

Midpoint Consulting

Company Profile

Contents

MIDPOINT
CONSULTING



Who We Are



Why Midpoint



What We Provide



Executive Team



Contact Us

Who We Are

Midpoint Consulting – FZCO is a business consulting company located in Dubai-UAE, established by Partners with professional expertise & wide range of experience in local & multinational companies. We act as advisors & entrepreneurs for our clients to provide the financial & managerial support for business development, evolution and bunch of creative innovative solutions that are helpful for increasing business productivity, achieving good results in business renaissance, expansion and economic growth.

Our Values

Value-centric ... Value for the clients is the center of our work

Commitment ... Committed to high quality level

Integrity ... Honesty with everyone, stakeholders & the public

Trust ... Building trust with our clients & business partners

Accountability ... Partner of success that you can count on

Vision & Mission

Our Vision: Upsurge the credibility of consulting services to serve business environments in a better way and maximize the outcomes.

Our Mission: Integrating high quality professional services with equitable cost.

Why Us

Midpoint Consulting – FZCO has a group of skilled experts, who have great knowledge and wide-range of experience in leading organizations across Egypt & GCC. We believe in our knowledge, experience and values that represent the fuel for change to create a better business future.

Midpoint consultants are friendly, knowledgeable, and highly qualified business experts working personally to be there every step of the way with our client applying one-on-one expert coaching and consulting approach tailored to meet each business or business directors' needs with high quality of deliverables and cost efficiency.

What We Provide

There are times of uncertainty companies would be passed with for seeking business continuation, we help companies and organizations to overcome any encountered impediments using business performance assessments and improving, and offering alternative opportunities within the business dynamic environment.

Our team comes together to render a wide-range consulting and advisory services with high level of quality and dedication.

We always work for supporting our clients and business communities through the following services.

Management Consulting

- **Strategic Planning**
- **Business Transformation**
- **Policies & Procedures**
- **Process Automation**
- **Performance Measurement & Reporting**
- **Financial Reporting & Analysis**
- **Outsourcing Functions**

Accounting & Bookkeeping

- **Bookkeeping**
- **Chart Of Accounts**
- **Documentary Cycles**
- **Accounting Manuals**
- **Taxation Procedures Follow-Up**

Management Consulting

- Strategic Planning

Strategic Planning

Midpoint is your partner as you are planning for important strategic decisions. Our values derived by innovative ideas, and customised solutions helping our partners to maximize their business outcomes through short and long-term financial planning and strategies.

A Strategic Plan ties all together the management's vision for the future, the mission to achieve the objectives with values given to employees and clients, the functions' strategies that will translate the management's vision into reality, along with implementation plans and KPIs to ensure that progress is on the right track.

We review the company's strategies and identify the required changes based market situations, management vision and objectives for growth.

Develop the strategic plan process, policies and charters.

Identify the key milestones and detail out the activities of the master plan.

Carry out SWOT analysis and other researches and market analysis.

Detail out strategies for business, support and control units as well as entity-wide strategy along with the related business development plans.

Develop KPIs, implementation action plans and management dashboards for performance measurement and monitoring.

Management Consulting

- Business Transformation

Business Transformation

Business development necessitates some changes on different dimensions including processes, organizational structure and people, and technology. We work on multi-dimension reformation, process reengineering and integration plans from designing to implementation.

Our plans cover the understanding manual and automated business processes currently applied; conduct gap analysis for the client's current versus future state; identify the impact on cost and revenues; and prepares the appropriate design for implementation with a recommendation of the most suitable scenario.

We also consider changes needed for enhancements such as the legal and organizational structures, staffing, renovation, policies and procedures, required technology, new departments, segregation of duties and other controls as well as BOD and management requirements.

We develop the implementation plans and lead the integration team to prioritize activities, manage interdependencies and resolve conflicts among work streams, and report issues and topics that require attention to the steering committee decisions for implementation.

Management Consulting

- Policies & Procedures

Policies & Procedures

Understanding the policies of the company, top management, and BOD; understanding the business cycles, processes and procedures currently applied; conduct gap analysis to identify the required changes on the current policy statements and procedures; and develop the detailed policies and procedures manuals with clear roles and responsibilities.

Our experts will help your teams to participate proactively and mitigate process risks through developing control-based procedures to reflect:

- ✓ Transparency, accountability, and social responsibility which are the keys to gain the trust of customers, stakeholders, and society.
- ✓ Rules, relationships, systems, and processes to put the organization's employees at their relevant roles and responsibilities.
- ✓ Incorporating proper and effective compliance and internal control mechanisms to keep up with the regulatory requirements and ethical compliance landscape in cost-effective way in order to upsurge the capacity and awareness of your teams for proper decisions when incidents arise.

Management Consulting

- Process Automation
- Performance Measurement & Reporting

Process Automation

We develop clear understanding of the procedures in each process and what tasks are involved, who is responsible, and when each task is to be executed.

Assess the options for automation solutions in terms of feasibility, benefits, and implementation complexity to identify the best solution for our client needs and plan for the resources required in implementation and testing.

Performance Measurement & Reporting

Developing set of KPIs tailored on your business needs and business structure whether manual or automated solutions are in place to measure various functions' performance.

Designing and developing reporting packs comprising set of measures aiming to assess performance and to maintain daily monitoring on the company's activities.

We also support the Top Management with summarized packs and dashboards to ensure proper monitoring and enhancements.

Management Consulting

- Financial Reporting & Analysis
- Outsourcing Functions

Financial Reporting & Analysis

Financial planning helps the decision makers to understand how their business performs, and if they have optimally exploited the company's available capabilities and resources for expansion and growth. It draws a big picture of company performance, the quality of asset deployment, and what are the required decisions need to be taken in the nearest future.

We assess the financial health of the entity including analyzing the effectiveness of assets utilization, profitability and competitive performance, solvency and future financing needs, viability of future plans, as well as developing the annual budget, financial projections and cash flow forecasts.

Midpoint team follow a four-stage process comprises preliminary fact assessment; detailed analysis; planning recommendations; and performance monitoring.

Outsourcing Functions

We support your business needs through outsourcing roles such as CFOs, Strategists, Project Managers and other roles with the required level of dedication.

Accounting & Bookkeeping

- Book-keeping
- Chart Of Accounts

Bookkeeping

Proper bookkeeping provides accurate and up to date financial data so that the management can take informative decisions and your team can concentrate on core operations.

We maintain the accounting ledgers / sub-ledgers and provide your business with data entry, bank reconciliations, accounts receivable/payable recording and monitoring, recording of other transactions such as fixed assets, inventory, investments, accruals, month-end adjustments, and the preparation of the monthly management accounts.

Chart Of Accounts

Midpoint team can help in creating a flexible chart of accounts (COA) and designing comprehensive accounting cycles. The COA service include:

- ✓ Reviewing the general ledger's structure, documents cycles, products/services P&P, the existing COA (if any);
- ✓ Identifying the required dimensions such as number of currencies, subsidiaries and departments and other dimensions that may fulfill the management's needs for reporting and monitoring; and
- ✓ Develop COA and the related catalog / coding manual along with GL descriptions.

Accounting & Bookkeeping

- Document-ary Cycles
- Accounting Manuals

Documentary Cycles

The documentary cycle represents the vessels in which the document has traveled since its issuance, passing through all service centers or cost centers that affect it and are affected by it.

Understanding of the accounting system and develop the documents layout and contents for each business cycle to collect the required data, determine the relation between departments, clarify the authorities and responsibilities, and identify the movement of documents between different departments.

Accounting Manuals

The handbook that contains the policies and procedures to be followed by accounting staff and used as a training guide for new employees as well as a refresher for existing employees.

We develop the accounting manual to contain the accounting entries for each cycle including transit entries whether on/off balance sheet, entries description, numerical examples, forms associated with each cycle, reference to the related ledgers/sub-ledgers, budgeting forms required by accounting department, coding on the accounting system as per the COA, and reference to the automated parts of the process.

Accounting & Bookkeeping

- Taxation
Procedures
Follow-up

Taxation Procedures Follow-up

Follow up on the tax procedures for our clients and assist them in classifying and recording the taxable transactions as well as the fulfilment of clients' tax obligations and the exercise of his associated tax rights.

Executive Team



**ZEYAD
EL
HOSSAMY**

Partner

Insights

ZEYAD is performing a talent of 20+ Years professional experience in the career of Finance, Accounting, Management & Internal Control background and consultancy in different sectors of Big 4 Consultation firms, Manufacturing, Technical, Services, Industrial, Construction, Real Estate, Banking, Telecommunications, Oil & Gas, Business Investment, Educational, Free Zone Areas, Trade & Retail & Not-For-Profit Organizations. He started his business career by joining the Big 4 Firms in Deloitte EGYPT performing a professional experience in Audit, Tax & Consultations. Working in the Finance & Internal Control Career in many multinational firms in different sectors like Business Consultations, Media, Telecommunications, Textile Manufacturing, Oil & Gas Technical Support Services, Business Solutions Systems, Construction & Real Estate.

Professional Credentials

Major BA of Accounting English & Information System - Modern Academy.

Certified in Accounting & Auditing - AUC (American University in Cairo).

Certified in the Preparation & Documentation Process of ISO's 9001, 14001 & 18001 - Inspectorate Consultation Association.

Certified in Investment Fundamentals - IBMI (International Business Management Institute) - Berlin – Germany.

Executive Team

**ZEYAD
EL
HOSSAMY**

Partner

Track Record

ZEYAD has an expert professional experience in ERP's Software Systems performing the Structuring, Planning, Implementing & Designing most of the worldwide ERP's like : SAP, Oracle, JD Edwards, MS Great Plains, MS AX, MS Accounting Professional, Scala, Peachtree, LOGO, Netsis, SUN System, Odoo & Delta.

He is performing expert Financial & Managerial Consulting Services for developing & support Owners & Top Managements, Organizations, Business, Operational & Supporting Function Department, Managers & Leaders, Staff & Employees for reaching the most efficient & effectiveness results & Improvements, as well as in evaluating the Actual Projects performance & improvements with the Planned Agreed Scenario & Projects Planning. Talent to build-up Policies & Procedures & strengthen the controls for very low variances to achieve the highest percentage of projects actual successes.

Also, ZEYAD is the Managing Partner of PLATINUM CONSULTING in Cairo – EGYPT; that is providing Business Consulting services and also considered as a Business Partner to Midpoint Consulting – FZCO to cover relevant assignments in Egypt.

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