

corporate profile



gulfstrategic

simple.answers

Start


Perception is strong and sight weak. In strategy it is important to see distant things as if they were close and to take a distanced view of close things.

-Miyamoto Musashi 1584-1645

In our global environment of changing industries, economies and technologies, we focus on simple answers. We believe that customer's success is the key to our success. We combine words like value and innovation to structure our service backbone. We founded our company based on value innovation.

We are value innovators

We are Gulfstrategic



The strategies of a company define its future way of doing business: they determine for years to come the target markets and the competitive advantages it must construct and maintain. It is the development and sustainability of successful strategies, an essential and a complex task, which forms the focus of **Gulfstrategic** operation.

Gulfstrategic is a Canadian consulting company specialized in strategic management. We manage client's services through our offices in Canada, UK, Kuwait and Australia.

Gulfstrategic serves clients with strategies in organization, finance, technology, marketing & sales and operations aspects of their business. We also present clients with services such as Corporate Renewal, Change Management, Project Management Office, Feasibility Studies, Business Valuation and Post-Merger Integration. Our sectors of expertise are Healthcare, Technology, Education, Energy, Defense and Security.



Simple answers



The philosophy behind our approach is **“simple.answers”**. We offer clients simple solutions leading to high future growth and profitability. This is achieved by applying our Strategic Management and Management Consulting principles.

Strategic Management provides the future optimal competitive position of a company based on internal and external parameters. Thereafter, Management Consulting will provide the detailed methodology and processes to reach the strategic goals in the implementation phase.



STRATEGIC MANAGEMENT

**Strategic
Intent**

**Plan
Formulation**

**Plan
Monitoring**

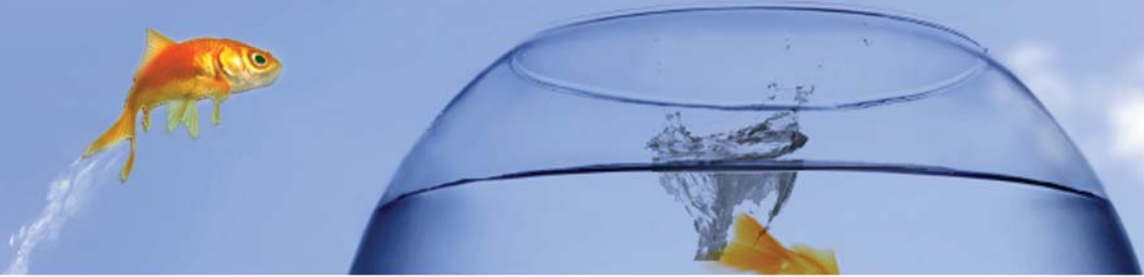
**Plan
Evaluation**

Current Position
Market Awareness
In-house Potential
Leading Change

Strategic Analysis
Corporate Strategy
Business Strategy
Success Criteria
Implementation

Measurements
Processes
Benchmarks
Analysis
Assessment
Feedback

Results Collection
Categorization
Data Comparison
Gap Analysis
Decisions
Feedback

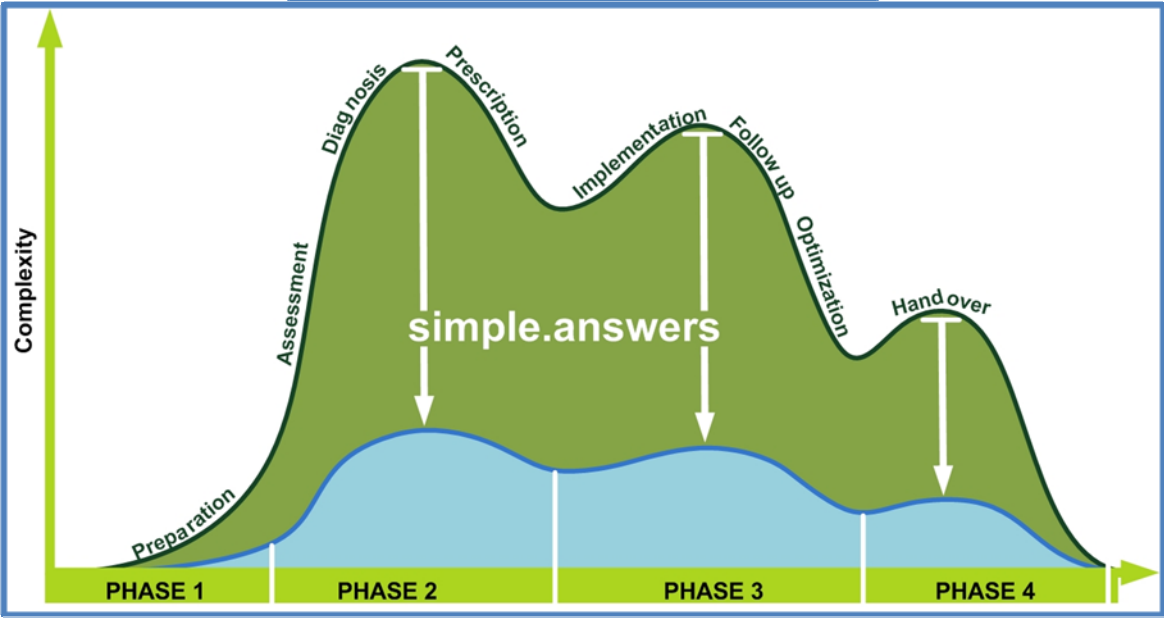


Strategic Management has the central objective of providing for long term company success. The task of strategic management can be broken down into strategic intent, strategic planning, the implementation (Monitoring) of the strategies, and strategic control (Evaluation). Strategic planning forms the basis for the other three major tasks and so it is the production of successful strategies which is of central importance in strategic management.

The output of Strategic Management is identifying success potentials, proposing a programmatic goal approach to reach the potentials, monitoring progress toward the goals and provide sustainability scheme with evaluation of outcome.

Gulfstrategic understanding of Strategic Management is defined in "Modules". These modules integrate by using key processes that drives to the outcome. In each module we have multiple phases that dynamically interact to achieve the desired results of the module.

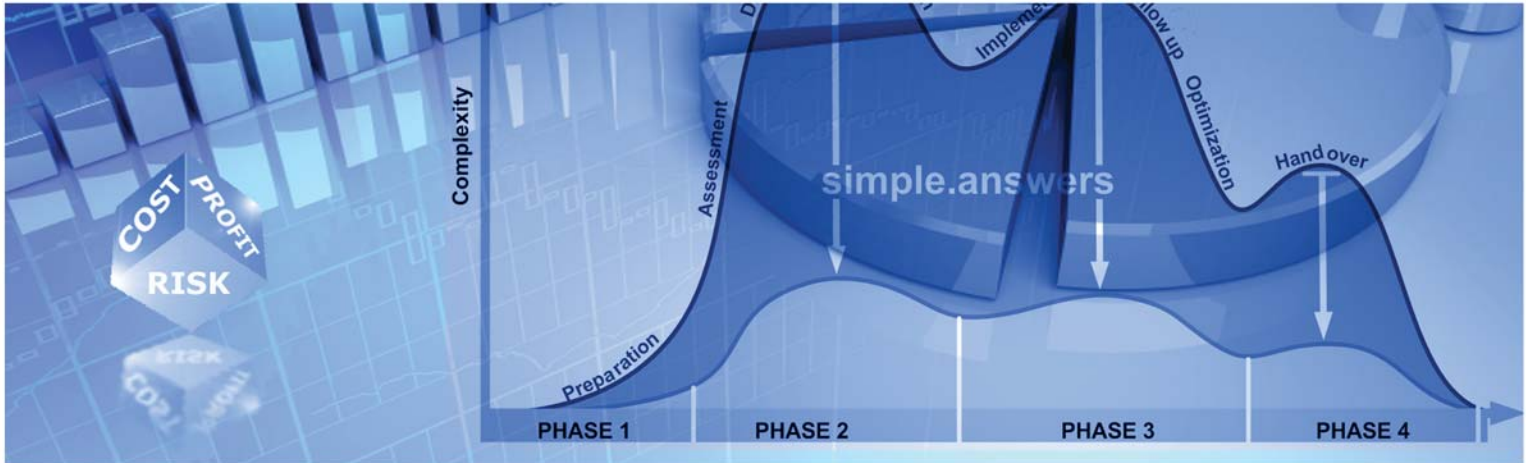







Our management consulting projects life cycle is categorized by its “Phases”. In each phase there are defined “Activities” that govern the phase at a macro level. The activities consist of multiple tasks that adhere to the listed goals and objectives. Hence, the process of developing solutions is very well structured. During the course of developing solutions, consultants must go through a level of complexity to attain proper solutions for the problem. Consequently, the developed solutions are associated with a certain level of complexity.

Gulfstrategic applies its philosophy – “**simple.answers**” – to decrease complexities throughout consulting project timeline and increase solutions efficiencies. This is achieved by using project phased approach and initializing the complexity management methodology. This in return will present clients with workable solutions as a simple answer to their problems.





Gulfstrategic integrates global reach with regional expertise to meet client's needs easily. Our services are supported by core competencies that solidify solutions outcomes.

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The philosophy behind our services is related to comprehensiveness and quality; Cash-to-Cash services. The normal business life cycle starts with validating and modeling the business idea which we cover with our feasibility study services. As for the end of the life cycle many business owners choose to exit the operation hence require valuation services. In between of these milestones we present the client with strategic planning and management consultancy services to sustain required profitability.

Our main services are defined as follows:

Strategic Planning and Management:

the act of formulating, implementing and evaluating cross functional decisions as an answer to value innovation to create a leap in value for both the company and its customers.

Change Management:

a structured approach to transitioning individuals, teams, and organizations from a current state to a desired strategic state based on an outlined agenda.

Corporate Renewal:

the resurgence of an organization's health state through Transformation, Turnaround Management or Crisis Management to a healthier end-state.

Business Feasibility:

a structured investigation into a proposed plan or project, with specific consideration to market-technical-financial parameters, to determine whether and how it can be successfully and profitably carried out.

Valuation:

the act or process of determining the value of a business enterprise or ownership interest therein including tangible and intangible values.

Project Management Office:

constructing the department or group that defines and maintains the standards of process, introduce economies of repetition in the execution of projects, the source of documentation, guidance and metrics on the practice of project management and execution within the organization.

Post Merger Integration:

the structured development of a post-transaction strategy and integration plan that will generate the revenue enhancements and cost savings that initially prompted the merger or acquisition.



HEALTHCARE

Biotechnology
Medical devices
Medical facilities
Pharma
Managed Care
Informatics

EDUCATION

Primary
Secondary
Universities
Technical Institutes
Vocational Training
Special Education

TECHNOLOGY

Electronics
Semi-conductors
Internet
Software
Hardware

TELECOM

Cable
Satellite
Wired
Wireless
Equipment

Gulfstrategic understands the industry specific parameters that contribute to the changes, dynamics, regulations and drive of an organization. Each industry has different business models and operational structure. Our team is very well versed in Healthcare, Technology, Education, Energy, Defense and Security.

The team experience can be summarized into two major aspects. The first aspect is the overall Structure; which is the anatomy of an organization in that specific industry sector. Deep understanding of industry-specific organization structure allows better alignment of the client with best practices in the industry. It also provides long term organization agility to sustain greater industry changes with negligible negative impact.

The second aspect is Business Operations; which is the activities involved in running the business to produce value and profit which includes the stage of generating income, increasing value and securing the income.



At **Gulfstrategic** our client is our partner. We proactively take hands on role in solving problems and preventing future ones. Our concepts are supported with a track record of achievements and satisfied clients.

Please do not hesitate to contact us for any further information that can assist you in choosing **Gulfstrategic** as your strategic management consulting partner.



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