

SQUAD BUSINESS CONSULTING COMPANY

- ✓ **SQUAD BUSINESS CONSULTING COMPANY** is your strategic business advisory & operations improvement consulting company applying the “**Hands On Methodology**” to optimize and develop the BUSINESS RESOURCES (PEOPLE, MONEY & PROCESSES) in a measurable way achieving a real added value.
- ✓ Together with our clients, we find value across boundaries, develop insights to act on, and energize teams to sustain success. Our efforts raise the enterprise value, improve the competitive position, open up additional potentials, decrease costs and reduce trapped cash.
- ✓ **IT IS OFTEN SAID; YOU CAN LOSE MONEY FOR SOME TIME, BUT YOU CANNOT AFFORD BEING OUT OF CASH EVEN FOR ONCE “CASH IS KING”;**

And always has the upper hand to make business sustain, Being more flexible to take advantage of opportunities as They arise and give you the edge to achieve the required Growth & Development, this where we focus taking into Consideration the continuous trade of between Sales, Cost, Risk & Assets Utilization.



- ✓ **SQUAD BUSINESS CONSULTING TEAM** do believe that Success resulted from the “Qualified Utilization & Assurance Of the business resources to achieve Development “SQUAD”, It is always the combination of five pillars to achieve Successful Hands On Consultation (Analyze / Planning / Execution / Control & Reporting).





A. SQUAD VISION:

- ✓ TO BECOME ONE OF THE WELL REPUTABLE REGIONAL HANDS ON CONSULTING COMPANIES, OWNING A HANDS ON INVESTMENT FUND TO DISCOVER THE INHERITED POTENTIALS.

B. SQUAD MISSION:

- ✓ TO PROVIDE OUR CUSTOMERS WITH AN ACHIEVABLE, MEASURABLE REAL ADDED VALUE HANDS ON CONSULTATION TO BE REFLECTED ON BOTH:
 - BUSINESS SIDE: (SALES, PROFITABILITY, LIQUIDITY & ASSETS UTILIZATION).
 - HUMAN RECOURSES SIDE: EMPLOYEES DEVELOPMENT THROUGH:
 1. PARTICIPATING IN THE TURNAROUND PROJECT EXECUTION.
 2. CUSTOMIZED TRAINING COURSES.

C. SQUAD SERVICES:

In fast changing markets it is increasingly important to align each decision to the company's strategy. Individual operative units rarely go into the right strategic direction; moreover there is no fruitful alignment between said operative units in order to achieve the targeted strategies.

- ✓ Our Hands On Consulting begins by analyzing company's end-to-end performance and relate it to the company's strategic targets, identify potential areas of improvement – everything from sales, production / inventory / logistics (if any), as well as purchasing and finance, are taken into consideration. Working together with our clients, we then create a business concept which will also translate effectively into practical IT solutions. Finally, we facilitate the concept's implementation and integration into processes accompanied by the adequate controlling and reporting systems.
- ✓ Instead of relying on the prevalent standards solutions, we develop “tailor – made” concepts together with our clients in order to improve and optimize their value chain.

We formulate & implement the “To Be” process accompanied by the relevant controlling & reporting systems to get:

- ✓ Integration of Inventory Management and Management of Accounts Receivables and Accounts Payables as components of an all-encompassing Working Capital Management.
- ✓ Formulate a Working Capital guideline & reporting system for the operational, tactical and strategic decision level with the objective of optimizing the company’s overall benefit over and above the involved functional department

2. FUND RAISING & CASH FLOW MANAGEMENT

Throughout the restructuring process of Working Capital Management, we study & analyze the company’s Cash Conversion Cycle & Financials Needs (short or long) and provide:

- ✓ The suitable banking credit facilities structure.
- ✓ Prepare the banks’ credit files with the required analysis.
- ✓ Leading the approach of getting the required credit facilities (short or long) from banks or other financial institutions.
- ✓ In addition to performing the required valuation, study the appropriate exist strategies, accompanied by approaching investment funds and /or strategic investors.



3. BUSINESS CASES & BUDGETING

No company or investor can afford to waste resources, Annual Budgets, 3-5 Years Business Cases for either running or startup companies reduce the margin and error of cash flow management and provides more flexibility in managing the business. We develop company-specific budgeting / business cases together with our clients. Starting with corporate goals and essential figures, the performance goals and measurements are being defined creating concrete operative specifications for the segment plans.

Moreover, there is a dynamic component: Planning is complemented by quarterly rolling forecast by which current changes in the S&OP figures & planning are reflected in the results and cash flow planning.

- ✓ The Annual Budgets & Business Cases follow the methodology of (Volume / Value & Constraints Analysis), accompanied by the required valuations, financial performance indicators & the breakeven analysis.

4. FINANCE & REPORTING

To safeguard financial success, it is important to define the right goals, to provide a good information base for decisions and corporate control and to optimize the returns of the invested capital. This is insured by consistent data definitions, harmonized process within finance & accounting as well as respective consolidated and supporting of IT systems. We provide the followings:

- ✓ Lean Accounting; Value stream mapping design of the company-specific process and organization models based on lean accounting to support planning, reporting, monitor of the performance.
- ✓ Financial Reporting; create a standardized tailored periodical reporting systems for both the operational & managerial levels, with a high degree of automation achieving the concept of “Report Utilization” instead of “Report Generation”.

5. OTHER INTEGRATED SERVICES

As we believe that improving the business process is not the matter of only improving the operation cycle and the related financial results, but there are other areas that need to be covered:

- ✓ **LEGAL CONTRACTS SETUPS & SHAREHOLDERS AGREEMENT SERVICES** are provided through our Strategic Legal Consultant.
- ✓ **TAXES STATUS AUDITING**, where our Strategic Taxes Consultant has a long experience in handling different taxes issues (income / sales / withhold / salary taxes).
- ✓ **INTERNAL AUDIT DEPARTMENT SETUP**: is becoming a must to support the operational sustainability in accordance to companies’ policies & procedures, and provide the Board of Directors with a clear vision about the compliance of the running operations

D. SQUAD CLIENTS:

Client Name	Service	Status
Dar Al Oyouun Hospital	<ol style="list-style-type: none"> 1. Working Capital Restructure. 2. Cash Flow Management. 3. Budgeting. 4. Finance & Reporting 5. Board Member 	Running
Esthetica Hospital	<ol style="list-style-type: none"> 1. Working Capital Restructure. 2. Cash Flow Management. 3. Budgeting. 4. Finance & Reporting. 5. Board Member 	Running
Urban Nomad – For Handmade Lighting	<ol style="list-style-type: none"> 1. Working Capital Restructure 	Running
Restaurant & Café Sub-Franchise Transaction. (Name confidential).	<ol style="list-style-type: none"> 1. Business Case. 2. Other Service (Audit & Taxes Consulting). 	Running

Client Name	Service	Status
Summer Resort (Name confidential)	1. Fundraising.	Running
El Rawda For Trading & Distribution. In Yemen	1. Working Capital Restructure. 2. Cash Flow Management. 3. Budgeting. 4. Finance & Reporting.	Under Negotiation.
	1. Factory Feasibility & Business Case	Running

In addition to the above clients and as a part of his work Mr. Mahmoud Youssef had handled the managed the followings:

Client Name	Service
Easy Group For Cosmetics	1. Working Capital Restructure. 2. Cash Flow Management. 3. Finance & Reporting. 4. Budgeting & Business Case. 5. Fundraising
SiBiC For Integrated Industries (Readymade concrete - RMC)	1. Financial Department Setup. 2. Financial Reporting. 3. Budgeting & Business Cases. 4. Fundraising.
Swift Group (Warehousing & Trucking)	1. Restructure of the Financial Department. 2. Financial Reporting. 3. Budgeting & Business Case. 4. Fundraising.
Rofayda Medical City.	1. Financial Modeling.
Star Wallet Company.	1. Financial Modeling.

E. SQUAD FOUNDERS:

AHMED YOUSSEF - CHAIRMAN:

- As the GM for East and West Africa, Ahmed is responsible for developing the channel ecosystem, growing business and profitability. An FVC veteran for a decade now, Ahmed has been instrumental in FVC's growth in Saudi Arabia and Egypt. He also won an Appreciation Award in 2004 from the King Faisal Specialist Hospital and Research Center for his contribution to the project's success.
- Mr. Ahmed started his career with Unitec as a Sales Engineer. In his four years there, he moved up to be its Account Sales Manager. Unitec is a subsidiary of Raya Holding – a leading IT distribution & solutions provider based in Egypt. During his time with Raya, he was amongst its high achievers club for his outstanding sales performance and contributions to the company's growth.
- Mr. Ahmed holds a Bachelor's Degree in Engineering from Ain Shams University, Egypt. He is also an ICT committee member, American Chamber of Commerce Egypt that fosters business partnerships.

AMR EL GAMILY – VICE CHAIRMAN:

- Mr Amr EL-Gamily is the founder and CEO of Lazzaz Co based in Burj Khalifa and a Dubai Internet City based company MSD Consult and board member for many companies in the region with 30 years experience in the ICT industry and BC Sector in GCC and North Africa. He is regionally recognized leader of ICT & BC profession and acknowledged expert on large scale solutions for Private sector and Government. He has shown a knack for developing sophisticated ICT & BC solutions during his time of experience as application developer, project manager, deployment expert, problem solver, system integrator, sales and marketing expert, and business process management expert for small and medium businesses, new ventures, global corporations, and government bodies.
- Some of the areas that Mr. EL-Gamily has an experience in are: providing Integrated Business Solution for E-Commerce, M-Commerce, E-Government, Information Security, Document Imaging / Enterprise Content management and ERP/II Implementation. Also doing Turnaround Management to helps Companies achieve: Increased profitable sales growth, Reduced non performing costs, Improved productivity, Prioritized low risk, high return strategies, Protection against lower cost competition, Increased financial strength, lender satisfaction, and Exceptional ROI to execute the mentioned strategies successfully. Other consultations as marketing assessment & development, and Business Process Management were provided.

MAHMOUD YOUSSEF – MANAGING DIRECTOR & BOARD MEMBER:

- Is the Co-Founder of S^{QUAD}, where his area of Excellency brings 15 years of experience in all aspects of financial management, including financial analysis, financial re-engineering, strategic planning, development and implementation of financial and accounting systems, valuation and credit assessment.
- As a Board Member of Dar Al Oyoun Hospital & Esthetica Hospital, he is very much concerned about healthcare industries with its high potential as emerging investment opportunities, and its need for development and restructure specially from the financial & management aspects.
- Mr. Mahmoud Youssef was the CFO of Easy Group, one of the main players in the health body care companies. In his capacity he participate in creating the company financial strategy, financial modeling and reporting system, handling the relationships with financial institutions
- Mr. Mahmoud Youssef was the Financial Manager of SiBiC Integrated Building Industries, one of the potential startup companies in the ready mix concrete industry, where he builds: A full Financial Reporting & Accounting System. Dynamic Pricing Model to cope with volatile changes that took place in the market. Formulate a customized financial model for Ready Mix Concrete.
- Before joining SiBiC, he held the position of Group Financial Manager of Swift Group; an Egyptian company specialized in trucking, warehousing and supply chain services. In this capacity, he participated in creating and executing the Group's strategies with shareholders, and monitored and followed up on Group investments.
- As Director of the Finance & Investment Consultant Department of Corde Empowerment, he was in charge of financial consulting services for business process improvement.
- Earlier on, as Middle East Regional Head of the Credit Process Management Department of Alcatel-Lucent Egypt S.A.E. he was responsible for assessing the credit worthiness of customers, determining appropriate trade credit limits and supporting customers in arranging for credit facilities for special transactions.
- Prior to joining Alcatel-Lucent, Mr. Youssef held the position of Assistant Group Corporate Treasurer at El Sewedy Cables, Cairo, where he was primarily responsible for arranging for bank credit facilities and for export credit insurance with foreign insurance companies, and handling commercial terms with clients.

- Mr. Youssef began his career as Corporate Credit Officer at National Societé Générale Bank (NSGB) in Cairo, rising to the position of Senior Corporate Credit Officer; He holds a Bachelor of Accounting degree from Ain Shams University, and has been qualified as a Certified Financial Manager “CFM” by the Institute of Management Accounts (IMA) in the USA.

WESSAM EL-GAZZAR – BOARD MEMBER:

- Mr. Wessam El-Gazzar isa management consultant and entrepreneur, with 16+ years of global and emerging market experience, in the areas of management consulting, and telecom/technology. Domain expertise includes technology roadmaps, corporate strategy, project management and business development. Proven ability to develop and implement advanced technical and business solutions. Instrumental in ensuring smooth project implementation, and introduction of innovative solutions.
- Mr. Wessam El-Gazzar had actively participated in Greenfield operations for different MNOs in Middle East including Vodafone Egypt, Saudi Telecom Company, and VIVA Kuwait. Playing the role of an executive management consulting, covering the domains of strategic planning, technology roadmaps, integrated broadband strategies, and technology cost optimization.
- Industry experience: Operation, Design and Planning. Strong technical background in Core solutions, Value added services (VAS), Internet gateway solutions.
- Relevant experience: Operations Transformation, Data Strategy, Program Value Realization, Program Management Office, and Telecoms Activity based costing.

THANKS & BEST REGARDS

SQUAD BUSINESS CONSULTING COMPANY

Mahmoud Youssef

Managing Director