



averroes

أميروس للإستشارات وتطوير الأعمال
Business Advisory and Services

COMPANY PROFILE

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01

ABOUT AVERROES

WE AIM HIGH AND ACHIEVE



AVERROES experience goes back to 2008. Operated earlier as an Independent Management Advisory to Government, Public and Private Clients who were engaged in various industries of different sectors and areas such as Trading, Construction, Manufacturing, Healthcare, Sports, Education and Training. In 2012, independent advisors efforts were joined to form AVERROES foundation.

AVERROES' powerful tools are organization assessment, performance management, innovation, change management and leadership development. AVERROES relies on its highly qualified workforce in delivering its products, services and business solutions.

AVERROES offers custom solutions that best fit the local business environment with the top practices and globally shared expertise. What makes AVERROES distinctive is the commitment towards organization and business development. Joining efforts with AVERROES can strengthen weaknesses, provide clear vision, establish profitable strategy and get ready for a challenging growth.

AVERROES takes into account the business environment, competition and sustainable development. Our clientele ranges from multinational and regional corporations, public listed and government-linked companies, ministries and statutory boards, as well as small and medium-sized enterprises.

VISION

To be an effective one-stop solutions and a pillar of success for any organization

MISSION

To assist Private and Public sector organizations in the design, development and implementation of best practices and global standards, tailored to fit their capability, enabling them to compete worldwide and convert challenges into manageable and achievable targets.

VALUES

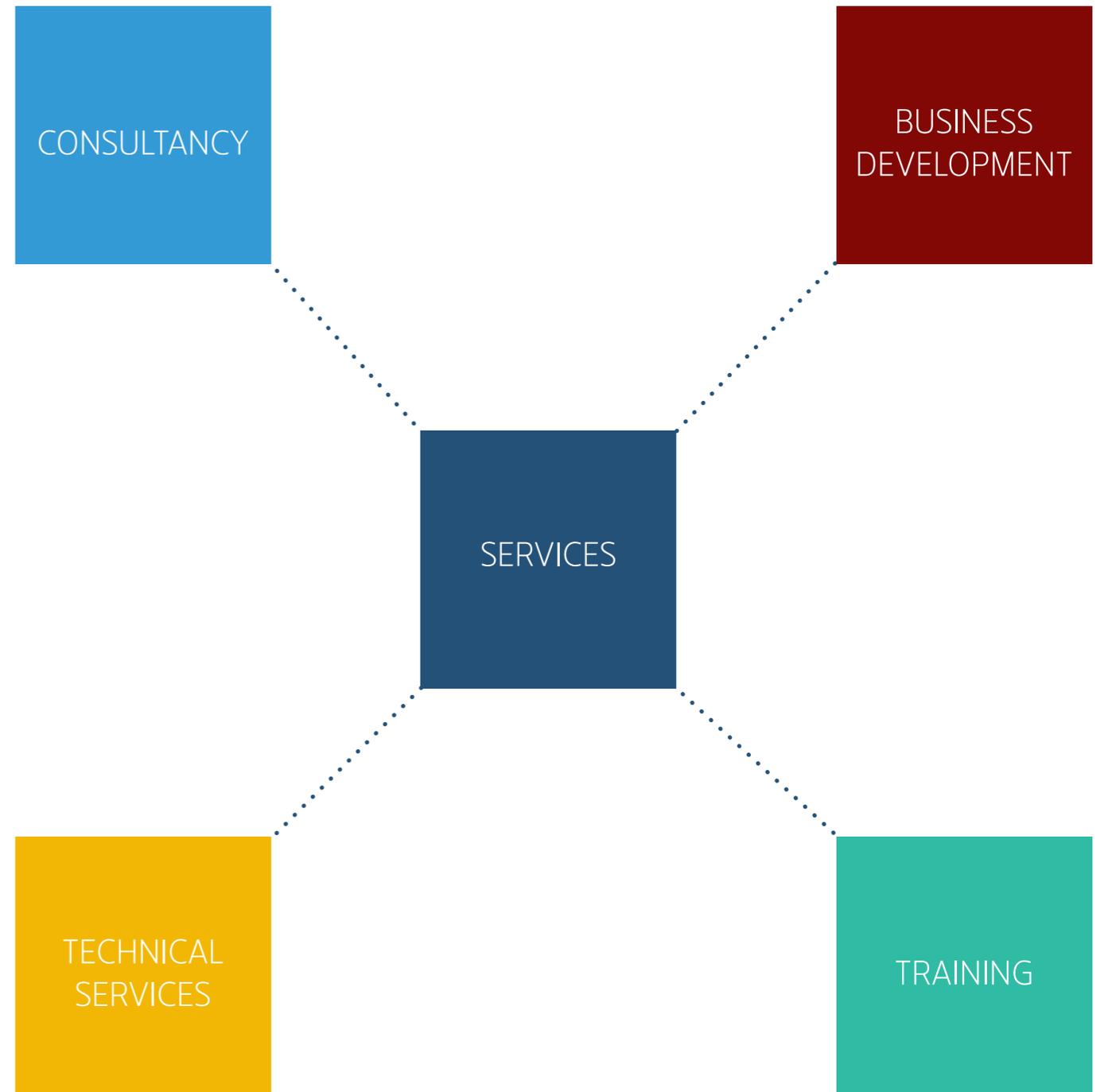
- Our credibility comes from serving customers with utmost care, highest standards, cost effective and tailored services
- Trust, commitment and working effectively in a timely manner
- Reliable performance and resolutions

QUALITY POLICY

To ensure the attainment of Company Vision, Mission and Core Values, AVERROES is guided by its Quality Policy and Quality Objectives: AVERROES Business Advisory and Services is committed to provide a global benchmark for good practice towards "CUSTOMER'S UNDERSTANDING, FULFILLMENT AND SATISFACTION."

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AVERROES SERVICES



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CONSULTANCY

BUSINESS STRATEGY AND STRATEGIC MANAGEMENT

AVERROES can help Organizations to prepare and articulate clearly business strategies, using Strategy Maps and Balanced Scorecards. By the latter, strategy will be everybody's concern and daily job. It will be cascaded down to smallest business unit presented in the organization. AVERROES will be able to balance contradictory forces of short term achievement and long term values. This will lead to capitalizing organization's intangible assets to satisfy customers and consequently achieve the organization financial objectives.

CORPORATE AND ORGANIZATIONAL DEVELOPMENT

Development is the process through which an organization elaborates the internal capability to be the most effective in achieving its mission and to sustain itself over long period of time.

AVERROES can help companies with corporate and organizational development following the core components of effective organizations stated hereunder:

- Vision, Values and Mission
- Governance
- Strategic Thinking and Planning
- Program Development and Implementation
- Evaluation, Learning and Accountability
- Human Resource Management
- Organizational Culture enhancement and Change Management
- Knowledge Management
- Development of an Organizational Learning Capability
- Management Systems and Structures
- Legal Compliance to International Standards
- Fiscal Management and Public Accountability
- Resource Development
- Public Relation and Business Communication
- Constituent Relationships
- Collaboration

HUMAN RESOURCES CONSULTATION SERVICES

People are the most valuable assets and the sustainable competitive advantage of an organization. Regardless of the current business status, whether it is new business venture or an existing one, AVERROES can help organize, manage and develop human resources efficiently. AVERROES provides the following HR consultation services:

- Comprehensive Human Resources Management System Establishment
- Prepare HR Policies, Procedures and HR Manuals/Handbooks
- Develop Organizational Structure and Authority Matrix based on a work flow analysis
- Job Design and Effectuate Job Analysis
- Salary Structure and Compensation Plans
- Incentive Plans Development
- Recruitment Development and Professional Selection
- Develop Performance Measurement and Appraisal Programs



ASSESSMENT AND EVALUATION

AVERROES can help assess employees' behavior and provide organizations with information that allows them to understand what behaviors lead to success or failure. Extended DISC® is the most widely used assessment tool as an in leading organizations. Being certified in conducting Extended DISC assessments and rich with coaching and consulting expertise, AVERROES can assist in achieving the following:

- Maximize the performance of organization employees
- Induce more effective leadership
- Better communication within the organization and with clients
- Develop and manage skills and talents of the organization workforce
- Improve sales and customer service teams' performance and interaction with clients
- Develop and improve teams' communication and performance
- Increase motivation
- Reduce expensive employee's turnover
- Improve recruitment and selection processes

Use Extended DISC® to perform plenty of different assessments and analysis as shown below:

- Personal Assessment
- Sales Assessment
- Sales Manager Assessment
- Management/Leadership Assessment
- Customer Service Assessment
- Specialist Assessment
- Trainer Assessment
- Project Management Assessment
- Team Analysis
- Work Pair Analysis
- Job Analysis
- OPEN 360
- Team Alignment.

PERFORMANCE MANAGEMENT AND IMPROVEMENT

AVERROES can help organizations to assess, manage, evaluate and improve workforce's overall performance. Performance measures and appraisals are designed to help organization to set employee's goals directly linked to business objectives in order to structure compensation and incentive plans tied to these criteria. AVERROES will provide managers with tools and trainings on how to communicate the purpose of performance appraisals, conduct and use them as motivational tool for performance improvement.

ENTERPRISE ARCHITECTURE FRAMEWORK TOGAF CONSULTING & TRAINING

Enterprise Architecture (EA) is more than the collection of the constituent architectures (Business, Application, Technology, and Information). It is a conceptual tool that assists organizations with the understanding of their own structure and the way they work.

TOGAF is an architectural framework - The Open Group Architectural Framework. The key to TOGAF is a reliable, proven method - The TOGAF Architecture Development Method (ADM) - for developing an IT architecture that meets the needs of your business.

It enables IT organizations to design, evaluate, and build the right architecture for their enterprise, and reduces the costs of planning, designing, and implementing architectures based on open systems solutions.

AVERROES will assist the organization to run and implement an Enterprise Architecture program based on TOGAF concepts and ADM, providing all the needed training, which enables organization's resources to achieve TOGAF official certificates - Foundation (Level-1) and Certificate (Level-2)

SURVEY RESEARCH AND PUBLIC OPINION POLLS

AVERROES has extensive experience crafting questionnaires according to principles of scientific survey design, measurement validity, readability, and effective survey flow. AVERROES expertise includes all types of studies such online, mail, and telephone surveys. Our professional staff are experienced with statistics, survey design process, researchers and are PhD holders. They have over 20 years of experience in the design and administration of all types of field research projects.

AVERROES will design surveys from A to Z both paper and web-based projects. We will plan the survey using the most appropriate sampling design depending on the organization target population. AVERROES design and write surveys questionnaires, collect data and provide complete direct mail services to fulfill surveying attainment.

We will develop data entry, validating and presenting it to its owner with the highest level of integrity in the industry. AVERROES select statistical analysis for research development and understanding of methods and analyses that organization preferred, and once the results are obtained, AVERROES will assist synthesize the results and apply them to the research project.

The final report is one of the most important parts of the project. Through the use of tables, charts and graphs, AVERROES can help the transition of tabulated data into a client-friendly terminology.

BUSINESS PROCESS IMPROVEMENT

Business process improvement can yield significant results for any organization. AVERROES can assist on identifying bottlenecks issues and improve them by providing engineered processes in order to bestow the organization prospects with superior performance and high returns.

AVERROES can help in implementing the business process improvement lifecycle, in five steps:

- Identify business processes
- Document the process
- Analyze and measure the process
- Improve the process.
- Perform ongoing process management

EFQM ASSESSING AND CONSULTATION

EFQM (European Foundation for Quality Management) is a non-profit membership foundation based in Brussels. EFQM is the custodian of the EFQM Excellence Model, a non-prescriptive management framework that is widely used in public and private sector organizations throughout the world. AVERROES will help organizations that want to participate in any of the Excellence award programs by consulting and guiding them in how to implement all processes and activities needed to achieve the Excellence Award. AVERROES will assist with an official body that organizes an Excellence Award programs such providing certified EFQM Lead Assessors for the program.

IT AND E-SERVICE SOLUTIONS CONSULTATION

In today's ever-changing economic climate, it is imperative that companies understand how they can use e-Service as a competitive differentiator.

AVERROES can help conduct detailed assessments of business processes within your customer service organizations with the participation of primary stakeholders. AVERROES can identify key opportunities to generate value from an e-Service solution, assess operational readiness for e-Service solutions and provide a clear articulation of the ROI.

AVERROES can help accelerate the business value of the IT initiatives by bridging organization strategies, locate gaps and provide solution through the hands on experience, cost-effective, highly mature and industry-specific with distinguished offerings. AVERROES will provide its clients with targeted solutions to address current market needs and key business challenges in a timely fashion.

PROJECT MANAGEMENT

Project management involves a series of essential processes activities of knowledge in order to successfully complete any project. That includes forming and leading project teams, developing projects strategy, addressing all initial project requirements, planning, monitoring and control the project during execution. Represent clients, government and semi-government in their projects. AVERROES provides a wide range of advisory services and support to all projects that seek a proper methodology for project planning, execution, monitoring and closing. AVERROES can set a guide for all projects requirements and with the use of DISC analysis and people's capabilities can be developed in leading, managing the project, and set milestones in line with budget, cost and project objectives. AVERROES offers professional project management trainings to organizations and individuals.

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BUSINESS DEVELOPMENT

BUSINESS VENTURE PLANNING AND STARTUPS

AVERROES has a new business venture to study, explore and set up new business line and opportunities for investments. AVERROES has the right tools and expertise to do what it takes to develop businesses and have them distinguished from other competitors therefore AVERROES can help build business models and rationally describes how an organization can create and deliver values with a better understanding of the business. In addition, AVERROES can prepare a comprehensive business plan that incorporates legal, administrative, marketing, strategic and financial aspects of the new venture. AVERROES puts its services at the organization's fingertips with a complete roadmap to successful venture, best results and achievement.

AVERROES can set a practical business plan and carry out the important setup stages through the following:

- Brand name selection
- Business identity establishment
- Preparing product and service offerings
- Define pricing strategy
- Compose, layout brochures and web site design
- Manpower selection and recruitment
- Key personnel training

MARKET RESEARCH, MARKETING PLANNING, PRODUCT DEVELOPMENT AND SALES IMPROVEMENT

AVERROES can assist on looking for comprehensive strategic marketing activities and sales team. AVERROES develops marketing strategies, marketing plans and new product or service design and development. AVERROES starts with business goals, objectives and carries out customer and market research.

AVERROES recognizes the importance of having strong, qualified and focused sales team and therefore provides roadmap for team efficiency:

- Create sales plan
- Build and develop sales team
- Assess team member's performance
- Align sales with activities.
- Prepare sales forecasts and sales targets
- Analyze sales data and customer accounts and customer data base.

BRANDING AND CORPORATE IMAGE AND IDENTITY

Product and corporate branding are an integral part of effective marketing and business development. AVERROES design a distinctive business image including logos, business essentials, and all interaction points with customers, such as websites, multimedia, and sales materials. AVERROES can provide you with a comprehensive PR plan and campaign to communicate a better image and attain a stronger market positioning.

BUSINESS RELOCATING AND ESTABLISHMENT

AVERROES has an extensive market knowledge and strong relationships within the private and public sectors. AVERROES supports international organizations that are interested in relocating or expanding their entities in State of Qatar. AVERROES can assist them in building business relationships and communicate with local vendors and suppliers.

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TECHNICAL SERVICES

CONSTRUCTION MANAGEMENT AND QHSE SERVICES

AVERROES Construction Management focuses on providing construction companies and general contractors with the best practices and top of the line services.

In the fields of Quality Assurance and Quality Control, Health and Safety, Environment, Project Supervision, Construction Management, Project Planning, Problem Solving, Value Engineering and Cost Control.

Averroes is an expert in practical field, creating a team working environment and get them involved in the construction methodology for proper implementation and working protocol.

ISO MANAGEMENT SYSTEMS CONSULTATION, INSPECTION AND AUDITING: QUALITY 9001, HEALTH & SAFETY 18001 AND ENVIRONMENT 14001

Consult and guide on the establishment of the ISO Management System and Implementation. Understand customer's needs, assist on business strategy, performance, continual improvement and meet their expectations.

This will lead to business processes improvement, systems enhancement, customer satisfaction and build communication across the company.

Benefits of implementing the integrated management system ISO 9001, 18001, 14001 within organization:

- Helps improve productivity and market share
- Helps organization to stay in compliance with concerned statutory and regulatory requirements
- Improve supplier relationships
- Reduce multiple audits by various customers
- Improve communication
- Improve the product by maintaining control on key processes
- Introduce environmental awareness and social responsibility among employees, stake holders and society
- Helps identify, control and monitor environmental awareness of organizations

AVERROES is dedicated to corporate development and continual improvement. We help organizations achieve their set targets. In addition to the consultancy and business development services, AVERROES provides executive level professional training to allow organizations' leaders and top managers to keep the momentum of improvement and support them with the required skills and knowledge.

Some of the executive level training topics we can provide are:

- Creativity and Innovation
- Leadership
- Change Management
- Strategic Management and Planning
- Balanced Scorecard
- Organization Architecture TOGAF
- Project Management
- Behavioral Assessment and Communication with your clients, staff and peers
- Corporate Social Responsibility
- Effective Motivational Strategy

We provide the following training options:

IN-HOUSE CUSTOMIZED TRAINING

AVERROES is capable of developing an executive level training program tailored to the organizations and staff needs. We analyze organization's requirements and set up a training agenda that addresses all organizations concerns.

PUBLIC TRAINING

AVERROES is committed to provide development with remarkable training programs and bring not just excellent trainers but rather subject matter experts with an extensive real life experience.

WORKSHOPS AND SEMINARS

Executive professionals may not have the time to attend a lengthy training, seminars and workshops. However AVERROES organizes training sessions as per executives and organization's time constraints, such seminars will keep executives and organizations up-to-date with the current market trends in the fields of Marketing, Leadership, Sales, Business Development and Enhancement of Professional Skills.

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OUR PEOPLE



AHMED ABOUNAHIA

Awarded with many professional affiliations and certifications, he is the Managing Director and co-founder of the organization with a vast array of experience for the last 20 years in the fields of Consultancy, Business Advisory Services, Organization restructuring, Training and Development. Mr. Ahmed is well versed in Strategic Marketing and Planning with a practical approach towards Business Solutions. He conducts SWOT and Competitive Analysis to help organizations differentiate and overcome competition. Preparing the right marketing mix and promotional plan, setting marketing objectives and financial plans including sales forecasts, budgeting plans, cash flow budgets and break-even analysis come under his main area of expertise

Certifications & Qualifications

- MBA – Master of Business Administration
- Kaplan - Norton Balanced Scorecard Graduate™
- Certified extended DISC Coach and Consultant
- ASTD - American Society of Training and Development member
- AMA - American Marketing Association Professional Member

RAWHEY DABAGH

CEO and Co-founder of the company, Mr. Rawhey is an expert in Project Management. His proficiency lies in the field of Quality Management, Company Assessment, Project Execution and mainly Business Development. Organizational restructuring is a specialty along with implementation of modern theories and techniques of management. He has a wide range of experience in enhancing corporate effectiveness through organization mapping, defining organization expectations, managing by objectives and measuring by KPI, developing Vision and Mission Statements. Corporate Goals and achieving collaboration of all stakeholders in effective realization of target through leadership development and business steering are other specialties of his

Certifications & Qualifications

- MA in Leadership Innovation and Change Management
- CIPM Certified International Project Manager from American Academy of Project Management
- Certified Engineering Technologist (CET), OACETT registered with the Institute of Engineering Technology, Ontario Canada
- Certified ISO9001:2008, OHSAS 18001 Lead Auditor
- Member of OACETT, AAPM, PMI, ASQ, IRCA, OHSAS

MAYSARAH AL-ALAMI

A senior consultant, Mr. Maysarah is a highly qualified and certified Project Manager / Senior Business Analyst with a verifiable track record of Project management teaching and lecturing, managing complex IT projects with exceeding expectations. This is a great asset as far as the Averroes's way of doing Business is concerned. He has Extensive experience in implementation of Business process improvement, e-government services, CRM, Human Resources Management, Balanced score card and organizational architecture framework TOGAF for both Government and Private sectors.

Certifications & Qualifications

- MBA – Masters of Business Administration
- TOGAF 9.0 Certified (The open group Enterprise Architecture Framework)
- PMP. (Project Management Professional) - 15 Aug. 2005.
- ITIL Certified - 15 March, 2007
- Certified ISO/IEC 20000 Consultant – it SMF
- EFQM Certified Lead Assessor and consultant

KEERTANA KODURU

Senior Research Analyst

With Extensive Research Methodology and Techniques, Miss Keertana is an asset to the firm. She has handled Research, Policy and Compliance, Quality and Risk Management, Administration, Training and Development work to a great extent. She also has experience in Branding, Designing and Promotion Strategies. Research through various finance-related websites and the internet is her specialty along with analysis and Interpretation of data through the MS office tools and meeting deadlines.

Certifications & Qualifications

- MBA – Master of Business Administration
- Certified Lead Auditor ISO 9001:2008 Quality Management Systems

RODEN HERRERA

Senior Analyst

Mr. Herrera is a certified and experienced Research & Development and Marketing professional both academically and in the business field. While having a vast track record in the field of marketing and business development he is also sharing his knowledge and expertise as a university professor and as a research adviser. With more than 20 years of experience in various fields and industries i.e. sales & marketing, administration, human resource, education, banking, construction, healthcare, food & beverage, training & development, and management it definitely makes him a well-versed and well-equipped business professional capable of providing a valuable support and advisory to any start up business, small & medium enterprise and any corporate ventures.

Certifications & Qualifications

- MBA –Master of Business Administration
- AME member – Association of Marketing Educators
- University Instructor

RESEARCH ASSOCIATES

AVERROES works with a wide group of external associates who are considered to be the best in their field with a long experience and professional qualifications. Among those are PhD and MBA degrees holders, researchers and professionals in different industries. For each project AVERROES undertake, appoint a team of experts that will deliver the results needed with the highest quality.

08

CLIENTS

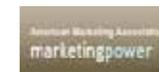


| CLIENT | COUNTRY |
|---|--------------|
| 1 Qatar Foundation | Qatar |
| 2 Sidra Project | Qatar |
| 3 Awqaf | Qatar |
| 4 Qatar Petroleum | Qatar |
| 5 Ashghal | Qatar |
| 6 Qatar University | Qatar |
| 7 Naser Bin Khalid | Qatar |
| 8 Al Jaber Trading & Contracting | Qatar |
| 9 Institute of Administrative Development | Qatar |
| 10 Global Veterinary Services | Qatar |
| 11 National Building Material Company | Qatar |
| 12 Contraco | Qatar |
| 13 Arab Trading Company | Qatar |
| 14 E-Government "Yesser" | Saudi Arabia |
| 15 National Guard - IT Dept. | Saudi Arabia |
| 16 National Guard - Integrated Strategic Planning Dept. | Saudi Arabia |
| 17 King Abdullah II Office of Excellence | Jordan |
| 18 Jordanian Army - Engineering Dept. | Jordan |



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CREDENTIALS / AFFILIATIONS



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