

# BAYAN ADVISERS

## COMPANY PROFILE



*Your Lever to Growth*

# About Us



## Who We Are

**Bayan Advisers** is a management consulting company established by an experienced professional team with a common vision of providing advisory services that contribute to institutions' success and growth

**Our mission** is to contribute to the advancement of institutions in the Middle East through offering fact based, diligent and tangible consulting services

**Our team** is passionate, dedicated and works to ensure quality and relevance on regular basis

**Our approach** is built on implementing market relevant recommendations that generate measurable value through practical tools in short projects

**We focus** on building the internal capabilities of our partners mainly The People

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## What are our Values

"Bayan" is one of the rich words in Arabic language that reveals a lot of our team values and our work characteristics.

"Bayan" in Arabic means:

**Proof and validation;** reflecting our dedication to present our clients with valid, relevant, fact based, diligent and tangible consulting services that will contribute to our client's advancement and growth

**Eloquence and persuasiveness;** reflecting our devotion to clearly communicate our ideas and opinion in a simple, direct, and practical manner that will enhance the application of our deliverables

**Guidance and enlightenment;** reflecting our commitment to implement what we preach, through developing practical applicable tools and solutions, and guiding our clients' team through on job / off job training to ensure achieving our clients' objectives



## Why Us

**Bayan Advisers ... "Your Lever for Growth"**

Like a "lever", we are dependable & hardworking, and work in partnership with our clients & produce results

- ✓ We are based in Amman, Jordan thus providing a hub for servicing the Middle East, with established alliances in Saudi Arabia, UAE, Egypt and Yemen
- ✓ We have access to highly professional and experienced subject matter experts in the advisory services we offer
- ✓ We have established alliance with a specialised software house to provide customised IT solutions to enhance sales, service and staff performance

# Our Advisory Services



## Banking / Financial Institutions

### We work with our clients on three main areas:

- Enhance retail operations and branch network services and performance
- Build an efficient corporate relationship management that aims at enhancing client's relationship and improve risk assessment and approval process
- Develop efficient and service focused operations through designing and developing policies, procedures and service level agreements for all banking activities with the aim to transform the operations functions from a processing culture to servicing culture

### Our offerings include:

- Retail banking
  - Enhance Retail Banking Division
  - In branch sales and service enhancement
  - Branch performance optimization
  - Collection management
  - Complaint management
- Corporate relationship management
  - High performance relationship management
- Operations
  - Develop policies, processes and procedures for banks' divisions and departments



## Entrepreneurship Offerings

At Bayan Advisers, we define entrepreneurs as leaders who aim to contribute to the growth and advancement of their organizations. Our offerings are tailored to assist entrepreneurs to enhance sales, improve service, institutionalize their operations and improve performance.

*In the following pages we will detail the tasks Bayan will tackle and targets to achieve*

### Our offerings include:

- Strategy development and business plans
- Sales enhancement
  - Outlets
  - Mobile sales force
  - Relationship management
  - Key account management
  - Cash vans
- Service enhancement
  - Front office development
  - Complaint/issue handling
  - Service level agreement
- Marketing enhancement
  - Capability audit
  - Marketing planning
  - Marketing execution
- Development of policies and procedures
- Project management office



## Auto / Fleet Management

We aim at enhancing the after sales service for Auto importers and companies with sizable fleets to ensure efficient operation is maintained.

### Our offerings focus on :

- After sales service enhancement
- Fleet management
- Service/maintenance centers enhancement
- Auto sales
- Parts management
- Workshop management



## Enhance retail operations and branch network services and performance

### Enhance Retail Banking Division

#### Bayan Will ...

- ✓ Optimize organization structure for retail division and define clear roles and responsibilities to eliminate rework and dual responsibilities
- ✓ Enhance channels' performance (Branch, Customer Care Center, Internet Banking, ATM network and functionality)
- ✓ Define target customers
- ✓ Define product mix to match target customers needs
- ✓ Enhance the performance of departments (retail credit, visa cards, collection, operations, product development, sales department, branches management)
- ✓ Build performance management
- ✓ Develop processes and procedures
- ✓ Develop retail division performance dashboards and reports

### In branch sales and service enhancement

#### Bayan Will ...

- ✓ Define branch roles and responsibilities
- ✓ Define target market within the existing and potential customer base
- ✓ Define targets to be achieve
- ✓ Develop sales procedures
- ✓ Develop incentive plan
- ✓ Build product knowledge
- ✓ Reduce queuing time and enhance queue management
- ✓ Develop and train tellers and customer service officers
- ✓ Monitor and resolve complaints
- ✓ Motivate team and set incentive plan

#### To ...

- ▲ Increase market share in deposits/ retail loans
- ▲ Enhance customer service
- ▲ Enhance credit quality
- ▲ Improve channels service and performance
- ▲ Standardize policies and procedures

#### To ...

- ▲ Achieve performance targets
- ▲ Enhance customer satisfaction
- ▲ Increase sales of banking services (deposits, loans, credit cards, & other banking services)
- ▲ Increase customer retention
- ▲ Improve staff morals and staff retention
- ▲ Improve retail loans quality
- ▼ Reduce customers complaints
- ▼ Reduce queuing times



## Enhance retail operations and branch network services and performance

### Branch performance optimization

#### Bayan Will ...

- ✓ Set branch performance targets
- ✓ Review current workload and authority levels
- ✓ Define unnecessary workload and recommend plan of action
- ✓ Train staff and develop high performance kits (reference kits to facilitate execution of tasks)
- ✓ Provide guidance
- ✓ Monitor implementation and performance

### Collection management

#### Bayan Will ...

- ✓ Align structure to achieve collection objectives
- ✓ Develop collection policies and procedures
- ✓ Manage/ optimize implementation of collection systems
- ✓ Set targets & develop collection dashboards
- ✓ Train staff and monitor execution & achievements

### Complaint management

#### Bayan Will ...

- ✓ Resolve customers' complaints in an efficient and speedy matter
- ✓ Define capturing channels
- ✓ Log in complaints
- ✓ Set Prioritization scheme
- ✓ Assign complaints owners
- ✓ Define resolve process and escalation approach
- ✓ Identify customers update process
- ✓ Monitor and track complaints resolution and escalation

#### To ...

- ▲ Enhance achievements of targets
- ▲ Improve customer service
- ▲ Improve staff performance
- ▼ Reduce unnecessary workload
- ▼ Queuing time

#### To ...

- ▲ Increase productivity of collection team
- ▲ Improve customer satisfaction
- ▼ Decrease loan losses & delinquency ratios
- ▼ Decrease collection aging
- ▼ Decrease average time to collection

#### To ...

- ▲ Improve customer service
- ▲ Improve time to solve customers' issues
- ▲ Enhance customers' retention
- ▼ Reduce customers' complaints



## Build an efficient corporate relationship management

### Bayan Will ...

- ✓ Optimize organization structure for corporate function division and define clear roles and responsibilities to eliminate rework and dual responsibilities
- ✓ Review and enhance credit policy
- ✓ Enhance credit assessment and improve risk assessment & approval process
- ✓ Define target corporate customers
- ✓ Define product mix
- ✓ Develop processes and procedures
- ✓ Enhance needed departments (remedial, credit documentation, credit operation etc)
- ✓ Build high performance relationship managers

### To ...

- ▲ Increase transaction volumes for existing customers
- ▲ Enhance relationship management
- ▲ Improve credit quality
- ▲ Attract new customers
- ▲ Increase transaction volumes for existing customers



## Develop efficient and service focused operations

### Bayan Will ...

- ✓ Assess current business activities
- ✓ Identify customer delivery problems
- ✓ Document "As-Is" processes
- ✓ Design "To-Be" processes to avoid redundancies and bottlenecks
- ✓ Identify tools and IT solutions
- ✓ Reassign people according to process needs and cost efficiencies
- ✓ Simplify internal reporting systems
- ✓ Document policies and procedures
- ✓ Build performance management module
- ✓ Develop training material and train the trainers

### To ...

- ▲ Increase quality and productivity
- ▲ Align between sales and service delivery organizations
- ▲ Enhance meeting service level agreement
- ▼ Decrease internal handoffs
- ▼ Eliminate bottlenecks
- ▼ Eliminate waste
- ▼ Decrease costs



## General Offerings for Entrepreneurs

### ■ Strategy Development and Business plans

#### Bayan Will ...

- ✓ Develop business plans
- ✓ Develop Overall Strategies for Growth and Operations
- ✓ Analyze market dynamics
- ✓ Identify industry factors
- ✓ Define customer strategy, segment customers, and identify customers attributes
- ✓ Define product mix strategy
- ✓ Define channel strategy
- ✓ Align operating model with customer, product and channel strategies
- ✓ Set achievable organization goals and objectives
- ✓ Build financial model
- ✓ Identify strengths, weaknesses and opportunities and threats
- ✓ Set clear action plan and monitoring program for achieving annual organization objectives

### ■ Development of policies and procedures

#### Bayan Will ...

- ✓ Design processes
- ✓ Prepare guidelines
- ✓ Develop policies
- ✓ Develop procedures
- ✓ Prepare process cards
- ✓ Develop forms
- ✓ Develop templates and checklists
- ✓ Develop service level agreements
- ✓ Design reports
- ✓ Develop training
- ✓ Develop orientation and train the trainers kits

#### To ...

- ▲ Increase return on shareholders' equity
- ▲ Improve achievement of company's annual objectives
- ▲ Enhance utilization of resources
- ▲ Enhance customers satisfaction
- ▲ Improve employee productivity and satisfaction
- ▲ Improve internal communications
- ▼ Reduce risks

#### To ...

- ▲ Improve service delivery
- ▲ Increase customer satisfaction
- ▲ Improve productivity
- ▲ Enhance compliance
- ▲ Improve employees morale and satisfaction
- ▼ Reduce time to delivery
- ▼ Decrease bottlenecks
- ▼ Reduce customer complaints
- ▼ Reduce training time



## ■ Service enhancement

### Bayan Will ...

#### ■ Front office development

- ✓ Set service standards and attributes
- ✓ Develop service guidelines and procedures
- ✓ Identify service targets and objectives
- ✓ Set customers' satisfaction targets
- ✓ Set monitoring program to measure customers' satisfaction
- ✓ Align staff evaluations and incentives with customers' satisfaction objectives
- ✓ Train staff and ensure implementation of programs

#### ■ Complaint/issue handling

- ✓ Set complaint/handling guidelines and procedures, (capturing, logging, prioritizing, assigning resolving and escalating)
- ✓ Define customers' update process
- ✓ Monitor and track complaints resolution and escalation

#### ■ Service level agreements

- ✓ Define services extended to customer
- ✓ Identify service level agreements (the contracted delivery time of the service or performance as promised to customers)
- ✓ Operational level agreements (interdependent relationships among the internal support groups of an organization working to support a service delivery agreement)
- ✓ Enhance procedures to ensure meeting service level and operational level agreements
- ✓ Align staff performance with customers' satisfaction and meetings SLAs
- ✓ Train staff
- ✓ Set targets, measure and monitor execution

### To ...

- ▲ Improve customers' satisfaction
- ▲ Build customers' loyalty
- ▲ Improve customers' retention
- ▲ Increase market share
- ▲ Improve efficiency of service delivery
- ▲ Improve working environment
- ▲ Increase number of handled complaints
- ▲ Improve staff moral
- ▼ Reduce time for solving problems
- ▼ Trim customers' complaints
- ▼ Reduce time to delivery

# Entrepreneurship Offerings



## ■ Sales enhancement for the following channels

- ✓ Branches / Outlets
- ✓ Mobile sales force
- ✓ Relationship management and key account management
- ✓ Cash vans

Sales enhancement will take into consideration the uniqueness of the above sales channel and will include:

### Bayan Will ...

- ✓ Set sales guidelines
- ✓ Define roles and responsibilities
- ✓ Define target market within the existing and potential customer base, based on customer segmentation
- ✓ Define targets to be achieved
- ✓ Develop sales procedures
- ✓ Develop incentive plan
- ✓ Build product knowledge
- ✓ Align performance with targets achieved
- ✓ Motivate and train sales team
- ✓ Measure and monitor execution

## ■ Project Management Office ( PMO)

### Bayan Will ...

- ✓ Set up Project Management Office
- ✓ Prepare guidelines for projects
- ✓ Develop forms
- ✓ Develop templates and checklists

### To ...

- ▲ Increase sales growth
- ▲ Improve customers' satisfaction
- ▲ Improve productivity of sales team
- ▲ Increase customers' penetration
- ▲ Improve sales force moral
- ▲ Up sell/ cross sell ratios
- ▲ Increase customer retention
- ▼ Decrease customers' complaints

### To ...

- ▲ Improve project success rate
- ▲ Increase uniformity within the company
- ▲ Resolve issues
- ▲ Improve profitability
- ▼ Decrease risks
- ▼ Reduce complaints



## Auto/ Fleet Management Offerings

### After Sales Service Enhancement

#### Bayan Will ...

- ✓ Develop work processes for greeting customers, vehicle reception, repair process, follow up, quality assurance, delivery and after delivery, problem vehicles and repeat job (comeback)
- ✓ Define policies & procedures across the after sales service culture
- ✓ Build and implement impartial control and performance management
- ✓ Ensure smooth workflow
- ✓ Implement on-job training
- ✓ Build an effective "Fix it First Visit (FFV)"
- ✓ Develop warranty procedures
- ✓ Structure an efficient pre-delivery inspection
- ✓ Implement a customer satisfaction program (CSI)
- ✓ Develop parts' stock management

#### To ...

- ▲ Improve customer satisfaction
- ▲ Improve customer retention
- ▲ Improve efficiency
- ▲ Improve staff performance
- ▲ Improve working environment
- ▲ Increase workforce productivity
- ▲ Improve "fix it first visit" scores
- ▲ Enhance turnover ratio
- ▲ Improve warranty audit results
- ▼ Reduce turn around figures
- ▼ Reduce liability risks

### Fleet management

#### Bayan Will ...

- ✓ Develop preventive maintenance policy
- ✓ Design and plan service schedule for fleet , taking into consideration business requirements, vehicles models and service maintenance schedules and requirements, manufacturers' requirements and recommendations
- ✓ Build procedures for emergency and unforeseen repair requirements
- ✓ Design and develop KPIs for maintenance department
- ✓ Ensure proper vehicle reception
- ✓ Apply strict final control and quality assurance
- ✓ Develop needed policies, process, procedures and authority levels

#### To ...

- ▲ Maximize staff efficiency
- ▲ Improve on time delivery to customers
- ▲ Increase customer satisfaction
- ▲ Enhance income
- ▲ Improve vehicles utilization
- ▼ Minimize down time
- ▼ Reduce unplanned costly repairs



## Service / Maintenance Centers Enhancements

### Bayan Will ...

- ✓ Develop service reception procedures
- ✓ Set workshop KPIs, set targets, create incentive programs and develop monitoring procedures
- ✓ Build workshop control policies and processes
- ✓ Organize special tools & develop processes
- ✓ Develop quality control procedures
- ✓ Set vehicle wash process
- ✓ Organize & monitor 24/7 emergency service

### To ...

- ▲ Improve customer satisfaction & service efficiency
- ▲ Improve customer retention
- ▲ Improve productivity of maintenance centers
- ▲ Improve utilization of resources
- ▲ Improve working environment & employee satisfaction
- ▲ Improve workflow
- ▲ Improve CSI scores
- ▲ Improve “fix it first visit” scores
- ▼ Reduce turn around figures
- ▼ Reduce cost of ownership
- ▼ Reduce liability risks

## Parts management

### Bayan Will ...

- ✓ Set initial stock order policy
- ✓ Develop parts standards and procedures
- ✓ Develop / Enhance warehouse design (bin locations)
- ✓ Develop parts picking, packaging and dispatching procedures
- ✓ Set parts selling policies and procedures for selling parts
- ✓ Develop processes and procedures for parts handling, storage and preservation

### To ...

- ▲ Improve customer satisfaction
- ▲ Improve stock turnover ratio
- ▲ Improve working environment
- ▲ Improve Parts availability
- ▲ Improve bin audit results
- ▲ Enhance turnover ratio
- ▲ Enhance “Fix it first visit”
- ▼ Reduce dead stock
- ▼ Reduce cost of ownership
- ▼ Reduce liability risks



## Auto Sales

### Bayan Will ...

- ✓ Develop sales forecast template
- ✓ Develop sales process standards for:
  - Corporate sales
  - Customer care
  - Delivery
  - Negotiation
  - Presentation
  - Prospecting
  - Stock planning
- ✓ Design used cars sales approach
- ✓ Enhance Marketing (advertising, promotions & showroom display)
- ✓ Enhance customer experience
- ✓ Develop showroom customer traffic control & develop follow up guidelines
- ✓ Develop new vehicle receiving and storing procedures

## Workshop management

### Bayan Will ...

- ✓ Develop a performance driven culture through setting clear KPIs for workshop team
- ✓ Develop workshop control procedures
- ✓ Set proactive maintenance schedules and guidelines  
Ensure strict final control

### To ...

- ▲ Improve customer satisfaction (SSI)
- ▲ Enhance acquisition of new customers
- ▲ Improve sales volume
- ▲ Improve market share
- ▲ Improve customer experience
- ▲ Improve working environment
- ▲ Increase productivity of sales force
- ▲ Improve employee satisfaction
- ▼ Reduce vehicle stock to proper levels
- ▼ Reduce liability risks

### To ...

- ▲ Improve workshop efficiency
- ▲ Improve staff productivity
- ▲ Improve utilization of resources
- ▲ Curb workshop staff attitude
- ▲ Smooth work flow
- ▼ Reduce turn around figures
- ▼ Reduce liability risks
- ▼ Reduce repeat jobs (comebacks)

# Leadership Team



## Issam Elmuhtadi

Executive Director

### Profile

Issam is the founder of Bayan Advisers. He has more than 18 years of consulting and banking experience. Prior to establishing Bayan Advisers, Issam was the Director of Amman Solution Center at Huron Consulting Group - Middle East (previously nextmove), where he led teams of consultants in launching companies and assessing, developing and implementing growth strategies for banks and companies across the Middle East. Prior to joining the consulting field, Issam was a manager of the International Department at Cairo Amman Bank (a local Jordanian bank). Throughout his experience with the bank, Issam was exposed to several banking services including financial institutions and corporate relationship management, trade services, housing loans, SME and micro finance lending.

Issam has a Masters of Business Administration (MBA) and B.S. in Business Administration (Finance) from the California State University, Chico, USA

### Main Projects & Engagements

**Sales and service enhancement program for a leading bank in Qatar:** Led a comprehensive sales and service transformation program that achieved loans & deposits sales targets, customer satisfaction levels, in-branch workload reduction, and major increase in utilization of electronic channels for 26 branches and offices

**Sales growth program and strategy for a major food manufacturing company (FMCG) in Saudi Arabia:** Managed the assessment and the implementation of a comprehensive sales growth program that led to increasing the company annual sales by 25% over its previous year sales, as a result of the implementation of this project the company had a successful IPO

**Business launch for a publicly traded brokerage company in Qatar:** Managed a project management office (PMO) to the successful launch of the first publicly traded conventional and Islamic brokerage company in Qatar, within a period of four months

**Banking service transformation for a leading bank in Saudi Arabia:** Supervised transforming the operations division for a leading bank in Saudi Arabia from processing to a front office servicing culture, with the objective to achieve service excellence and ultimate customer satisfaction. The project focused on developing new processes, creating new organization & new roles for people and transforming the operation's division culture from a process to a service oriented culture

**Full bank assessment for a local bank in Jordan:** Conducted a full bank assessment of a local bank. Work included analyzing the banks capabilities (strategy, customers, products, channel, HR, back office, sell and service and performance management), identifying gaps and making recommendations to close gaps. Recommendations were grouped into executable projects and a roadmap was prepared

**Collection department enhancement for a leading Islamic bank in the UAE:** Supervised the design, development and implementation of the collection department for a leading banking in the UAE. This include setting the collection strategy, building prioritization model based customer segment & balances, defining collection approach for each level, developing the required policies and procedures, reengineering the organization structure of the collection department and training staff

**Business launch manuals development for an online brokerage company:** Developed policies and procedures for an online brokerage company in Saudi Arabia, which focused on identifying how to build a customer focused approach. This included building account administration, brokerage, handling and custody of client money and assets, fund management, IPO, sales management, issue management, and reporting & record keeping

### Achievements

Led / supervised teams to accomplish the following:

- ✓ A successful launch of a publicly traded financial investment company in Doha, Qatar within a period of 4 months, with a staff of more than 100 employees, 4 branches and a call center.
- ✓ Increase in-branch sales for a major bank in the Gulf by 25%, and enhanced the service through reducing queuing time to 5 minutes from 12 minutes and enhanced service satisfaction to reach 92%.
- ✓ Achieve sales targets for a major fast moving consumer goods (FMCG) manufacturer in Saudi Arabia; an increase in annual sales of more than 25% over annual sales of previous year (average annual growth was 7%), increase sales of core products of more than 15%, decrease in returns of about 8%.
- ✓ Reengineered the corporate banking services and organization structure for a leading bank in Saudi Arabia

# Leadership Team



## Nasser Al Afghani *Director*

### Profile

Nasser is a founder of Bayan Advisers. He has extensive experience in managing after sales service functions for major auto dealers in the region. Nasser's initiatives focused on developing workflows, procedures and building a performance management model to lead after sales activities with the aim to enhance customer service, build customer loyalty and ensure quality of service. Prior to establishing Bayan, Nasser worked with major auto dealers in Jordan; his profile includes working with BMW, GM, Opel, Chrysler dealership. Nasser has extensive regional experience where he worked on projects in Saudi Arabia and was the manager of after sales service for BMW Dealership in Kuwait and Qatar.

Nasser has a B.S.M.E from Northrop University, Los Angeles California, USA

### Achievements

- ✓ Led a service advisors transformation program for a major dealership in Saudi Arabia that achieved remarkable customer satisfaction levels
- ✓ A successful launch of a CSI program (Customer Satisfaction Index) with a 95% 2 year average
- ✓ Above 90 % in a 2 year average FFV "Fix it First Visit"
- ✓ Devised a highly effective Performance Management Module
- ✓ Devised Proactive Maintenance Schedules
- ✓ Designed a workshop key figures program which includes efficiency, productivity & utilization as well as idle time statistics (both fixed & variable) and technicians current working status display (who is currently working & who is idle)
- ✓ Devised a service reminder program

### Main Projects & Engagements

#### ***Service Advisors Professional Role***

Designed and developed service advisors manual and trained service advisors & implemented quick & long term solutions for a Major CJD importer (Chrysler, Jeep & Dodge) in the Gulf region. The project included defining the process flow for the service advisors including coaching and monitoring implementation

#### ***Restructured a CJD importer***

Turned around the After sales to become the best Middle East performer in CSI, FFV & Recall campaigns. This included designing and developing all policies and procedures for the after sales service function. Defined service criteria, and conducted regular customer satisfaction surveys to ensure service meets required standards. Developed and implemented a comprehensive performance management module that focused on regular monitoring of staff performance

#### ***Boosted GM importer CSI figures***

Built customer service initiatives that contributed to enhancement of customer satisfaction. CSI (Customer Satisfaction Index) rose from 72% to 87% in just under 6 months. This included designing service code, and defining roles and responsibilities

#### ***Established a BMW / Rover group solos from scratch***

Built an after sales service operation In just under two months for BMW Group dealership (fully operational in mechanical, electrical, body & paint shops) . This included spare parts initial stock order, special tools order, equipments order, job descriptions , developing all policies & procedures and developing staff

# Leadership Team



## Diala Al Alami *Director*

### Profile

Diala is a founder of Bayan Advisers. She has more than 18 years of consulting experience. Prior to establishing Bayan Advisers, Diala was the Component 2 Leader for Private Sector Strengthening for ACED Program, where she worked with different teams to assist MSMEs in Aqaba. Prior to joining ACED Program, Diala worked with nextmove as a consultant and a PMO manager, where she developed and documented policies and procedures for HR, sales and marketing in addition to PMO procedures. Diala also worked with EJADA, as a taskforce advisor where she conducted assessments and support to SMEs and Associations. Prior to that, Diala had over 8 years in Abu-Ghazaleh Intellectual Property. Diala also provides capacity building assistance to NGOs through Jordan Civil Society Program, whereby support is given in HR, Project management, Monitoring and Evaluation and Organizational development.

Diala has a Bachelor of Arts in Economics, American University in Cairo, Cairo, Egypt. She is also PMP Certified through the Project Management Institute, U.S.A

### Main Projects & Engagements

#### ***Project Management Office***

Developed a Project Supported several companies in Documentation and procedure running. The last project was a Jewelry factory in in the documentation and development of their business processes, which resulted in the amending of computer systems and the development of a bar-coding system

#### ***Developing Support to Micro, Small and Medium Enterprises (MSMEs)***

As component leader to a project in Aqaba, effectively put in place a system to support MSMEs in businesses by identifying through diagnosis deficiencies and then developing solutions to support them in this progress

Supported several companies in Amman in diagnosing their problems and identifying improvement plans for the future.

#### ***Micro – Business Incubator***

Supported a NGO in developing a Micro Business Incubator in Aqaba, catering to the local micro businesses and their needs. During the first 6 months 60 entrepreneurs received training

#### ***Policies and Procedures***

Developed for different Policies and procedures for different companies such as Policies and Procedures for an upstart Cement company and a internal designer company, operational procedures for a Jewelry Factory, sales and marketing policies and procedures for a Brokerage company

#### ***Supporting Grass root NGOs***

Working with small NGO's to develop their internal capacities to support growth and sustainability

### Achievements

- ✓ Developed a MSME support unit that provided consultants to the different enterprises, and provided support to MSMEs through diagnosis studies.
- ✓ Developed policies and procedures for an startup company in HR, sales, marketing and organizational manuals
- ✓ A successful implementation of documented procedures in a jewelry factory in Jordan.
- ✓ Developed the Project Management Office for a consulting company, including monitoring and reporting processes and tools.
- ✓ Supported an NGO in developing a Micro-Business Incubator in Aqaba.
- ✓ Supported grassroots NGO's in developing Internal organization structures, as well as capacity building.
- ✓ Supported and conducted training in Intellectual Property



**Call us**

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