

Press Release: Aug. 30, 2009

Omsyat Al Khayr in Ramadan @ Nayyara Exhibition

ROX Management Consultants participates in the Nayyara Exhibition during Ramadan where it launched a free assessment program for family and small businesses. The purpose of this program is to help business owners understand key issues affecting their operations which limit their growth and profitability.



ROX Management Consultants launched a special program during the holy month of Ramadan throughout its participation at the Nayyara Exhibition. The program, offered free-of-charge, aims at assessing the existing capabilities of small to medium size businesses and recommend practical solutions that would help in improving operations and increasing profitability and growth.

The program is first of its kind as it was directed at organizations managed by business ladies and has received the attention and admiration of the participants, which resulted in over 52 requests for **ROX** Management Consultants tailored services. Engineer Wafa Shaban, the business development director of **ROX** Management Consultants, was at Nayyara Exhibition during the entire event and met with many of the Saudi business ladies who discussed their immediate needs for having a third party specialist to conduct an independent assessment of their businesses and provide them with practical solutions that they can apply immediately.

The assessment program revolves around 7 major business areas:

1. Strategy & Organization
2. Planning & Control
3. Finance & Accounting
4. Procurement & Inventory
5. Sales & Marketing
6. Production
7. Human Resources

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