

YORKSHIRE CHAMPIONS GROUP



Asif Khan

Entrepreneur, Commercial Banker, Founder and Managing Director of Janan.

Background Information:

Asif Khan born and raised in Yorkshire, is an Entrepreneur, Commercial Banker, Founder and Managing Director of the well-known Janan Group of Companies. Asif founded the 'Janan' brand in 2011 with his brothers, after a successful career with HSBC in Commercial Banking. The Janan Group of Companies is a leading chain of South Asian fashion stores, the company began with one store in Bradford and has since expanded to 17 stores across the UK as well as in E-Commerce.

Asif began his professional career at HSBC Bank plc in the UK at the age of 17 whilst studying for a Business degree at the University of Bradford. During his employment at HSBC, Asif held several Senior Management positions in the Commercial Banking team. During the latter period of his tenure with the bank, Asif was promoted to lead the Commercial Banking Team in West Yorkshire; he was not only the top performing Senior Executive in the UK but also actively involved in many charitable endeavours both personally and on behalf of HSBC including fund raising for the Pakistan Floods in 2010 where £100,000 was raised.

Asif took the decision to change the course of his career and focus on entrepreneurship in retailing and after doing some research, he found a niche in the Asian clothing market. As part of the planning process, Asif went to Pakistan the Middle-East and the Asian sub-continent to understand how he could conceptualise the experience of South-Asian shopping in the United Kingdom. Asif named his new company 'Janan', a word from his ancestral Pashto origin meaning Love, Life, Heart & Soul. The name Janan is unique, memorable, it communicates the brand essence, stands out from competitors and most importantly, cultivates a positive emotional connection with clients. The name established, Asif began working on his strategy and vision of making Janan a household brand in the South Asian community in the UK. In August 2011, Asif launched the first Janan store with his brother in the heart of the City of Bradford, very much a family business with Asif at the helm and his brothers taking an integral role in its operation.

Since 2011, under Asif's leadership and utilising his valuable Banking experience, Janan has gone from strength to strength with 17 stores across the country and 4 international websites. Janan has created an unrivalled shopping experience with all the major Asian designer brands under one roof. Customer experience, employee welfare, honesty, integrity and social responsibility are at the heart of the company ethos. Janan has won several awards for relentlessly high standards, including 'Retailer of the Year' and 'Boutique of the Year', for which Asif credits his team and the loyal client base he has created: "This success would not have been possible without the hard work and dedication of my team and the loyalty of our clients". Asif is very much involved in the development of his people as he believes in continual improvement. He is persistently raising the bar and driving his team to deliver high quality products, services and processes.

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As well as running a successful business empire, Asif is involved in many charitable endeavours, he strongly believes in giving back to the community and to the less fortunate. He supports the ‘United Youth Forum’, ‘Manningham Football Academy’, ‘Manningham All Stars’ helping children in one of the most deprived communities in the UK and many other community initiatives as well as the International ‘Shahid Afridi Foundation’ whose mission is to become the source for transforming lives of the underprivileged communities in Pakistan and across the globe, providing access to education, healthcare and water.

On a personal front, Asif is passionate about travelling and has an even stronger passion for Sports & Fitness. In his spare time, he volunteers as a fitness instructor and is an avid supporter of Liverpool Football Club.

Asif credits his parents for his strong values and continued success: “It is my parents Duas (prayers) that have made me who I am today”. Asif’s inspiration is his Father’s hard working ethos and his Mother’s strength, humility and patient nature.

Sectors worked in and routes taken:	

What I would like to get involved in: (please tick)			
Inspirational Talk	Visits to my place of work	Mentoring / Coaching young people	Other (please state)
✓	✓		