

# PROFILE

KAYZED Consultants is a global management consultancy firm equipped with fully qualified consultants from management, marketing, advertising and franchising streams, with over a decade of experience and offering a wide range of services to suit clients with varying needs.

Kayzed Consultants unique team combination of practical experience and subject matter expertise enables us to provide innovative management consulting that creates a positive and lasting impact on our clients' overall strategy, reputation and growth.

## WHAT WE DO?

**We help Organizations design and develop the following:**

- Vision & Mission
- Organization Structure & Hierarchy
- Corporate Governance & Succession Plan
- Recruitment process
- Performance Management System
- Employee productivity enhancement
- Roles, Responsibilities, KRA & KPI
- Rewards & Recognition programs
- Retention Techniques & process
- Behavioural & Functional Training
- ISO Consultancy



**Business Philosophy:** To Develop and nurture long-term win-win relationship based on mutual respect and trust

## OUR APPROACH

- Project ownership to ensure benefits to the client organizations
- 100% success rate and client satisfaction
- Easy to implement solutions and timely project completion.

## OUR REACH

We operate internationally through our associates in

- GCC
- Malaysia
- Singapore
- Europe
- India

# HIGHLIGHTS

- ✓ Organization Consultancy
- ✓ Training & Development
- ✓ Feasibility Studies, Project Evaluation & Business Modeling
- ✓ Marketing, Sales & Distribution Management
- ✓ Franchise Management Consultancy
- ✓ Business Process Re-engineering
- ✓ Design and Development of Standard Operating Procedures (SOP) / Process Manuals
- ✓ ISO Consultancy

## OUR SERVICE OFFERINGS

- ORGANIZATIONAL CONSULTANCY
- TRAINING & PEOPLE DEVELOPMENT
- BUSINESS PROCESS REENGINEERING
- SALES & DISTRIBUTION MANAGEMENT
- FRANCHISE MANAGEMENT CONSULTANCY
- ISO CONSULTANCY
- ENTRY STRATEGY AND FEASIBILITY STUDIES



## ORGANIZATIONAL CONSULTANCY

High Impact areas in which we help our clients build high-performing organizations include the following.

### Development of VISION & MISSION

Facilitate the Top Management in building the Organization's VISION & MISSION.

Facilitate the Dissemination and Inculcation of Vision & Mission among all the employees.

### Organization Assessment Survey

A customized survey is done to get a clear understanding on the following 2 aspects:

The Level of satisfaction the employees have with the organization, on key parameters that impact them.

The key parameters that the management needs to focus to improve productivity.

### Organizational Structure Design & Development

We Study and analyze existing Organizational structure & systems.

We design the Organizational frame work – Structure, Hierarchy and Bands

We define for every Position in the Organization, the Job Description, Roles & Responsibilities and KRA's.

## HR Management Systems & Processes

- i) Recruitment Process – Competency Based Interview & Selection Methodology
- ii) Performance Management Systems (PMS)
- iii) Rewards, Recognition & Employee Benefits – Employee Motivation We Define, Design, & Develop
- iv) Retention Techniques & Process
- v) Human Capital; Productivity Enhancement & Optimization

# TRAINING & PEOPLE DEVELOPMENT

## Corporate Training Solutions

Our range of Corporate Training Solutions provides organizations with cost effective Professional Development solutions for the workforce. Our programs are tailored and styled to meet the specific needs of your organization.

We adopt a very unique 4 tier methodology called EDGE to develop People in every Organization. EDGE - Evaluate, Develop, Groom and Engage (EDGE).

Training Need Analysis

Training – Design & Delivery

Training Effectiveness Management

Competency Analysis & Development

Employee Counseling & Mind-set Management

Induction Program for New Employees



We conduct Training Programs in the following Areas

Managerial Skills – Leadership, Team Building, Decision Making, Delegation, Interviewing, Change Management, Conflict Management

Channel Management – Selling Skills (Direct, Retail & Channel Sales), Sales and Distribution Management

Functional Competency – Selling Skills, Negotiation Skills, Customer Relationship Management, Business Communication Skills

Personality Development - Positive Attitude, Motivation, Stress Management

# BUSINESS PROCESS REENGINEERING

We do business process re-engineering and optimization for the following Processes.

Manufacturing and Production

Inventory

Purchase / Procurement

Financial Management

Sales and Distribution

HR Management

# SALES & DISTRIBUTION MANAGEMENT

Our Service offerings include

New Product / Brand Launch

Designing Distribution Strategy to achieve Market Share Objectives

Estimation of desired Feet on Street (FOS) strength to achieve desired service levels to the trade

Designing Point of Sale Activities (BTL)

Monitoring the Sales force

Devising Systems for gathering Market Intelligence to derive Pricing/Promotion Strategy

Entry Strategy for setting up business in UAE, KSA and India.

# FRANCHISE MANAGEMENT CONSULTANCY

We help entrepreneurs to franchise their brands in India and GCC Countries.

Brand Valuation and determining Royalty

Designing and building Franchisee Support Systems

Devising Franchise Control System.

Franchise Legal and Statuary Compliances

Franchise Operational Manuals

Franchise Marketinga

# ISO SERVICES

We provide management consulting services with our proven consulting and implementation modules in the field of ISO 9001, ISO 14001, HACCP ISO 22000, SA 8000, ISO 27001 & OHSAS 18001 etc.

# ENTRY STRATEGY AND FEASIBILITY STUDIES

Our capabilities include:

- Entry Strategy for UAE, KSA, & India
- FDI procedures
- Company formation
- Business Incubation Services
- Facilitation of Infrastructure set up
- Talent Acquisition

Prestigious Clientele of our Group

## PRESTIGIOUS CLIENTELE OF OUR GROUP

			
			
			
			
			



## **KAYZED CONSULTANTS**

An ISO 9001 Certified Co.

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