



## BUTTAR & ASSOCIATES

# Quality of Service Makes a Difference!

Indian entrepreneur is silent rock on which some of the city's most discerning companies rest. The story of KULDEEP S BUTTAR, Chairman of BUTTAR & ASSOCIATES is interwoven with Hong Kong's own trailblazing success.

**K**uldeep Buttar arrived in Hong Kong in 1990 to serve as an accounts clerk. Soon, the city's opportunistic bug bit him and he set his heart upon setting up his own accounting firm, a dream he made real in 1996. Soon, his Buttar & Associates expanded to offering a range of corporate setup and fulfilment services catering to a wide range of well-referred customers.

### Personal Attention

"As a boutique firm we are able to offer that personal attention to each customer, something that large companies can't always offer and that makes a huge difference because competition is rife in this city and you have to differentiate yourself to stay ahead.

"In those early days, I started off with a table at my friend's office. I worked alone and then once capital was saved up, I opened my first office at Beverley Commercial, with a small office and 2 staffs. Today, we are full-fledged service accounting and business development firm with experience in business setup, secretarial services, accounting, audit arrangements, tax filing, immigration services, trade declaration services & providing consultancy in all business related matters. We now own 6 offices, have more than 3,000 clients served by 35 staffs."

### Passion for Service

"We have competitors but the reason we are still here is because of our one-stop service from company formation to HK Visa (immigration services) to Accounting, Tax Advisor and we have staffs of different nationalities speaking multiple languages which helps us cater to diverse clients across the globe. This



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helps us not only in acquiring a client but also understanding their requirements comfortably. I believe that a competitor can copy your work, your style or your services but no one can copy your passion and that is why we offer more than any other company, because we put our heart into everything we do."

### Solutions Approach

"The main motto of our company is 'client comes first. Provide customers with the best service possible'. We work on the attitude of solving problems and valuing the feeling of our clients. We ensure our client is satisfied by the services we provide under one roof. We believe in promising and fulfilling our commitments by offering services which we can provide on schedule. What matters most is that I try to meet all my clients even though my staffs have attended to their needs. My customers need to know that I have attended to their work personally, so they can rest assured that their work will be done qualitatively. I try to stay humble and grounded and make time for my clients.," says Buttar.

### Global Plans

"Today, the main focus is how you

maintain and instil appropriate and professional judgment as required by accountants and auditors. The main obstacle we face is usually while accepting a new client which would create threat in compliance with the fundamental principles such as potential threats to integrity or professional behaviour, client involvement in illegal activities (such as money laundering), dishonesty or questionable financial reporting practices. In order to overcome these obstacles, we evaluate the significance of any such threats and apply safeguards when necessary to eliminate them or reduce these threats to an acceptable level," Buttar explains.

"My plans are to achieve an international platform for my business, so that it is known to companies around the globe that there is an Indian company that provides business start-up services, not just to locals in Hong Kong but also people overseas. I would also like to explore different kinds of markets and maybe setup similar businesses Asia-wide first. I owe my success firstly to the almighty, then my supportive family; my ever-encouraging friends and a team of hardworking staff and most importantly to the customers that trust me and my people to do the best job for them." ■

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