

EVOLUTION OF OBOX ACCOUNTING AND ADROIT ACCOUNTAX

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In 2013, a company called Adroit Accounting started in the UK. It was founded by Maheen Khawaja, Amir Mansoor, and Umair Taj. Later, they set up a place in Pakistan to do more work. Then, Muzaffar Butt made another company called OBOX Solutions in Canada and start partnership with Adroit.

While Adroit in the UK solidified its status as a premier audit firm, offering a gamut of services including audit, assurance, year-end processes, tax filing, tax planning, and consultancy, OBOX Solutions in Canada specialized in bookkeeping, year-end processes, taxes, and payrolls.

Things got more interesting when the companies had to deal with new computer programs in Pakistan. Amir Mansoor, one of the founders, didn't get scared. He hired smart people and trained them well because he knew that computers would be super important in the future. Now, the company easily uses lots of computer programs like QuickBooks Online, QuickBooks Desktop, Fresh Books, XERO, Sage, Wave, Spotlight, Odo, and more.

Muzaffar Butt, working from Lahore, started offering more and more services. Amir Mansoor, who was in charge in Lahore, did a great job managing teams. Both OBOX Solutions and AdroitAccountax, their UK branch, started using social media to tell people about what they do. This got them more clients, and they needed a bigger place. So, they moved from a regular house to a big Enterprise Building on Multan Road in Lahore. People from Canada were interested in how things were going in Pakistan and added a worldwide view to their success story.

Starting from not much, Adroit Accounting and OBOX Solutions now have about 120 people working for them. This shows how amazing their journey has been, going from a small place to abig building and doing really well in the money world.

Expansion and Registration in Pakistan

In their quest for global financial excellence, Maheen Khawaja, Amir Mansoor, and Umair Taj etched the success story of Adroit Accounting. After establishing roots in the UK in 2013, the trio tactically opened a back office in Pakistan, laying the groundwork for international expansion.

Two years later, Muzaffar Butt fueled the company's global vision by registering OBOX Solutions in Canada and US, culminating in a strategic partnership with Adroit. This alliance prompted OBOX Solutions to register in Pakistan as a dynamic service-based entity.

Services Company provide

Adroit Accounting and OBOX Solutions stand as beacons of financial excellence, offering a comprehensive suite of services designed to meet the diverse needs of businesses and individuals. These services encompass:

- a) **Bookkeeping:** Full cycle bookkeeping, bank reconciliation, bookkeeping “*Clean Up*” jobs, AR/AP handling, query reporting & handling & bookkeepers annual review. Year Ends: Navigating the complexities of year-end processes, ensuring compliance, and offering a seamless transition to new financial cycles.
- b) **GST/HST Returns:** Quarterly and annual HST review HST/GST return preparations.
- c) **Payrolls:** Payroll through cloud software generating pay slips month and year end reporting employee data administration tax year end processing.

- d) **Management Accounts:** Custom management reports, KPI reports, MIS reports, budgets preparation, cash flow reports & advisory reports.
- e) **Consultant Services:** Transforming finance functions of an organization.
- f) **Tax Planning:** Strategically planning and optimizing tax structures to minimize liabilities and ensure financial efficiency.
- g) **Audit:** Conducting thorough audits with precision and diligence, ensuring compliance, accuracy, and transparency in financial reporting.

Diversification of Software Services

Confronted with a considerable challenge in Pakistan due to the arrival of new computer programs, Adroit and OBOX, under the savvy leadership of Amir Mansoor, addressed the issue by not only recruiting seasoned professionals but also ensuring they received comprehensive training facilities. Recognizing the transformative power of technology, Amir strategically directed the company's focus and investments into the tech sector, foreseeing its pivotal role in the future.

In a dynamic shift towards a paperless and cloud-based system, the company embarked on a journey of learning and adaptation. Amir Mansoor's emphasis on the tech sector wasn't just about overcoming an immediate challenge; it was a visionary move to position the company at the forefront of the evolving landscape where finance and technology intersect.

Today, the company operates seamlessly across a diverse suite of software tools, including QuickBooks Online, QuickBooks Desktop, FreshBooks, XERO, Sage, Wave, Spotlight, Odoo, and more. This expansive integration not only addressed the initial software challenge but has propelled Adroit and OBOX into the league of dynamic players, demonstrating their adaptability in the ever-changing realms of finance and technology.

Strategic Client Acquisition: The Visionary Approach of Amir Mansoor

In the nascent stages of Adroit Accounting and OBOX Solutions, the journey to secure clients was a formidable challenge. Recognizing the difficulty in establishing a foothold in the market, Amir Mansoor, the visionary leader, employed an innovative strategy – leveraging the power of social media. In a pioneering move, Amir initiated targeted advertisements across platforms like Facebook, LinkedIn, and Twitter, effectively showcasing the expertise and capabilities of Adroit and OBOX. This digital visibility not only increased brand awareness but also attracted potential clients intrigued by the financial services offered.

Prioritizing Existing Clients: A Foundation for Growth

In a departure from conventional approaches, Adroit and OBOX, under Amir Mansoor's guidance, chose to prioritize existing clients in their initial phases. Understanding the value of customer satisfaction, the leadership focused on providing exemplary services to their initial clientele. This customer-centric approach involved actively seeking feedback, ensuring their needs were met, and fostering a strong client-business relationship. The emphasis on satisfaction laid the groundwork for organic growth as satisfied clients became not just patrons but advocates, recommending Adroit and OBOX to their networks.

Strategic Feedback Loop: Nurturing Client Relationships

Amir Mansoor's strategy extended beyond mere client acquisition to the creation of a strategic feedback loop. The leadership actively sought feedback from existing clients, utilizing their insights to refine and enhance services continuously. This iterative process not only contributed to client satisfaction but also positioned Adroit and OBOX as businesses genuinely invested in their clients' success. The emphasis on quality over

quantity in client relationships became a cornerstone of their approach.

The Satisfied Client Ripple Effect: Building Reputation

Under Amir's leadership, Adroit and OBOX recognized the potent ripple effect of client satisfaction. Satisfied clients, pleased with the financial services received, became natural ambassadors for the companies. Amir's emphasis on creating a positive client experience meant that these satisfied clients willingly recommended Adroit and OBOX to their business contacts and associates. This organic growth, driven by word-of-mouth recommendations, became a pivotal factor in the companies' ascent.

Client Referral Programs: Incentivizing Advocacy

To amplify the impact of satisfied clients turned advocates, Amir Mansoor introduced client referral programs. These initiatives incentivized existing clients to actively refer Adroit and OBOX to their professional networks. This dual-pronged approach not only rewarded client loyalty but also expanded the client base organically, solidifying the companies' reputation as trustworthy financial service providers.

Building Trust and Satisfaction: The Cornerstone of Growth

Amir Mansoor's strategic foresight in prioritizing client satisfaction and utilizing existing client relationships as a foundation for growth transformed the landscape for Adroit Accounting and OBOX Solutions. In the face of initial client acquisition challenges, his innovative use of social media, emphasis on client satisfaction, and strategic feedback mechanisms paved the way for sustained growth. The heroism of Amir Mansoor was not just in overcoming challenges but in laying the groundwork for a client-centric success saga that continues to unfold today.

Building a Superhero Team: Hiring, Happiness, and Equal Growth Opportunities

In the superhero world of OBOX Solutions and Adroit Accounting, finding the right team members was like assembling a powerful squad for a grand mission. They visited ACCA education centers, searching for smart and skilled individuals to join their financial superhero team.

Crafting this team wasn't a simple task, but they had a golden rule – keep everyone happy. No bossy culture allowed! Their secret sauce for success was ensuring every team member had a shot at personal and professional growth.

To make things fair and exciting, they introduced a special hierarchy. Starting as Trainees, like junior employees, gave everyone an equal beginning. Perform well, and you might soar to the heights of a Client Manager. Keep shining, and you could become a Senior Client Manager. For the employees who truly excelled, the title of Practice Manager awaited. And the Practice Manager will have his own team to lead.

This hierarchy wasn't just a fancy structure; it was a blueprint for equal opportunities. It meant that whether you were a fresh recruit or a seasoned pro, the path to growth was open for everyone. It turned their workplace into a dynamic space where every superhero had the chance to rise, contributing to a team that wasn't just strong but also fair and inclusive. The superhero journey wasn't just about financial excellence; it was about empowering each team member to become a leader in their own right.

Celebrating Milestones: Employee Recognition Events

Amidst the professional achievements and global expansions, Adroit Accounting and OBOX Solutions recognized the importance of acknowledging their most valuable assets – their employees. Regular Employee Recognition Events became a staple in the company calendar, providing an opportunity to celebrate individual and team

accomplishments. From "*Employee of the Month*" awards to team-building retreats, these events fostered a sense of camaraderie and appreciation, contributing to a positive and motivated work environment.

Wellness Programs: Balancing Work and Well-being

Recognizing the importance of employee well-being, the companies introduced comprehensive Wellness Programs. These initiatives included fitness challenges, mental health workshops, and initiatives promoting work-life balance. The emphasis on holistic wellness reflected the companies' commitment to creating an environment where employees not only excelled professionally but also felt supported in their overall health and happiness.

Innovation Sprints: Encouraging Employee Ideas

To tap into the creativity of their workforce, the companies introduced "*Innovation Sprints*." These short, focused periods allowed employees to pitch and work on innovative ideas to enhance processes, improve services, or address challenges. The most promising concepts were then integrated into the companies' operations, highlighting the value placed on employee contributions and fostering a culture of continuous improvement.

Navigating Time Zones: A Challenge Overcome

Our team at Adroit Accounting and OBOX Solutions faced a tricky problem – the time in Pakistan was different from our clients in Canada and the UK. Clients wanted our help during their working hours, making it a bit like solving a puzzle.

To fix this, our leaders, especially Amir Mansoor, came up with a smart plan. They knew we needed to be available when our clients were working, even if it was a different time for us. It was like making a superhero schedule!

So, we created flexible work hours in Pakistan. This way, our team could work when our clients in Canada and the UK were also working. It was like finding the perfect timing that made everyone happy. This not only helped us talk to our clients when they needed us but also showed how committed we are to giving the best service.

By being flexible and adjusting our working hours, we turned a tricky situation into a chance to be even better at helping our clients. Our superhero team proved that even when time zones make things tricky, clever planning and flexibility can turn it into a superhero-level solution!

Physical Expansion: From House to Enterprise Building

Starting their financial adventure in a humble house, OBOX Solutions and Adroit Accounting faced some real challenges as they grew. Imagine, at first, they were working from a regular house—a small and cozy place. They were like a small team of financial superheroes, handling money matters and making sure everything was in order.

But as their work grew and they took on more challenges, they faced a new puzzle. The house wasn't big enough anymore. They needed more space for their superhero team and all the important work they were doing. It was time for a change.

So, the superhero leaders, like Amir Mansoor, who was guiding things from Lahore, decided it was time to move. They didn't just move to any place; they moved to a big, impressive building called the Enterprise Building in Lahore. It wasn't just a building; it was a symbol of their success and how far they had come.

Moving from a house to the Enterprise Building wasn't easy. It was like solving a big puzzle. They had to plan everything, make sure the new place was just right, and organize the superhero team's new home. It was a challenge, but they faced it head-on.

This move wasn't just about having more space; it was a symbol of their growth and success. The Enterprise Building became the new headquarters for their superhero team, a place where they could take on even bigger challenges in the world of money matters. From a cozy house to an impressive building, the superhero journey continued, showing that with determination and teamwork, you can turn challenges into triumphs.

2019: Australia Launch - Expanding Global Footprint:

Amir Mansoor played a pivotal role in the successful launch and expansion of OBOX Solutions in Australia. As the driving force behind the company's strategic initiatives, Mansoor brought his visionary leadership and extensive experience in international business to the forefront.

Amir Mansoor's keen understanding of global markets and his ability to identify lucrative opportunities were instrumental in the decision to enter the Australian market. His strategic acumen guided OBOX Solutions in assessing the unique dynamics of the Australian financial ecosystem, ensuring that the company's expansion was not only geographically sound but also aligned with the specific needs of businesses and individuals in the region.

Under Amir Mansoor's leadership, OBOX Solutions leveraged its existing network of partnerships and the expertise of its 60+ skilled accountants to navigate the complexities of the Australian market. Mansoor's commitment to excellence and adaptability played a crucial role in tailoring the company's financial services to meet the diverse requirements of Australian clients.

Furthermore, Amir Mansoor's hands-on approach and collaborative leadership style fostered a cohesive team spirit among OBOX Solutions' accountants, ensuring a seamless entry into the Australian market. His emphasis on upholding the high standards set by the company contributed to the success of the launch and established OBOX Solutions as a reliable and trusted player in the Australian financial services sector.

In essence, Amir Mansoor's strategic guidance and leadership were instrumental in steering OBOX Solutions through the complexities of global expansion, solidifying the company's position as a key player in international financial services and marking the Australia launch as a significant chapter in OBOX Solutions' narrative of growth and excellence.

Current State and Future Growth

Adroit Accounting and OBOX Solutions currently stand as thriving pillars of financial excellence, showcasing a remarkable journey from their humble beginnings to becoming forces to be reckoned with in the industry. With around 120 dedicated employees, their current state is a testament to visionary leadership, international collaboration, and an unwavering commitment to evolution in the dynamic realm of global finance.

The companies have successfully weathered challenges, embraced technological advancements and diversified their software services. From adopting cloud-based solutions to mastering an array of tools such as QuickBooks Online, QuickBooks Desktop, FreshBooks, XERO, Sage, Wave, Spotlight, Odoo, and more, they have positioned themselves as dynamic players at the intersection of finance and technology.

In 2019, OBOX Solutions expanded its global footprint with a strategic launch in Australia, solidifying its commitment to continuous growth and international outreach. This move not only exemplified their forward-thinking approach but also demonstrated an ability to adapt to diverse markets and meet evolving client needs.

Looking ahead, the future growth trajectory involves exploring new markets, integrating cutting-edge technologies, and solidifying their standing in the ever-evolving

accounting landscape. The companies are not just providers of financial services; they are pioneers in client acquisition, technological innovation, and fostering team synergy. The unwavering focus on client satisfaction, coupled with a commitment to staying at the forefront of industry trends, positions Adroit Accounting and OBOX Solutions for boundless growth in the years to come. As they continue to navigate the currents of change, their journey is a testament to resilience, adaptability, and a relentless pursuit of excellence.

CONCLUSION

Adroit Accounting and OBOX Solutions' story is more than just a business case study; it's an epic saga of financial superheroes overcoming challenges, innovating solutions, and achieving remarkable growth. From starting humbly in a house to thriving in an Enterprise Building, their journey is a testament to the power of visionary leadership, dedicated teamwork, and a relentless pursuit of excellence.

Several key takeaways emerge from their story:

- a) **Adaptability is key:** Whether navigating new software programs, expanding into different countries, or adjusting to diverse client needs, Adroit and OBOX embraced flexibility and a willingness to learn, paving the way for success.
- b) **Technology is a superpower:** Recognizing the transformative potential of technology, they invested in learning and mastering various software tools, solidifying their position at the intersection of finance and technology.
- c) **Client satisfaction is the ultimate goal:** Prioritizing client needs and fostering strong relationships fueled their organic growth, turning satisfied clients into advocates spreading the word about their services.
- d) **Teamwork makes the dream work:** Building a dedicated, collaborative team with equal growth opportunities fostered a positive work environment and empowered employees to contribute their best.

As Adroit and OBOX look towards the future, their dedication to exploring new markets, integrating cutting-edge technologies, and staying ahead of industry trends promises continued growth and leadership in the financial services landscape. Their story serves as an inspiration not just for businesses but for anyone striving to overcome challenges, embrace innovation, and achieve their full potential.

Services OBOX and Adroit provide

Book keeping

Full cycle bookkeeping, bank reconciliation, bookkeeping “*Clean Up*” jobs, AR/AP handling, query reporting & handling & bookkeepers annual review.

HST Returns

Quarterly and annual HST review HST/GST return preparations.

Year End Accounts

Compilation (Notice to Reader) & Review Engagement support for CPA's. Preparation of working papers, year-end accounts and T2 returns.

Payroll

Payroll through cloud software generating payslips month and year end reporting employee data administration tax year end processing.

Management Accounts

Custom management reports, KPI reports, MIS reports, budgets preparation, cashflow reports & advisory reports.

Specialized Consulting Services

Transforming finance functions of an organization.

Software's mostly used in the Company

The Software Which are mostly used in the company are mentioned below (Figure 1):



Figure 1
SOFTWARE USED IN THE COMPANY

Awards and Creditation

The Awards Received by company are Mentioned below (Figure 2):



Figure 2
AWARDS AND CREDITATION

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