and international developers. For developers who have acquired land and made preliminary designs, our development recommendation service offers both essential independent validation of the development viability and concept whilst also providing the due diligence that supports the developer in the process of negotiating development finance to convert plans into reality.

Highest and Best Use Studies

Highest and Best Use Study assists our client in determining the reasonably probable and legal use of property, that is physically possible, appropriately supported, financially feasible and that results in the highest value.

Our Highest and Best Use Analysis provides clear, research backed development options covering development massing, property uses, market positioning and optimal strategy. Supporting the work of master planners and architects, our Highest and Best Use Analysis assists developers in converting open land to the master planned developments of tomorrow.
Financial Advisory Services (continued)

Our key Service Areas in Accounting Advisory are:

Investment Advisory

We believe that investment research is essential for delivering better outcomes to our clients. It’s our job to accumulate and interpret facts to reach sound investment conclusions and expert investment advice.

Our investment studies mainly support the local and international investors to evaluate the investment opportunities in different sectors through rigorous financial analysis and by keeping in mind the market conditions.
We provide the timeliest highest-quality information

Our market research studies are purely based on field visits done by qualified and trained staff. The analysis provided

Market Research Advisory

Timely and informed research & analysis is a prerequisite to successful decision making. At INSIGHTS, our wide market coverage, and inventive analysis are backed by the market knowledge and experience. We provide the timeliest, highest-quality information and analysis to help our clients to optimize their development and investment decisions.

Our market research studies are purely based on field visits done by qualified and trained staff. The analysis provided by market research is clear reflection of the market conditions at any given time.
We can assist our clients in:

- Managing bookkeeping and accounts off-site, where we do it all for you. To maintain your financial position hassle-free, using our resources in a timely fashion.
- We offer packages / options available to you on ad-hoc need basis that suits most companies up to their needs with full services offered on fixed fee.
- Our accounting services are therefore helpful in managing array of different businesses. As we specialize in certain sectors, we are abreast with the latest tax laws and have a solid understanding of which bookkeeping techniques and tools are best for your business.

With our robust capabilities, we provide versatile and scalable bookkeeping solutions to handle your distinct financial needs, including:

**BookKeeping Activities**

Our Bookkeeping services will include the following activities:

- Managing Sales Invoices
- Posting and allocation of payments and receipts to the ledger
- Payments and adjustments
- Maintenance of fixed asset register
- Month-end routine transactions
- Managing your cashflow, income, expenses and payments (tax, bills and others)
- Easily organize and manage your stock
- Track costs by project, location or budget

Bookkeeping is more than just keeping records of the financial affairs of a business

Keeping good records is an important part for running successful business, which helps in taking better decisions and make improvements in cashflows and profitability of a business.
Bookkeeping Services

Preparation of Financial Statements

Financial Statements will be prepared in accordance with the requirements of IFRSs (International Financial Reporting Standards) / GAAPs (Generally Acceptable Accounting Principles) / any other relevant financial reporting framework prevailing in that particular country.

Reporting Packs

Insights also offer Reporting Packs (customized), which are tailored in accordance with the management needs, which may include:

- Stocks Reports
- Sales Reports
- Expense Reports
- Gross Profit Analysis
- Ratio Analysis
- Variance Analysis

and more...
Specialized services are oriented to benefit organizations in term of cost economy, operational efficiencies and better control upon business. Relying on our periodic external assurance report on specific areas entities can optimize annual auditing cost. The list of main subject matters upon which we can provide these specialized services are as follows:

**We Offer Following Services:**

- **Outsourcing and Other Specialized Business Services**
- **Training**
- **HR Consultancy**
Outsourcing & Other Specialized Business Services

Outsourcing

We provide outsourcing solutions, with the aim of reducing operational costs for the clients while preserving, protecting and enhancing the core business strategies and values of our clients.

We provide the following outsourcing facilities:

- Financial and Accounting Outsourcing (FAO)
- Human Resource Outsourcing (HRO)
- Business Process Outsourcing (BPO)
Outsourcing & Other Specialized Business Services (continued)

Other Specialized Business Services

Working Capital Cycle Management

- Systematic collection and recovery from trade debtors.
- Calculation of Bad Debt and provisional balances.
- Optimization of cycle through financing the payment from receipts under Matching Concept.
- Periodic follow up with trade debtors, trade creditors and Company’s bank.
A training and professional development program brings all employees to a higher level so that they all have the requisite skills and knowledge to perform their job responsibilities.

Keeping in view the fact that our staff is the key driver of our business, training becomes essential for their personal grooming and overall productivity of business.

Our target areas would be ensuring knowledge transfer, managing momentum and commitment, timely completion and dealing with evolving regulations and standards. In order to address your challenges, we have customized our approach to your needs and handpicked a team that has significant hands-on experience.

We seek to train managers, leaders and professionals who come to enhance core skills and to stay ahead of evolving trends through our extensive training and business seminars. Our trainings are in areas of business management and workforce development.
Training

We work with public and private sector organizations to develop successful leaders and effective organizations through training and professional development programs.

Always highly interactive and engaging, our training is dedicated to delivering practical skills that result in real and lasting improvement. Our trainers are well skilled on international best practices with a genuine understanding of local conditions and challenges.

Through trainings, our approach is to build an effective response to your challenges and needs. Accordingly, we propose training sessions covering the following aspects:

- Trainings conducted in a lively, friendly, approachable manner; and shall supplement theoretical points with examples;
- Modified approach and methodology based on the needs of the courses delivered;
- Trainings will be illustrations guided containing both theoretical and practical material;
- Trainings will examine application and impact of the processes and procedures learned during trainings, when applied on real work situations;
- Trainers will ensure that the expectations of the attendees are clarified and matched with the objectives of the course.
HR Consultancy

Organizations require to recruit, nurture and retain right kind of talent ensuring organizations' success. We offer pragmatic solutions to complex HR challenges tailored to clients’ businesses. Our services are designed to make a difference to human resource management through our customised methodologies.

HR Consulting Services

1. Policies Development

We help clients develop and streamline the HR policies of their organisation. These include hiring, disciplinary conduct, remuneration, firing, workplace aggression etc. We consult clients throughout the process of policy development, implementation and evaluation.

2. HR Statutory Compliances

We help clients ensure compliance with statutory regulations such as labor laws. We assist in the maintenance of registers and offer companies advisory services on statutory compliances and associated tasks.

3. Recruitment

Our recruitment services covers from sourcing and hiring to the induction of staff. We get our client the right talent for designations at all levels; from entry level trainees to executive personnel.

4. Performance Management Systems

We help our clients in optimizing the productivity of their workforce via defining employee goals/targets and KPIs which results freeing up more time for the management to work towards the strategic goals of the company.
Leadership

We value people with intelligence, energy, passion and a commitment to excellence

Our human resource strategy is to develop and deploy best capabilities in each of the service areas. We encourage diversity of views in our staff, cross fertilization through inter divisional postings and continuous professional development to help our clients and people excel.
**Leadership**

**Muhammad Shahid Nazir**  
Partner - Corporate Finance & Deal Advisory  
ACA, ACMA, CGMA

**Profile**
Shahid has over 12 years of diversified experience in the field of Financial Advisory, Corporate Finance and Audit & Assurance in both public and private sector.  
He has worked with KPMG for 5 years and has served both local and international clients in Real Estate, Manufacturing, FMCG, Oil and Gas, Financial, Public, Healthcare and Telecom sectors.

**Experience**
Strategy formulation, evaluating of long term investment proposals, valuation of companies for acquisition purposes and project financing.

Involved in Financial feasibilities of multibillion dollar mega projects (primarily of Five Star Hotels, Residential Compounds, Commercial Towers, Shopping Malls, Recreational Resorts and various strategic real estate investments) & financial data analysis for investment indicators and sensitivity analysis.

Business planning & forecasting and financial testing of different strategic options including models for joint arrangements.

Design and Implementation of KPIs for finance and related departments.

Development of ad-hoc financial metrics analysis and operational efficiency analyses.

**IFRS and VAT Experience**
Shahid brings a unique blend of International Financial Reporting Standards and International Standards of Auditing and he has experience of over a decade in applying this in practice. His expertise ranges from the areas of accounting standards including IFRS, forensic audits, business valuations, corporate finance, public issues, business consulting, quality assurance reviews and reviews of Accounting processes and compliance with International standards / IFRS and operational reviews for major business projects.

Shahid has full expertise of advising businesses on VAT implementation readiness in the Middle East. This includes assisting clients in understanding VAT requirements and compliance obligations and advising on mapping of transactions and identification of correct tax treatment under envisaged VAT system.
Leadership

Khawaja Soha Butt
Partner - Financial Advisory
ICAP Affiliate, CICA

Profile

Soha has over 14 years of diversified experience in the fields of Auditing, Accounts & Finance and Advisory.
He specializes in traditional finance areas (accounting, financial planning and analysis) as well as strategic planning and global real estate.
He has worked with KPMG for a period of 10 years in Audit and Assurance department where he honed his management skills by proficiently discharging his duties at various statutory audits, consultancy and Internal Audit assignments.

Experience

Business development strategies formulation and developing negotiation strategies while examining specific risks, potentials and needs of the clients.
Financial modeling and analysis (primarily of Five Star Hotels, Commercial Towers, Shopping Malls and various strategic real estate investments).
Prepared Highest and Best Use studies, Development Recommendations and Feasibility studies.
Computer-aided presentations of financial alternatives and proposals for new business, as well as presenting advice and recommendations as part of an assignment team.
Handled group reporting of multinationals and large scale public companies.
Involved in the process of group taxation strategies formulation and structuring.
Conducted business reviews to ensure satisfaction level of business partners and catered concerns raised by them.

IFRS and VAT Experience

Soha brings a good combination of International Financial Reporting Standards, International Standards of Auditing, Taxation and has experience of over a decade.

He has a deep understanding and practical experience of handling complex group structures with respect to consolidation under IFRS and Taxation under International and local regulations.

With the strong technical background, Soha is eager to advising businesses on VAT implementation readiness in the Middle East to develop understanding of clients in VAT requirements and compliance obligations.
**Leadership**

**Hafiz Muhammad Almas Khan**  
Partner - Tax Advisory  
CAF, Economics Graduate

**Profile**

Comes with over 8 years of manifold experience in public and private sectors, Hafiz specializes advising clients in the field of Risk Advisory, Risk Management, Financial Advisory, Corporate Compliances and Taxation in different sectors of economy including Manufacturing, Construction, Real Estate, Oil & Gas and Retail.

**Experience**

Management of day to day matters of companies and business tax planning.

Reviewing and providing guidance in preparation and filing of tax returns as per tax regulations.

Other statutory compliances in accordance with the relevant tax laws.

To deposit the taxes into Government Treasury within due date as per prescribed format of Tax Laws through online system in different Tax Heads.

Developed complex and sophisticated financial models and performed financial analyses.

Managed statutory audits and international reporting of various multinational and public companies.

**IFRS and VAT Experience**

Almas brings extensive experience of Financial Reporting and Taxation. He took the ownership of the planning process including management of the budget, operating plan and quarterly forecasts of various companies.

His expertise encompasses financial audits, corporate finance, taxes and review of compliances with international as well as local standards and regulations.
Saad Mehboob Qureshi
Asst. Manager Advisory
ACA

Profile
Saad is a highly passionate, meticulous, responsible and challenging Chartered Accountant having 3.5 years’ experience across broad industry sectors in Statutory Audit & Assurance, Review Engagements and provision of non-assurance services. Creative, result-oriented and performance-driven Finance and Accountancy Expert having advanced analytical and accounting expertise. He possess outstanding written and verbal communication, critical thinking, organizing and problem solving skills.

Experience
Preparation and finalization of Financial Statements in accordance with IFRSs and applicable statutory regulations and requirements. Saad performed various statutory audits and special assignments in both private (majority listed companies) and public sector. Successfully performed planning, execution and finalization at all the engagements. His expertise are mainly in the following areas: Regulatory compliance of taxation and corporate laws, budgeting and projections, cash flow forecasts, Cash flow forecasts, Ratio Analysis, Internal and External Audits. Conducting detailed testing of internal controls. Resolving technical and accounting issues raised during the audit and evaluating judgments made by the client. His expertise are mainly working in diversified sectors like manufacturing, textile, financial, construction, energy, sports, government, education, trust and real estate.

IFRS and VAT Experience
Saad has expertise of advising businesses on taxation and corporate matters. This includes assisting clients in understanding of the ITO of 2001 applicable in Pakistan. Review of compliance with applicable laws and regulations including but not limited to Corporate Laws, Income and Sales Tax Laws, and the Code of Corporate Governance. He has reviewed & prepared complete sets of Financial Statements in compliance with IFRSs, Companies Ordinance, 1984 and applicable local laws. Developed and implemented annual audit plans using appropriate risk-based methodology, including risks identified and controls evaluated at controls validation stage for major industry players.
We deliver client oriented consultancy services

Our Clientele
We deliver client oriented consultancy services

Our Clientele (continued)
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Thank You!