

TATWEER BUSINESS SOLUTIONS

How to impress, engage, and inspire your audience

Client:
GB Capital

www.TARWEER.com

Tatweer Business Solutions

While waiting for others to come in, here are some rules and reminders to keep in mind.

01

HR consultancy

02

Marketing
consultancy

03

Financial
consultancy

04

Training and
development
programs

05

Feasibility
studies

Founders

Dr. Amal Abdel Azim

Amal is a highly accomplished professional with expertise in international business administration, marketing, and human resources. She holds a Bachelor's in International Business Administration from the University of New Brunswick, a Master's in Business Administration with a focus on Marketing, and a Doctorate in Business Administration specializing in Human Resources.

Since 2006, Amal has been actively involved in education, starting as a teaching assistant at the American University in Cairo (AUC) and later becoming an HR instructor in both AUC's School of Engineering and Science Services and the Egyptian Chinese University. In addition to her teaching roles, Amal has contributed significantly to professional development in Egypt, partnering with top training providers since 2010 and working as a business consultant with the Arab Academy for Science and Technology.

▪ Her project management experience includes leading a GIZ-supported project aimed at developing top employees in the Ministry of Electricity. Additionally, she serves as an HR consultant with Company CABS, bridging her academic knowledge with real-world applications. Amal's broad expertise in education, training, and consultancy makes her a dynamic and influential figure in business administration and HR.



Founders

Dr. Shereen Ismail

who earned her Master Degree in Business Administration major marketing from AAST and a Doctorate of Business Administration from Ain Shams University in 2013 major HR, began her career in public relations before transitioning to advertising and marketing consultancy. She combines her academic background with professional experience, currently serving as a business instructor for both undergraduate and postgraduate students at various universities as BUE, AOU & AAST. Additionally, Dr. Ismail is a freelance trainer, working with esteemed organizations such as the American University in Cairo (AUC) and the Arab Company for Information Communication Technology, where she collaborates with governmental institutions, local, and multinational companies.

- From the important projects that Dr. Shereen contributed in was Egypt Post employees' development program as well as being part of the management team in developing top level employees in the Ministry of Electricity that was supported by GIZ.



TATWEEER

Values

What we'll prommising .

01	Partnership: We work closely with our clients.
02	Customer-Centricity: We focus on our clients' needs.
03	Expertise: We have the knowledge to help.
04	Customization: We create tailored solutions.
05	Quality: We deliver high-quality training.

OUR Business Solutions

HR consultancy services

- HR Gap Analysis
 - Policies & Procedures
 - Organization Restructuring
 - Job Analysis & Job Description
 - Job Evaluation
 - Work Load Analysis
- Performance Management

Marketing consultancy services

- Measure the effectiveness of the client's marketing efforts
- Define target audience
- Branding
- Creating competitive advantage
- Competitive analysis
- Develop Marketing plan
- Develop Marketing strategies to promote the business
- Develop pricing strategies

Financial consultancy services

- Financial Planning & Forecasting.
- Budgeting & Cost Control
- Financial Analysis & Reporting.
- Capital Structure & Debt Management
- Investment Advisory
- Working Capital Management
- Risk Management & Compliance

Financial consultancy services

- Tax Planning & Optimization
- Mergers & Acquisitions (M&A) Advisory
- Cost Accounting & Profitability Analysis
- Cash Flow Optimization
- Financial Systems Implementation
- Strategic Growth Advisory
- Business Valuation & Exit Strategy
Planning

Programs Index - Business Courses

- Management (Top, Middle & Executive levels)
- Leadership (Top & Middle levels
- Strategic Management
- Competitive Analysis
- Customer Service
- Business Sustainability

Programs Index – Marketing

- Marketing Management
- Strategic Marketing Management
- Brand Management
- Consumer Behavior
- IMC
- Channels of Distribution
- Digital Marketing
- Sales

Programs Index - Finance

- Finance for Non-financials
- Banking
- Investment Basics
- Financial Planning
- Economic
- Risk Management
- Financial Analysis
- Asset Management
- Treasury
- Treasury Management

Programs Index – Soft Skills

- Effective Communication
- Negotiation
- Dealing with fears of Public Speaking and Presentation Skills

- Effective Delegation
- Time management
- Team Working
- Problem Solving
- Dealing with Difficult People

- Business Writing
- Crisis Management
- Change Management

Programs Index – Miscellaneous

- TOT
- Research Methodology

- Sustainable Development
- AI-Driven Digital Transformation

Collaborators



Thank you!

Send us a message at info@TATWEER.com
if you have questions.



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