



---

W E L C O M E T O

# Parker Russell Pakistan



**Parker Russell - A.J.S.** | Realise Your Potential  
Chartered Accountants



Parker Russell International is a UK based world wide association of progressive and respected accountancy and business advisory firms. Each Parker Russell member firm offers a broad range of services including the traditional practices of assurance, accountancy, tax and financial advisory services, as well as sector specialists.

We are the Pakistan member of the international network, Parker Russell International. Through our membership of Parker Russell International we are able to draw upon our internationally recognized sector specialists and service line experts in nearly 70 countries. We have a customer focused approach and endeavor to consistently deliver top of the line services in all the areas which are of interest to our customers. Through our four integrated service lines — Financial Advisory, Assurance, Business Taxation and Outsourcing and our deep sector knowledge, we help our clients to capitalize on new opportunities and assess and manage risk to deliver responsible growth for all stakeholders.

Our core belief is that society prospers when growth is sustainable and inclusive. We continuously strive to better ourselves by investing in our people. We are proud that we are doing our part in creating positive change for all stakeholders.



# Contents

**01** Introducing Parker Russell-A.J.S

**02** Services We Offer

**03** Industries We Support

**04** Our Clients

**05** Contact Us



**Parker Russell - A.J.S.** | Realise Your Potential  
Chartered Accountants



<https://parkerrussellajs.com.pk/>

**03**



# 01

## Introducing Parker Russell- A.J.S



**Parker Russell - A.J.S.** | Realise Your Potential  
Chartered Accountants



<https://parkerrussellajs.com.pk/>

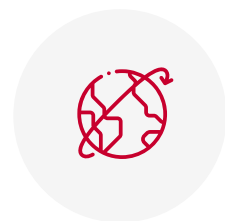
**04**

# Who We Are

## Providing a broad spectrum of services around the globe

We're an international premier network of independent audit, tax and advisory firms functioning throughout the globe. We are present in 53 countries have more than 100 offices and over 2000 qualified auditors, accountants and advisors worldwide.

We have helped organizations realize their tactical drives and realize their ambitions. Whether you're looking to finance growth, manage risk and regulation, optimize your operations or realize stakeholder value, we can help you. The Parker Russell approach has to be experienced to appreciate how we differ from traditional firms.



# 53

countries



# 100

Offices



# 2000

qualified auditors, accountants  
and advisors worldwide



**Parker Russell - A.J.S.** | Realise Your Potential  
Chartered Accountants



<https://parkerrussellajs.com.pk/>

05

# The Parker Russell Network

The Parker Russell Network consists of firms which are separate legal entities. The firms that make up the network are committed to working together to provide quality service offerings for clients throughout the world. Firms in the Parker Russell network are members in, or have other connections to, Parker Russell International Limited (PRIL), an English private company limited by guarantee.

PRIL does not practise accountancy or provide services to clients. Rather its purpose is to act as a coordinating entity for member firms in the Parker Russell network. Focusing on key areas such as strategy, brand, and risk and quality, the Network Leadership Team and Board of PRIL develop and implement policies and initiatives to achieve a common and coordinated approach among individual firms where appropriate. Member firms of PRIL can use the Parker Russell name and draw on the resources and methodologies of the Parker Russell network.

Parker Russell has been a proud member of the Parker Russell network since 2009 with offices in Karachi, Lahore, Islamabad and Faisalabad.



# Our Presence In Pakistan

In Pakistan we have been in operations since 2007, we have 5 offices in 4 cities, with 10 partners and over 150 registered trainees and other support staff. We have over 200 clients [assurance, tax and advisory combined] consisting of listed, public sector and private limited companies from all major sectors.



On panel B of  
State Bank of Pakistan



Registered with  
Audit Oversight Board



QCR approved



Presence in  
4 cities



10 partners



150+ registered  
trainees



**Parker Russell - A.J.S.** | Realise Your Potential  
Chartered Accountants



<https://parkerrussellajs.com.pk/>

07



# Corporate Social Responsibility

## Doing good for others

At Parker Russell, we believe in doing good for others and making a positive contribution to society. As part of our work ethics we believe in assisting charities and ensuring a work and home life balance for our employees. We operate as a responsible member of society, one that is always looking out for the environment around us. We abide by this philosophy and this is instilled in our employees to turn them into responsible citizens.





## Partnerships



We like to think of our relationship with our clients as a partnership and as a chance to develop a long-lasting association. This is reflected in our approach towards every engagement. We listen carefully to our client's issues, challenges and goals and provide guidance that takes into account the overall position of the business.

## Value



Value for money is the most important consideration for every client. This is why we ensure that our services reflect this to our clients and our senior management team is always available for consultation. We ensure that we continuously provide inhouse training to our staff and pass on advice and knowledge that will be of use to our customers.

## Being Productive



We take a productive and proactive approach towards since we believe that actions speak louder than words. We are proud to say that our clients have commented that we deliver an efficient service and transactions proceed seamlessly because we ensure that a senior team member is always on-hand to oversee things.

## Our Culture



Parker Russell was formed to create a business built on trust and services that clients could count on. We want to be known as a firm that provided excellent knowledge, skills and advice to those we work for. That philosophy and goal still applies today. We have created a culture where people who value excellence can thrive and work within a team of hardworking, skillful individuals. We share our knowledge and experience, which means our clients receive exceptional value and high standards.

## Our Philosophy



We aim to provide a wide range of financial-related and assurance services from professionals who are skilled, knowledgeable and act with complete integrity. Whether we are working with a small start-up or a large global corporation, we know how important it is to foster a culture of understanding, adaptability and flexibility.



# Our Vision

Our vision is to be one of the leading chartered accountancy firm in Pakistan. We will achieve this by hiring knowledgeable, skilled employees and developing them through training, as well as providing a superior quality, consistent service our clients can count on.



## Support And Respect Others

Team members at Parker Russell understand we are stronger as a group. That's why we continue to help our colleagues by sharing our time and knowledge. We operate as a diverse, inclusive business that welcomes people based on their skills and merit.



## Act With Honesty And Integrity

We believe in operating a transparent business, one that is open and honest with staff and clients. We promote the importance of doing the right thing at all times.



## Pursue Excellence

At Parker Russell we endeavor to achieve excellence in everything we do. This applies to our training and support of staff members through to the service provided to clients.



# 02

## Services We Offer



**Parker Russell - A.J.S.** | Realise Your Potential  
Chartered Accountants



<https://parkerrussellajs.com.pk/>

11



# Assurance

## The lifeline for any business which understand its value

Our Assurance team is extremely dynamic and highly adaptive and responsive to the ever-changing requirements which are arising due to the everchanging impact of IT on the modern business environment.

Digital transformation, competition and the need to enhance trust in capital markets all mean that the audit landscape is being reshaped faster than ever before. Leading businesses are addressing these issues head on, investing in new technologies and business models to address today's challenges, while knowing that the next industry change could be just around the corner.

The nature of the audit and financial reporting continues to evolve alongside this. Audits have become more complex and professional skepticism and judgments are increasingly important thereby putting more pressure on audit firms and the organizations.

Our teams are therefore multidimensional and agile, combining traditional competencies, professional skepticism and teaming, with experience and knowledge in new areas such as analytics automation. We believe that, by working hand in hand with the clients, we are ideally placed to bring the best of their skills and teamwork to every engagement. We therefore deliver a consistent risk-based audit to ensure that the client requirements are catered to.



# Business Taxation

## A tax efficient structure is the key

Taxation, a concept which is gaining more and more prominence, as companies expand locally and internationally. With the increasing focus on good governance and regulatory requirements, tax noncompliance will become not only a financial risk but a business risk.

To remain competitive, companies are increasingly turning their focus to their core efficiencies which create value / enhance revenue streams and should ideally hand over ancillary matters to experts of their fields.

Tax for us is a cost head which needs to be planned, managed and an optimum structure needs to be put in place.

This is our mantra and our approach is based on this philosophy. We provide the full range of compliance and advisory services that you would expect and more including representations of our clients before the various regulatory authorities. We have some of the brightest tax minds in our firm and our proud to say that with us handling your tax affairs you can sleep in peace.





# Outsourcing

## An essential service in today's business environment

Most businesses routinely spend countless hours and a substantial portion of their overheads in managing their internal finance and accounting functions. The consequence is that these companies are distracted from their core operations. We have the concept of countless meetings but more and more meetings are now focused on the operational aspects and not the strategic aspects of the companies.

To help businesses re-engage with their core functions and liberate time for other important activities, many of the finance and accounting processes can be outsourced.

Parker Russell will assist the Clients in the following three core areas:

**1**

**Internal  
Audit**

**2**

**Payroll  
Services**

**3**

**Bookkeeping  
Services**



**Parker Russell - A.J.S.** | Realise Your Potential  
Chartered Accountants



<https://parkerrussellajs.com.pk/>

**14**



# Private Equity

## Shall I seek Private Equity funding

Private equity, VC funding, angel investing was an informal source of funding utilized by entrepreneurs who found wealthy individuals to back their projects. This informal method of financing became an industry in the late 1970s and early 1980s when a number of private equity firms were founded. As is expected regulations came into play to oversee such entities especially once they wanted to tap the capital markets.

It is a much faster and cheaper process for entities which are too small to qualify for traditional acquisition financing and have yet not reached the stage where they can tap the capital market. It has therefore become the ideal investment route for smaller entities seeking to start up, expand and even buy into a business or contemplate a management buyout.

We can advise you on the process of seeking appropriate private equity – whether this is from wealthy individuals (business angels) or from private equity houses. Our links with a range of professional advisers and private equity providers in this area will enable us to connect you to the people you need to speak to.

We are well versed in negotiations, in identifying the key clauses in the term sheets and drafting SPAs. We provide access to liquidity at terms which are a win win for all parties.



# Mergers and Acquisitions

## The favourite buzzword but how to achieve it

All companies experience a cycle of organic growth but then reach a plateau. The only way forward and at times the only way to achieve rapid growth is to acquire or merge with an existing well established business.

Acquisition strategies are undertaken for a variety of reasons. It could be that you want to:

- increase buying power with suppliers
- achieve consolidation of supply or markets
- acquire a distribution network for an existing product line
- reduce risk through product diversification.

Whatever the underlying reasons, the one thing that all acquisition strategies have in common is a desire to strengthen and grow the existing business and to change the status quo. However the majority of mergers and acquisitions do not achieve the desired result. The key is careful planning and analysis if a successful outcome is to be achieved.

We are one of the major Chartered Accountancy firm that offers fully dedicated multidisciplinary M&A advisory capabilities. From strategy to execution, our services are underpinned by extensive financial, tax, commercial and operational experience, the key ingredients to achieving a meaningful M&A.

Our Finance Advisory team works with clients at every stage of the process, helping to:

- identify suitable targets
- research, develop and implement acquisition strategies
- initiate discussion with potential targets
- negotiate, structure and close the deal





# Raising Debt

## How to strike a balance in collateralizing your company

All businesses – whether new or old, small or large – will need to raise debt at some point in time. Smaller companies who are self financed or funded by PE / VC funding soon realize the banks mantra of “acceptable collateral” and “risk parameters” and “margins”.

Debt financing is a totally separate ball game and companies need to be careful that they are not highly collateralized, over leveraged and that there is sufficient cushion in place for additional debt facilities.

Parker Russell has substantial experience in helping companies raise finance from banks. We are completely in sync with the banking sectors mindset and we assist you in the entire debt raising process from preparing the required documentation to negotiating the collateral requirements on your behalf.

We are there to assist you with our extensive contact base in the banking sector.



# Due Diligence

## An activity whose importance is paramount

Whether you are looking to raise capital, considering an acquisition for growth or seeking to diversify, a due diligence exercise is the key. At Parker Russell we understand that failure to achieve the desired result is primarily driven by lack of a detailed, comprehensive due diligence exercise.

Our mindset is that one has to look beyond the numbers and the tax implications. Quality of HR, IT integration, the culture in place etc all have an equal impact on the envisaged M&A / divestiture.

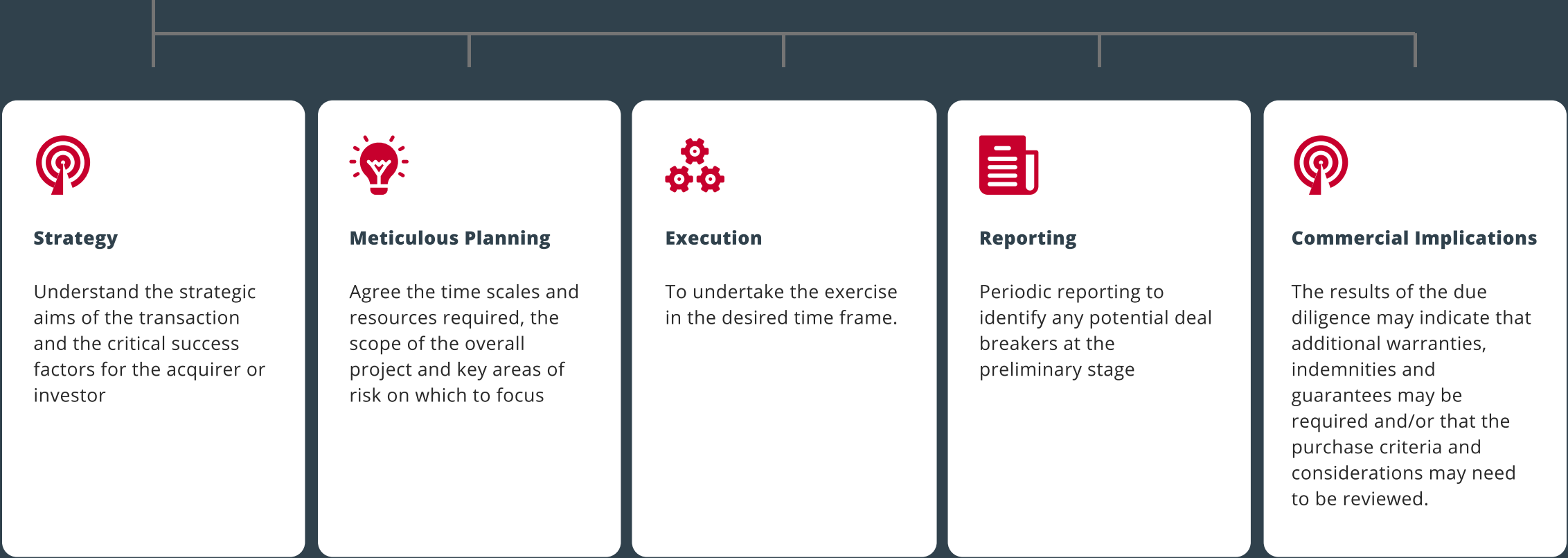
It is even more important in raising private equity as companies increasingly inquire regarding the mindset and value addition of the potential investor.

We provide detailed due diligence services for acquisitions, disposals and public and private offerings which are more indepth in nature and also cover those areas which are traditionally ignored i.e. HR, IT and cultural implications.





# Our Team Therefore Undertakes A Structured And Thorough Approach To Due Diligence Projects Which Include:



We have been traditionally involved in all the aspects of the transaction and work hand in hand with the financial advisor and the legal team and provide continued support throughout the transaction.



# Company Formation

## Specialist advice on all issues relating to company formation

It is essential to choose the company structure which best suits your purpose. Be it an Association of Persons, a Partnership, a Limited Liability Structure, a Liaison office or a Branch office.

We provide the appropriate advice regarding what structure best meets your business needs and the related corporate and tax implications. As part of our services, we will liaise with all the concerned regulatory authorities.

Our scope of services is not restricted to the company formation process but also covers getting the necessary registrations with the local tax authorities. Based on our experience a critical area which has often been ignored by companies with foreign shareholding is registration with the State Bank of Pakistan. This is essential for repatriation of future dividends and should be undertaken from the outset.



# Consulting

## Management consulting a requirement for the majority

With time the needs of the customers have changed and so has their expectations from their accounting firm. The scope of services has expanded beyond the traditional services of preparation of financial statements and tax advisory. Whether you are a young, growing business or an established organisation, we welcome the opportunity to help you achieve maximum success by offering a variety of services.

By using the knowledge of experts you get a different perspective / a fresh pair of eyes to look at problems. The immediate benefit is that less time is taken to take complex decisions and is ideal for accomplishing short term goals. Management consultants have deep sector knowledge which can be used to upgrade the company's knowledge base. Our scope of services amongst others covers the following:

- Business and management advice
- Performance improvement consultancy
- Cost reduction analysis
- Human resource consultancy
- Labour law guidance
- Establishing provident funds / gratuity funds / trusts
- Preparation of business plans and cash flow forecasts
- Strategic planning

# Business Intelligence

## Look past the figures and tell me about the market reputation

At Parker Russell we believe that market intelligence is a critical component before planning any M&A, joint venture, investment decision. We believe that there are more to the numbers being presented by the Target. It is vital to determine the reputation and working style of the key management, the Board of Directors and the Primary Sponsors.

Short cuts taken by companies can lead to prolonged and expensive litigations especially in countries where civil cases drag on for years.

With our close working relationships with other professional firms, legal advisory firms and financial institutions, we believe that we are at the forefront of providing business intelligence for our clientele.

Credit rating companies increasingly rely on numbers and financial statements provided by their clients and we believe that we have to look beyond the numbers to get a proper understanding of who are we dealing with.





# 03

---

## Industries We Support



**Parker Russell - A.J.S.** | Realise Your Potential  
Chartered Accountants



<https://parkerrussellajs.com.pk/>

**23**







## Manufacturing



## Communication and Technology



## Textile and Retail





## Real Estate and Construction



## Financial Sector





**Shipping and  
Logistics**



**Not for Profit**

# 04

## Our Clients



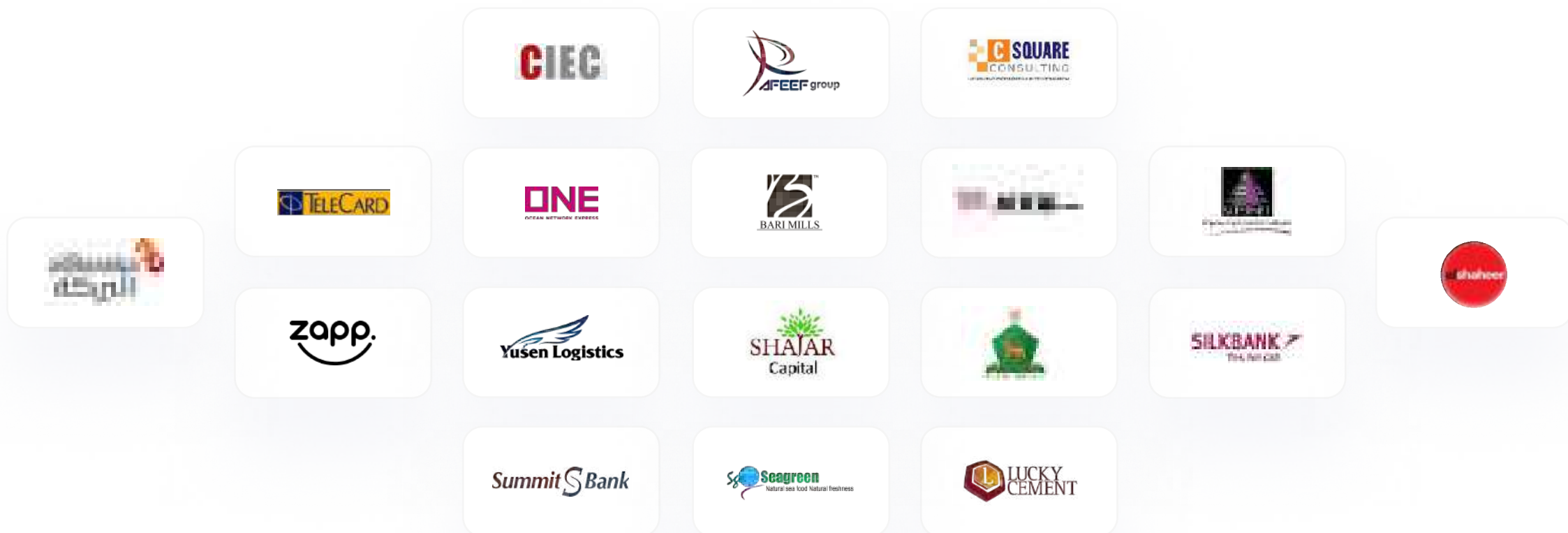
**Parker Russell - A.J.S.** | Realise Your Potential  
Chartered Accountants



<https://parkerrussellajs.com.pk/>

27







# 05

---

## Contact Us



**Parker Russell - A.J.S.** | Realise Your Potential  
Chartered Accountants



<https://parkerrussellajs.com.pk/>

**29**



# Find An Office



## Karachi

Parker Russell-A.J.S. Chartered Accountants, 901, Q.M. House, Elander Road Karachi, Pakistan



## Islamabad

302, 3rd Floor, Al-Safa Heights-II, Street # 73, F-11/1, Islamabad, Pakistan



## Lahore

33/1-A, Queens Road, Behind Queens Center, Lahore, Pakistan



## Faisalabad (Head Office)

Office No. 01, 6th Floor, Legacy Tower, Kohinoor City, Faisalabad, Pakistan



# Get In Touch

We'd love to hear from YOU so we've made it as easy as possible for you to contact us.



## TEL

+92-21-32621701-03



## CELL

+92-306-2562165



## E-MAIL

khi@parkerrussellajs.com.pk

