

PERSONAL INFORMATION.



M.KASHIF LATIF

07 DECEMBER 1991

MARTIAL STATUS:-Married

Nationality: -Pakistani

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OBJECTIVE

My objective is to actively engage in a fulfilling and dynamic career as an accountant, where I can continuously expand my expertise, contribute to socio-economic development, and drive innovation within the organization. I am eager to embrace new ideas and concepts that will enhance my professional growth and enable me to stay at the forefront of advancements in the accounting field.

In pursuing this objective, I am committed to seeking out diverse experiences and opportunities that will challenge me and allow me to broaden my skill set. I aim to stay updated with the latest industry trends, regulations, and best practices, ensuring that I can provide valuable insights and strategic recommendations to clients or the company I work for.

AREA OF EXPERTISES

- Preparation of Financial Statements
- International Financial Reporting Standards
- Evaluation & Design of Internal Controls
- Reporting and preparation of Management Account and Reports.
- Income Tax and Sales Tax
- Software proficiency
- Facilitate Internal and Statutory Audits
- Team Supervise

PROFESSIONAL QUALIFICATION

Association of Chartered Certified Accountant (MEMBER)

Registration Number: -2304667

Year of Completion: -2016



Advance Diploma in Accounting and Business

Year of Completion: -2016



ACADEMIC QUALIFICATIONS

Qualification	Institute	Major Subjects
MS. Accounting and Finance	Superior University Lahore	Business Research, Advance Financial Reporting, Global Banking, Strategic Financial Management, Behavioral Finance
Bachelor of Commerce	University of Punjab	Financial Accounting, Cost Accounting, Auditing, Business Law, Taxation, Economics
Intermediate in Commerce	BISE Lahore	Accounting, Economics, Banking, Business Math & Statistics

AB BRANDS PRIVATE LIMITED-(The Coffee Beans and Tea Leaf Pakistan)

(From 1st January 2023 – Continue As Senior Manager Accounts & Finance)

(From 1st January 2021 – 31st December 2022 As Manager Accounts & Finance)

(From 1st January 2021 – 31st December 2022 As Manager Accounts & Finance)

Achievements

- Streamlined Financial Reporting Processes: Developed and implemented a standardized financial reporting framework, including templates and guidelines, resulting in a 30% reduction in reporting time. This improvement allowed for faster and more accurate preparation of financial statements, enabling timely decision-making by senior management.
- Improved Financial Analysis and Insights: Developed advanced financial analysis models and reports, providing comprehensive insights into key performance indicators and financial trends. This allowed for better monitoring of revenue streams, cost drivers, and profitability metrics. By analyzing financial data more effectively, provided actionable recommendations to senior management for cost optimization, pricing strategies, and revenue growth opportunities.
- Developed and implemented cost-saving initiatives, resulting in a 10% -12% reduction in overall expenses.
- Received commendation from external auditors for maintaining accurate and transparent financial records, leading to the unqualified audit opinion.
- Improved cash flow management by implementing effective accounts receivable and accounts payable strategies, resulting in a 25% reduction in outstanding balances.
- Played a key role in the successful implementation of a new accounting software system, leading to increased efficiency and productivity across the finance department.
- Implemented Effective Financial Controls: Strengthened internal controls over financial reporting by introducing robust review processes and segregation of duties. Conducted risk assessments to identify control gaps and implemented appropriate mitigating measures. This resulted in improved compliance with regulatory requirements and reduced the risk of financial fraud. Additionally, established regular financial review meetings with stakeholders to ensure transparency and accountability in financial reporting.
- Successfully managed complex tax compliance and reporting obligations, ensuring timely and accurate submission of all required tax returns and filings.
- Received recognition for outstanding performance and contributions to the finance team, including an Employee of the Year.

Responsibilities.

- Managed and provided guidance to a team of 9 individuals, ensuring effective collaboration and workflow.
- Participated actively in the implementation of new reporting software to enhance data analysis and reporting capabilities.
- Liaised with banks and maintained professional relationships to facilitate smooth financial transactions.
- Enhanced existing practices through continuous improvement initiatives, delivering training sessions to staff members.
- Developed and implemented mechanisms for inventory consumptions and variances to optimize inventory management processes.
- Conducted thorough sales analysis by product, including cost evaluation, to inform strategic decision-making.
- Performed cost assessments for new products and recommended market-competitive sales analysis strategies.
- Identified opportunities for cost reduction and implemented measures accordingly.
- Oversees day-to-day activities within the department, ensuring operational efficiency and adherence to protocols.
- Prepared monthly management accounts, consumption and variance reports, as well as reconciliations.
- Collaborated with external auditors to meet their requirements and facilitate smooth auditing processes.
- Supervised internal audits of outlets to ensure compliance with company policies and procedures.
- Managed Sales Tax and Withholding tax returns, ensuring accurate and timely filing.
- Compiled monthly tax accounts and maintained stock records in accordance with relevant regulations.
- Represented the company in hearings with Tax authorities, effectively responding to notices and inquiries.
- Coordinated with Social Security and EOBI departments, providing necessary details and fulfilling obligations.

SWEET AFFAIRS PRIVATE LIMITED

(From 24th March 2018 – 20th February 2019 As Manager Accounts and SAP Administrator)

Responsibilities

- Lead team of 5 people and gave working directions
- Provide training to new and existing staff as needed
- Prepare monthly Accounts and report to directors
- Prepare customized report for directors
- Oversee budget reports, preparation of budgets, and analysis of budgets
- Deal with banks
- Managing and overseeing the daily operations of the accounting department
- Establishing and enforcing proper accounting methods, policies, and principles
- Coordinate and complete annual audits
- Improve systems and procedures and initiate corrective action
- Revenue and expenditure variance analysis and cash forecasting
- Assist the Controller in the daily banking requirements (Drawing Power)
- Directly reportable to CFO and CEO
- File Sales Tax FBR and PRA returns and W.H.T returns.

EXPERIENCE

SWEET AFFAIRS PRIVATE LIMITED

(From 20 December 2017 – 23rd March 2018 As Asst. Manager Accounts)

Responsibilities

- Manage day-to-day transactions related to the account.
- Report the financial performance of the company and made analysis.
- Manage cash and prepare daily cash report
- Reportable to Manager Accounts
- Conduct inventory audits and conduct monthly stock counts
- Prepare vendor payments and reconcile ledgers with vendors time to time.

HASSAN FAROOQ & COMPANY Chartered Accountants (QCR Rated Firm)

(From 1st January 2016 – 19 December 2017 As Assistant Auditor)

Responsibilities

- Conduct external audit as well as internal audit assignments.
- Verify Financial statements comply with Relevant IFRS & IAS
- Monitoring of internal controls at client and report it weaknesses
- Risk assessment
- Develop audit Strategy
- Conduct Stock audits according to applicable standards
- Verify Debtors/Creditors balances and balance sheet items
- Help clients in the impletion of accounting software's.

MAJOR AUDIT ASSIGNMENT CONDUCTED

Following Business segments (As a Job In charge)

- Power Generation Industry
- Shoe Manufacturer's and Exporters.
- Automobile Business
- Manufactures of Dairy Products
- Packaging Products Producers
- Sports Products Exporters
- Restaurants and Food Business
- Non-Profit Organizations

PROFESSION/ TECHNICAL SKILLS

- Proficient in the latest International Financial Reporting Standards
- Strong analytical and reporting abilities
- Expertise in using major accounting software platforms.
- Dedication to upholding accounting principles and standards.
- Skilled in negotiating with financial institutions on behalf of clients.
- Thorough understanding of tax regulations and business laws
- Exceptional managerial techniques for efficient team performance
- Proven ability to multitask and achieve goals within deadlines.
- Advanced bookkeeping skills for accurate financial record-keeping
- Effective problem-solving and decision-making capabilities
- Excellent aptitude for managing client relationships and providing exceptional service.

COMPETITIVE SKILLS

- Effective communication skills for clear and concise interactions with colleagues, clients, and

stakeholders.

- Demonstrated leadership qualities to inspire and guide teams towards achieving financial goals.
- Strong teamwork skills, actively contributing to collaborative efforts during Quality Control Reviews (QCR).
- Ability to thrive and deliver accurate results under pressure, ensuring efficient and accurate financial management.
- Exceptional time management skills to prioritize tasks and meet deadlines in a fast-paced accounting environment.
- Proactive planning and organizational abilities to ensure smooth workflow and effective allocation of resources.
- Stakeholders Care
- Motivation and enthusiasm drives continuous professional growth and fosters a positive work environment.

SOFTWARE/SYSTEM SKILLS

- Proficient in Microsoft Word, Excel, PowerPoint, Internet, and Email
- Ability to work on all Window Operating Systems and MS OFFICE
- Ability to work on SAP, Tally, B Tech Tailored-based ERP Solutions.

REFERENCE

Readily available based on specific requirements or requests.

