



BUTTAR & ASSOCIATES

Service within Service

Cultivating healthy business relationships through excellence, communication and integrity, KULDEEP S. BUTTAR's organization is renowned for noble quality.

Kuldeep S. Buttar's company had modest beginnings in 1996; initially a one-man operation at a table in a friend's office, he gradually progressed to his own space and a two-person staff. Satisfied clients earned him enough repeat and referral business for continuous expansion.

Today it is a full-fledged accounting and business development firm experienced in business setup, accounting, audit arrangements, tax filing, and secretarial, immigration, and trade declaration services and consultancy. Buttar & Associates now spans 6 offices, a staff of 35, and more than 2,000 clients.

"There were already a lot of Hong Kong Companies offering the same services that I provided, but I was more focused on offering services to clients originating from overseas, specifically South Asian Markets," says founding Chairman Buttar. "Since it was easier for my clients to communicate in Hindi, my home language, this made our services more appealing to them. Being able to speak to us in their native tongue made them more comfortable and helped us in understanding their specific needs better, allowing us to provide them with more suitable solutions."

Common Ground

Maintaining a business with growing competition in any industry or market is a difficult ordeal. Despite the odds, Buttar & Associates' brand of one-stop services persists, spanning company formation, accounting, tax advisory and project financing, as well as Hong Kong Visa/ immigration services.

"We have staff of different nationalities speaking multiple languages working with us which helps us cater to diverse



clients across the globe," says Buttar. "This helps us not only in acquiring clients but also understanding their requirements, and making them comfortable. I believe that competitors can copy your work, your style or your services but no one can copy your passion."

Putting clients first and providing them with the best service possible is the company's main directive. "We work with an attitude of solving problems while valuing the feelings of our clients. We make sure our clients are satisfied by providing virtually all they need under one roof, and fulfilling our commitments within given time limits."

Preserving Good Practices

The presence of unsavory elements is a constant area of concern at Buttar & Associates. While hardly spoken of by other players, the company takes this issue very seriously.

"The premier focus in our industry is how you maintain and instill the appropriate professional judgment required by accountants and auditors. The main obstacle we face today is usually when accepting new clients who could create a breach in compliance with fundamental principles, such as potential threats to integrity or professional behavior, client involvement in illegal activities such as money laundering, dishonesty, or questionable financial reporting practices.

In order to overcome these, we evaluate the significance of such threats and apply safeguards when necessary to eliminate or reduce them to an acceptable level," says Buttar.

"We still encounter situations in which threats cannot be eliminated, either because the threat is too significant or because appropriate safeguards are not available or cannot be applied. In such situations, we decline or discontinue the specific professional activity or services involved or, when necessary, resign from the engagement. We prefer to disassociate ourselves rather than compromise on our integrity and professional judgment."

No Less than World-Class

More than a prominent figure in Hong Kong's South Asian community, Kuldeep S. Buttar is a proponent of values and heritage, who seeks to promote Indian culture through arts, sports, and other events. His group of companies has attained this level of success from his hard work and sincerity towards achieving a greater goal.

"My plans are to achieve recognition on the international front for my business, to make it known to organizations around the globe that there is an Indian company ready to provide business start-up service for both locals in Hong Kong and interested parties from overseas." ■

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