

MUHAMMAD AHSAN ASHFAQ

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PROFILE

Detail-oriented, driven, finance professional having more than six years of diversified experience in fashion and hospitality industry, highly regarded for leadership, having specialized excellence in all areas of finance with exceptional analytical skills and ability to examine and understand business needs and deliver comprehensive reports for internal as well as external groups while exceeding stringent expectations. Accustomed to managing multiple projects simultaneously in fast-paced, deadline-driven environments.

EXPERIENCE AND CORE COMPETENCIES

- Financial and management reporting
- Financial analysis
- Data trending and analysis
- Budgeting and forecasting
- Strategic and financial planning
- Advisory and corporate Affairs
- Financial modelling
- International Financial Reporting Standards (IFRSs)
- Payroll management
- Receivable / payable management
- Team management
- Internal controls
- Fixed asset management

PROFESSIONAL EXPERIENCE

GRAND RIHLA (PRIVATE) LIMITED (A PROJECT OF ASE APPAREL)

DESIGNATION

TENURE

AM Accounts and Finance

January 2022 to October 2023

As an assistant manager accounts and finance, major job responsibilities and key deliverables include:

- Designing a sustainable financial structure;
- Relationships management with vendors, subcontractors, and suppliers;
- Assisting all department leads by reviewing and monitoring expenditure in each department;
- Assisting top management in procurement;
- Preparation of management financial statements in accordance with the International Financial Reporting Standards (IFRSs);
- Monitoring of project's financial aspects and provide regular financial reports and advice to management;
- Preparation of budgets and projections for the project including construction costs;
- Management of bank accounts and general ledger accounts reconciliation;
- Ensuring compliance with laws and managing statutory filing requirements such as liaising with external auditor and managing taxes including corporate tax, withholding tax, value added tax and any direct or indirect tax.

ASE APPAREL (PRIVATE) LIMITED

DESIGNATION

TENURE

AM Accounts and Finance

October 2021 to October 2023

As an assistant manager accounts and finance, major job responsibilities and key deliverables include:

- Preparing financial forecasts and management reports (including separate and consolidated financial statements as per IFRSs) in a timely and consistent manner for monthly, quarterly and annual reporting;
- Improving the impact, and understanding, of financial reporting on business performance;
- Providing analysis and delivering insight that links financial reports to business strategies;
- Building partnerships and maintaining strong relationships with all senior managers and their teams, specifically with sales, marketing, branding and product development teams;
- Working as an interface or 'translator' between finance and operations, and partnering with the leadership team to ensure delivery of financial targets;
- Leading finance function that involves determining financial objectives, designing and implementing systems, formulating policies and procedures to facilitate internal financial and process controls;

- Analyzing current performance, prioritizing growth opportunities, preparing business plans and financial models, and implementing corrective actions;
- Developing analytics around key performance indicators to facilitate qualitative reporting; and
- Ensuring compliance with laws and managing statutory filing requirements such as liaising with external auditor and managing taxes including corporate tax, withholding tax, value added tax and any direct or indirect tax.

ULTRA PURE (COURAGE2SHINE)

DESIGNATION	TENURE
Assistant Manager Finance	January 2021 to August 2021
<ul style="list-style-type: none"> • Actively involved in management decisions, shaping strategy and the direction of the business; • Supervising day-to-day accounting of the company; • Preparation of monthly, quarterly, and annually financial statements; and • Ensuring compliance with laws and managing statutory filing requirements such as liaising with external auditor and managing taxes including corporate tax, withholding tax, value added tax and any direct or indirect tax. 	

CROWE HUSSAIN CHAUDHURY & CO. (CHARTERED ACCOUNTANTS)

DESIGNATION	TENURE
Audit Associate and Senior Audit Associate	February 2018 to May 2020
Consultant Legal and Corporate Services	July 2016 to January 2018

Major Job responsibilities include:

- Carrying assurance engagements from the planning stage to conclusion;
- Extensive application of the International Standards of Auditing (ISAs) on assurance engagements and ensuring that the financial statements prepared by the client are in accordance with the International Financial Reporting Standards (IFRS) and all applicable local laws and regulations;
- Planning and devising systems' documentation at the start of audit, covering the company's operations and financial aspects;
- Perform analysis on financial data gathered from clients to substantiate audit evidence and identify trends;
- Recommendations in the form of Management Letter to add value to the audit;
- Review compliance with best practices of code of corporate governance; and
- Training all levels of staff assigned to me with on-job training and professional development of staff.

EDUCATION

Certified in Accounting and Finance (CAF)	Institute of Chartered Accountants of Pakistan
Chartered Accountant (Finalist)	Institute of Chartered Accountants of Pakistan

SKILLS AND ABILITIES

- Thorough understanding and practical exposure of IASs, ISAs and IFRSs;
- Preparation of Financial Statements of stock exchange listed, economically significant, small and medium sized entities including detailed financial analysis;
- Operating Knowledge and practical exposure of ERP environment such as SAP, Oracle, QuickBooks and ZOHO;
- Application of analytical analysis - Profitability, liquidity, efficiency, debt management ratios, and aging analysis; and
- Thorough exposure of Microsoft Office, especially Advanced Excel, Word, PowerPoint etc.

CERTIFICATIONS AND ACHIEVEMENTS

- Presentation and Communication Skills Course designed by Institute of Chartered Accountants of Pakistan
- Participated in a series of seminars on audit, audit methodology, audit risk and Compliance with IFRS, ISAs and various corporate and tax laws conducted by Crowe Hussain Chaudhury & Co. and Institute of Chartered Accountants of Pakistan