



SARMAD ALI & CO.
CHARTERED ACCOUNTANTS



FIRM'S PROFILE



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FIRM OVERVIEW

About Us

Sarmad Ali & Co. is a distinguished chartered accountant firm based in Islamabad/Rawalpindi, Pakistan. We specialize in audit and assurance services, taxation, advisory, financial modeling, and a comprehensive range of essential services provided by leading chartered accountant firms. With our team of highly skilled professionals, we are dedicated to delivering personalized support and guidance tailored to meet the specific needs of businesses, entrepreneurs, and individuals. Our commitment to excellence ensures that we provide accurate insights and effective solutions to help our clients achieve their financial and business objectives.

OUR PROCESS

Mission

Our mission is to offer top-notch, all-encompassing business services to businesses, entrepreneurs, and individuals. We strive to help enterprises navigate through complex situations in rapidly evolving environments by empowering them with informed decision-making capabilities. Our primary objective is to provide timely, efficient, and innovative services through a cohesive team of professionals dedicated to serving the best interests of our clients.

Vision

our vision is to be the vanguard of transformative financial solutions, where innovation and expertise converge to shape a future where possibilities are limitless and achievements are extraordinary.

Values

At the heart of our business, we uphold a set of core values that guide our interactions with clients, team members, which include ;

- Professional competence and due care
 - Integrity
 - Objectivity
 - Confidentiality
 - Professional behavior



OUR TEAM

Sarmad Ali

Managing Partner

Sarmad Ali is a distinguished Chartered Accountant who qualified within his Articles and a member of the Institute of Chartered Accountants of Pakistan (ICAP) with over 5 years of experience in auditing, taxation services, and financial management. As the managing partner at Sarmad Ali & Co. Chartered Accountants, he plays a pivotal role in steering the firm toward success. With his strong foundation built during articleship and expertise in various ERP systems, Sarmad has consistently delivered strategic financial solutions to enhance operational efficiency and support business growth. His commitment to excellence and client-focused approach makes him a trusted advisor in achieving financial and regulatory objectives.





Waseem Abbas

Partner

Waseem Abbas, (CA Finalist) a highly skilled individual, specializes in delivering comprehensive corporate, audit, accounting and taxation services. With a strong focus on strategic guidance and tailored solutions, Waseem assists clients in navigating complex corporate challenges and identifying growth opportunities. His deep expertise in corporate services, including regulatory compliance, company restructuring, and financial planning, has been instrumental in driving success for a diverse range of clients. As a trusted advisor, Waseem Abbas ensures that businesses receive precise, high-quality guidance to achieve their strategic and operational objectives with confidence and efficiency.

Usman Yousafzai

Partner

Usman Yousafzai (CA Finalist) is an experienced professional specializing in accounting, bookkeeping, and audit services. With a strong foundation in financial management and regulatory compliance, he has assisted businesses in maintaining accurate financial records, preparing detailed financial statements, and ensuring compliance with auditing standards. Usman's expertise extends to conducting audits, implementing efficient bookkeeping systems, and identifying areas for operational improvement. His dedication to accuracy and thoroughness makes him a trusted advisor for businesses seeking reliable financial and audit support.



Sheraz Hassan

Director

Sheraz Hassan is an accomplished professional specializing in tax and corporate services. With in-depth knowledge of tax regulations and corporate compliance, Sheraz has successfully guided businesses through complex tax planning, regulatory filings, and corporate structuring. His expertise includes managing tax audits, resolving disputes with authorities, and advising on strategic corporate matters to ensure seamless operations. Sheraz's client-focused approach and commitment to delivering precise solutions make him a reliable partner for businesses aiming to optimize their tax strategies and strengthen corporate governance.

Wasim Aslam

Legal Advisor

Wasim Aslam is an experienced lawyer and legal advisor specializing in corporate law and regulatory compliance. With extensive expertise in drafting contracts, resolving legal disputes, and providing strategic legal counsel, Wasim has been instrumental in safeguarding businesses' legal interests. His services include advising on corporate governance, negotiating agreements, and ensuring compliance with local and international regulations. Wasim's analytical skills and client-centric approach make him a trusted advisor for businesses seeking robust legal solutions and effective representation.

BUSINESS OVERVIEW

Our Services

When you choose our firm for your audit, assurance, and taxation needs, we understand the unique significance of your business requirements and challenges. Our dedicated team of professionals, including experienced auditors and tax experts, is committed to conducting thorough assessments and ensuring regulatory compliance. We approach our work with a focus on collaboration and partnership, aiming to uncover any potential areas for improvement and provide valuable insights for your business. By working closely with you, we aim to help you enhance your financial processes and make informed decisions. Our unwavering dedication lies in upholding the highest ethical standards and maintaining integrity throughout the audit and assurance process. By partnering with us, you gain a trusted ally who will diligently review your financial records, offer constructive feedback, and provide guidance to support your business growth and compliance goals.



Our Services Include :

Audit and Assurance

Direct and Indirect Tax

Accounting and Bookkeeping

Financial Management Consulting

Business Advisory and Consulting

Corporate & Legal Guide

ERP Services

Outsourcing solutions



AUDIT AND ASSURANCE

At our audit firm, our primary objective is to enhance your financial reporting and ensure the effectiveness and efficiency of your financial and management systems. We diligently develop a tailored audit methodology, carefully crafted to accommodate the unique characteristics and scale of your business. Leveraging our extensive industry knowledge and experience, we bring added value to the meticulous examination of your business. Furthermore, our comprehensive understanding of local regulations, legislation, and International Financial Reporting Standards (IFRSs) equips us to assist you with the intricacies of financial reporting, strengthening your business's compliance and transparency.

Our Audit and Assurance services include the following:

- Statutory audit of Financial Statements
- Assistance with the preparation of financial statements and consolidated financial statements in accordance with International Financial Reporting Standards (IFRSs)
- Internal control reviews and design
- Internal audit
- Special Audit and Due Diligence Reports

Whether it is a statutory obligation or you are looking for efficiencies in your organization's systems with internal auditing,

DIRECT AND INDIRECT TAX

Dedicated to delivering excellence, our firm offers comprehensive Direct and Indirect Tax services tailored to meet the unique needs of our esteemed clients, including corporate entities and individuals. With precision and meticulous attention to detail, we specialize in identifying pivotal tax planning opportunities, crafting personalized strategies, and effectively managing tax liabilities and obligations. As vigilant observers of the ever-evolving Income Tax and Sales Tax legislation, we ensure our clients are well-informed and positioned to capitalize on the latest developments. By proactively seizing direct and indirect tax opportunities, we empower our valued clients to achieve optimal outcomes and drive their continued success.

We provide our clients an innovative tax service for their sophisticated and complex transactions.

Our Direct and Indirect Tax services include the following:

- Tax planning services for companies and individuals
- Preparation and submission of Tax Returns for companies and individuals
- Preparation and submission of Wealth Statements
- Negotiation of Tax Cases with the Tax Authorities
- Tax Exemptions Certificates
- Payment of Taxes
- Preparation and filing of Sales Tax returns
- POS integration services for retailers



ACCOUNTING AND BOOKKEEPING

Our objective is to empower you to focus on core operations while we provide comprehensive accounting services. With valuable insights and tools, we help you monitor and evaluate daily performance and financial position. Entrusting us with your accounting needs ensures peace of mind and enables strategic decision-making for sustainable growth.

Our Accounting and Bookkeeping services include the following:

- Maintaining accurate books and records using computerized accounting systems.
- Processing and analyzing financial information.
- Conducting monthly bank and creditor reconciliations.
- Preparing management reports, including budgets, cash flow forecasts, and variance analyses.
- Facilitating audits by addressing year-end queries and updating accounts with audit adjustments.
- Preparing debtor and creditor statements, including aging analysis.
- Preparing unaudited financial statements for banks.
- Managing fixed assets, including asset registers, valuations, and physical counts.
- Maintaining and monitoring debtor control accounts.
- Providing expert advice on selecting appropriate accounting systems.
- Streamlining accounting departments through digital transformation and automation.

FINANCIAL MANAGEMENT CONSULTING

We provide comprehensive management services to help businesses tackle complex challenges. Our expertise spans areas like business strategy, marketing, finance, HR development, and project financing. We offer tailored solutions to optimize performance, drive growth, and help organizations navigate today's business landscape with confidence.

Our firm will assist you in the following areas:

- Strategic business planning.
- Risk assessment and management for businesses.
- Developing profit and performance management strategies.
- Valuation and appraisal of assets and businesses.
- Strategic financial planning and management.

We will help you keep track of the performance and position of your business on a daily basis

Empowering businesses to navigate the complexities of financial management with precision and foresight, unlocking their true potential for growth and prosperity.

BUSINESS ADVISORY AND CONSULTING

We are fueled by an unwavering dedication to our clients' business success. In today's ever-changing and fiercely competitive business arena, adaptability becomes the catalyst for growth. By equipping our clients with innovative tools and strategies, we empower them to not only survive but flourish in this dynamic landscape. Our comprehensive business management and consulting services instill confidence, enabling our clients to overcome challenges, achieve remarkable growth, and emerge triumphant in the game of business.

Our Business Advisory and Consulting services include the following:

- Financial modeling.
- Preparing due diligence reports.
- Mergers and acquisitions support.
- Restructuring of companies.
- Company valuations.
- Conducting investigations.
- Investment appraisals.
- Reviewing internal audit systems.
- Human resource services and management.
- Forensic audits.
- Grants and incentives support.
- Computerization of the accounting department.
- Advising on the selection of accounting systems.



We're committed to ensuring that business owners with a thirst for continuous improvement achieve their highest and best use

CORPORATE & LEGAL GUIDE

At our firm, we provide comprehensive solutions to meet the diverse corporate and administrative needs of businesses. With our specialized team's in-depth knowledge of SECP matters, we offer accurate guidance and support in fulfilling legal obligations. By entrusting these tasks to us, clients gain increased productivity, streamlined operations, and the freedom to focus on their business's growth. Additionally, our firm excels in providing exceptional legal guidance, encompassing litigation, corporate affairs, and other crucial legal aspects. Drawing on our expertise and strategic mindset, we deliver customized solutions that ensure compliance and drive favorable outcomes, meeting our clients' unique needs with precision and success.

Unlocking your business's potential through streamlined corporate, compliance, and administrative services, we give you the freedom to soar above administrative burdens and focus on propelling your success."

Some of the relevant services we provide are as follows

- Corporate legal advisory
- Preparation and filing of Annual Returns and other records
- Assistance for the registration of NGOs
- Formation of companies and other business entities
- Registration of trademark
- Assistance with opening and operating bank accounts
- Negotiating on behalf of clients
- Obtaining licenses from Government Authorities
- Regulatory compliance
- Tax litigation and dispute resolution
- Intellectual property protection
- Filing corporate changes and issuing certificates with the Registrar of Companies Department





ERP SERVICES

At our firm, we are proud to offer comprehensive ERP services to our clients. Currently, we specialize in providing services in Odoo, a powerful and versatile ERP system. Our team of experienced professionals works closely with clients to understand their unique business requirements and tailor the Odoo platform to their specific needs.

With our Odoo ERP services, businesses can streamline their operations, integrate key processes, and gain real-time visibility into their financials, inventory, sales, and more. We assist in system implementation, data migration, customization, and training to ensure a smooth transition and optimal utilization of the Odoo platform.

As we continue to grow and expand, our vision is to broaden our ERP services portfolio to include other leading ERP systems, enabling us to cater to a wider range of business needs. Our commitment to staying at the forefront of technology ensures that our clients receive the best-in-class ERP solutions that drive efficiency, productivity, and growth.

OUTSOURCED SOLUTIONS

By offering exceptional outsourced services, our firm partners with clients to provide a wide array of customized solutions that cater to their specific needs. With a focus on efficiency and expertise, we seamlessly integrate our services into their operations, becoming a valuable extension of their team. By entrusting us with critical functions, clients can concentrate on their core competencies, while benefitting from our specialized support and knowledge.

Our outsourced services include the following:

- Accounting and Bookkeeping Services
- Financial Reporting and Analysis
- Accounts Payable and Receivable Management
- Cash Flow Management and Forecasting
- Budgeting and Financial Planning
- Business Process Optimization
- Risk Management and Internal Controls
- Strategic Financial Consulting
- Payroll Processing and Management
- Regulatory Compliance and Reporting



Unlocking efficiency through tailored outsourced solutions, we empower businesses to focus on what they do best while we handle the rest

CONTACT US

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