

BUSINESS TRANSFORMATION

...We Help Transform Your Vision into Reality



SBS MANAGEMENT CONSULTANCY SERVICES



Key Benefits of Taking Our Services



Service Offering



The Team that will make it happen



Contact Us to Discuss Next Steps



WE PROVIDE BUSINESS-WIDE SOLUTIONS

...with Emphasis on Execution



**Business
Strategy**

1



**Optimizing
Human
Potential and
Leadership**

2



**Operational
Excellence,
IT &
Digitization**

3



**Marketing &
Branding**

4



**Financial
Management
Strategies**

5

Covering most Aspects of Current & Future Business Needs



THE LONG TERM OUTCOME OF *OUR SOLUTIONS* WILL LEAD TO OVERALL BUSINESS GROWTH & FINANCIAL SUCCESS

Business Strategy



Working with the top management in setting the Vision, Value and Long term Business Growth & Diversification Roadmap

Optimizing Human Potential



Managing the Talent and developing HR Systems leading to leadership with effective Succession planning

Operational Excellence & Digitization



Increasing the process efficiency, eliminating waste, digitization and automation of operations & supplies across the business value chain

Marketing & Branding



Formulating marketing strategy, go-to-market actions and digital marketing solutions leading to market share addition, brand building & valued reputation

Financial Management Strategies



Improving Cost of Capital, enhancing ROI and ROE, Efficient management of Working Capital leading to a Financially Strong Entity



1 BUSINESS STRATEGY

WE KNOW

BUSINESS STRATEGY

....From Planning to Execution



SBS MANAGEMENT CONSULTANCY SERVICES

FORMULATING & EXECUTING BUSINESS STRATEGY



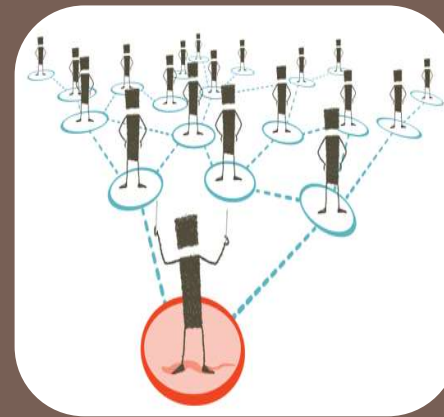
Business Evaluation

Vision/Value/Mission



Environmental Relevance Mapping

Business SWOT



Strategic Value Creation*



Growth & Diversification Strategy*

Growth Matrix

*The Business Strategy Roadmap will be developed after business base lining & meetings with Top Management



SBS MANAGEMENT CONSULTANCY SERVICE

2

OPTIMIZING HUMAN POTENTIAL & LEADERSHIP



SBS MANAGEMENT CONSULTANCY SERVICE



Manpower Planning & Talent Management



Sustainable Performance Management & LnD



Developing Future Leaders & Succession Planning



Family Business Management



Learning, Development & Mentoring – In Plant / @Campus



OPTIMIZING HUMAN POTENTIAL AND LEADERSHIP

BUILDING & SUSTAINING OPERATIONAL EXCELLENCE





**Lean
Manufacturing
Management**

**Process
Optimization**

**Cost and
Resource
Reduction**

OPERATIONAL EXCELLENCE





Value
Engineering
& Innovation



Supply Chain
Management



Logistics
Optimization



IT
Enablement,
ERP,
Process
Digitization

OPERATIONAL EXCELLENCE



4

MARKETING & BRANDING DESIGN

MARKETING BRANDING STRATEGY



TARGET



CUSTOMER



IDENTITY



MARKETING



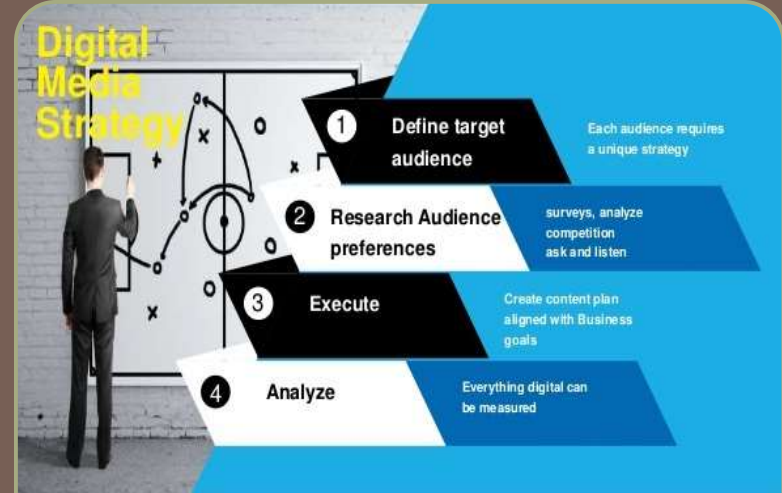
MANAGEMENT



SBS MANAGEMENT CONSULTANCY SERVICES



Market Planning



Digital Media Strategy



Enterprise Reputation Management

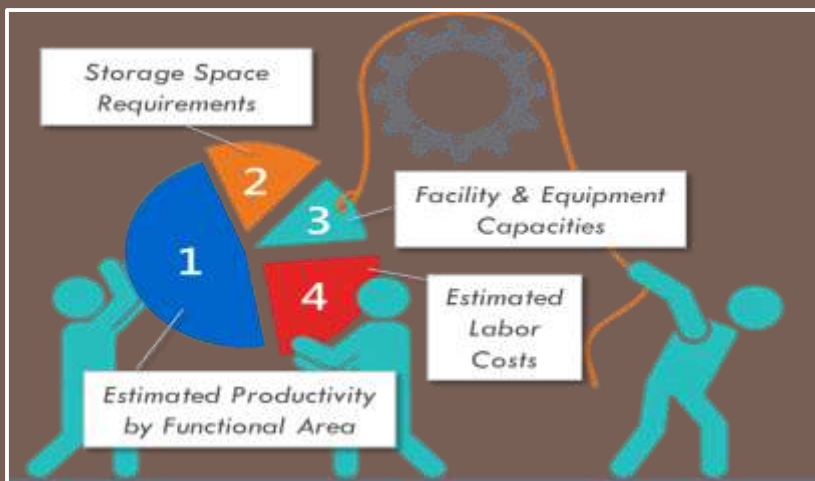


Researching & Developing New Marketing Opportunities

Marketing & Branding Strategy







Optimizing Cost of Capital



Project Financing & Working Capital Management



Cost-Volume Profit Analysis



Financial Risk Management

Financial Management Strategies





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Profile of Lead Consultant

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□ Dr Zafar Zahir

MBA (Marketing), PhD (OD)

Executive Training from Harvard Business School, USA

- Dr Zafar did his MBA internship with Oil major Indian Oil Corporation, New Delhi and started his career with Vardhman Textiles in 1992 in the Projects & Planning Department at Ludhiana. In the mid-1990s, he started his management consultancy firm Profezzional Management serving various large and MSMEs' of Punjab. After completing his PhD in the field of Organisation Development which was later published a book on OD Intervention he left for Middle East in a career than spanned almost twenty years starting with local FMCG major Najdiyah at Riyadh.
- He is former CEO/VC Trident Group HR & ME where he was instrumental in organisational restructuring, building fact-based cost control program with focus on manpower rationalization and promoting ethical human management practices that incorporate work life balance amongst its 20K plus direct and indirect manpower.
- In the over 18 years of career in Middle East at Top Management positions in various industries, of which a major part was held at US\$ 12billion Telecom conglomerate STC where at one stage he was **Director of Strategic Planning**. Then he shifted as **Chief Strategy & Marketing Officer** of an office supply and ICT company – Almaktaba – based out of Jeddah with operations across Middle East and supply chain network throughout the globe.
- His experience in various industries – manufacturing, textiles, FMCG, Telecom, Education, NGO/CSR causes etc. – with leading brands in wide domains – Strategy, Planning, hard core Management Consultancy; Marketing, Branding & Reputation management; HRM; Process Optimization; etc. in highly competitive landscape within domestic markets and across continents. He is particularly well versed in transformation strategy and creating a roadmap of execution for all sizes of organisations in consultation with the owner management and top management team with full integration and people involvement. Across India and Middle East, he has successfully planned and executed over ten such mega and large programmes.
- Dr Zafar has held leadership positions and demonstrated par excellence execution to lead large projects, plan and develop organization structures, planned and executed high level OD interventions, Strategy formulation and execution, etc. Widely awarded for his role in mentoring local talent and executing turnaround strategy both in his individual capacity as a professional and as team with globally renowned consultancies like Strategy&, ADTL, BGC and McKinsey. Currently he is MD of Zayn Trust and manages Synetic Business School working in the field of management education, community development and helping the MSME of Punjab to achieve their vision & mission.

<http://sbs.ac.in/sbs-synetic-business-school-best-college-in-ludhiana-punjab/people-behind-sbs/>

Collaboration & Resources

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□ **Lead Partners:**

- Dr Zafar Zahir
- Late Dr M. A. Zahir*

□ **Working Resources:**

- Faculty of SBS

□ **Collaborative Synergies:**

- **Management Consultancy & Propriety Tools:** Best in Class based on needs**
- **IT & Digital Solution Resources:** uBeA Consulting, USA & Bangalore; Pontos, New Delhi, plus new resources based on identified requirements* *
- **Subject Matter Experts** – Various in areas of Capital Restructuring, Talent management, Life Skills, GST/IBC Laws, Marketing & Digital communication, etc.

*Using Methodology developed by him that well suited for MSME and Ludhiana based companies

**To be engaged based on requirements and needs



Past Clientele

- ❑ Trident Group
- ❑ Ralson India
- ❑ Ganga Acrowool
- ❑ Meera & Co.
- ❑ Sarjeevan Knitwears
- ❑ HEG (Textile Division), Jammu
- ❑ Duke Fashions
- ❑ Poddar Tyres
- ❑ Shivalaya Spinning
- ❑ Gulzar Motors
- ❑ Eveline International
- ❑ Several smaller MSMEs around Punjab
- ❑ Clients in Middle East – KSA, UAE, Kuwait



Set An Appointment:



Dr. Zafar Zahir
Synetic Business School
Ludhiana, Punjab
Mobile: +91-9815188836
Email: zafar.zahir@sbs.ac.in

