

Sustain Your Business



Expense Reduction
Analysts

FishEye

AL SULAITI LAW FIRM
السليطي للمحاماة والاستشارات القانونية



Why?

Is your company ready for the unexpected?

The MENA region is not immune from rapid economic changes anymore. The region faces **growing uncertainty from geo-political events, changing customer behavior, increased competition, environmental policies, etc.** Some of these changes (digitalization, customer behavior) have been accelerated by the recent COVID-19 pandemic.

The uncertainty creates substantial challenges for many companies, in terms of profitability, liquidity, need for simplification and identification of future growth avenues. All of this in a context where a third generation is slowly taking over in many family-owned businesses in Qatar.

In this context, companies need to take a critical look at their business, focus on profitable and growing activities and adopt structures that allow more agility and faster responses to changes in the economy. This is why they should consider corporate restructuring and reorganization.

What?

Corporate Restructuring and Reorganization is the process of substantially modifying a company's structure or its operations to make it more profitable, sustainable, agile and prepare it for growth.

Corporate restructuring is widely used internationally, both by companies in distress and companies that seek to reinvent themselves. It has been recently introduced in the MENA region as part of corporate best practices.

How?

Corporate restructuring comprises of 5 complementary levels



The emphasis and importance of each lever will depend on the specific situation that the restructuring company starts from.

Strategy

Reviewing a company's strategy starts with **a diagnostic of its current situation, internally and externally**. Based on this diagnostic, a company can **update its vision and ambitions to the current situation and outlook**. It can focus its business on the profitable activities, **identify necessary actions to remedy the lack of profitability** of some activities, identify future avenues for development and invest in innovation.

The strategy will not only result into an action plan for restructuring, calling on some or all the other 4 levers, but also into **a convincing story to share with key stakeholders**.

Legal

Legal restructuring focuses on using the legal framework to improve the situation of a company or change its structure (e.g., divestments, spin-off, M&A). In some countries in the region, specific laws have been introduced to facilitate the corporate restructuring. **In Qatar, the commercial companies law already allows the company to reorganize their activities** and enter into company voluntary arrangement **with third parties** (e.g., banks).

Organisational

Organizational restructuring aims at **optimizing the organization (levels of hierarchy, span of control, etc.)**, clarifying roles and responsibilities, putting the right incentive and talent management plans in place, and ensuring that the organization stays agile.

Operational

Operational restructuring focuses on optimizing the business operations to **improve its cost structure, time-to-market or turn-around times, product, and service quality**. Operational restructuring encompasses activities such as Supply Chain Optimization, Business Process Optimization and Indirect Cost Management.

Financial

Financial restructuring focuses on aligning the financing structure of a company with its activities and cash flows. It covers the **optimization of the sources of financing for a company (capital, debt) and the uses of this financing (Capital expenditure)**. Debt restructuring involves discussion with the company's lenders (typically the banks) and stockholders to optimize financing sources, terms and conditions and costs in a win-win situation.

This service is provided by:

Take a broader view on your business

Fisheye Consulting is a management consulting firm headquartered in Brussels, Belgium and active in Europe, the Middle East, Asia and Africa. We cover a variety of sectors including manufacturing, financial services, hospitality, technology and non-profit.

Our goal is to help businesses maintain growth, profitability, sustainability, and relevance in today's challenging environment.

Fisheye Consulting was founded by Xavier Jopart, a seasoned management consultant with 20 years' experience of which 10 years with McKinsey&Company, in Europe and the Middle-East.

SERVICES

We work with all levels of your company, from the Board to the operational teams, in:



Designing **strategies** that are right for your company and supporting you in the implementation and monitoring of these strategies



Improving your company's **operational performance**



Optimizing and strengthening your **organization**



Building **innovation** platforms internally and in partnerships with others

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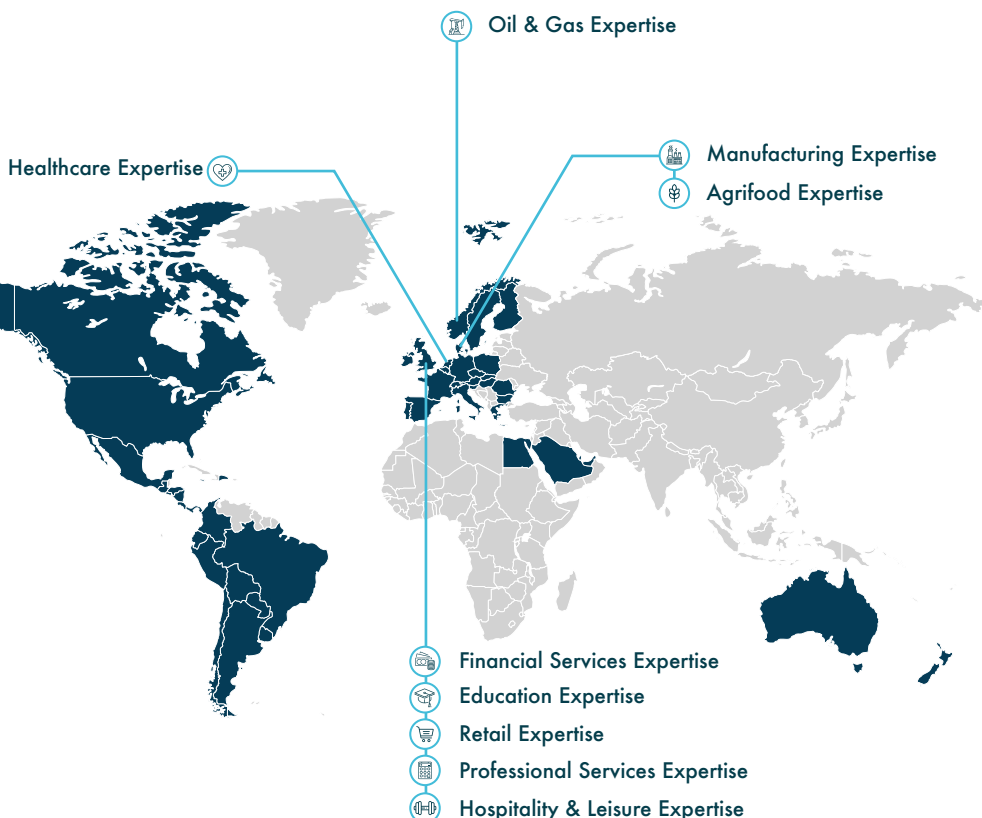
We optimize costs and create opportunities

Unlock the potential for savings and profit

Expense Reduction Analysts is one of the largest specialist consultancies in cost management worldwide. Since 1992, we support companies of all sizes – from internationally established companies to not-for-profit organizations, public institutions and municipalities.

Our consultants and specialists have the expert knowledge required to analyze every market – no matter how complex it is. Thus, they can offer you the best solutions available. Our specialists work within an international network and at the same time support you locally. Every single consultant is looking forward to supporting you to discover value and financial freedom.

ERA-Qatar's vision is to build a local team of experts to become the MENA regional center. The advisory services already available locally are covering the Financial, Hospitality, and Education Solutions. Our future sectors that we are looking into for the year 2022 is in the Manufacturing industry and IT Digitalization.



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ABOUT US

Al Sulaiti Law Firm is one of the largest law firms in the region with offices across 17 countries. Established in 2002 by Mr. Mubarak bin Abdullah Al-Sulaiti, we are a full-service renowned law firm combining knowledge, experience and expertise to ensure our clients have access to the best legal solutions, cutting-edge legal services and solutions to local, national and international clients. With more than eighteen years of experience, Al Sulaiti Law Firm has fast become one of the most prominent and reputable law firms in Qatar.

Our team is comprised of lawyers that speak both English and Arabic in addition to French and Italian and we are placed to navigate our clients through all their requirements.

We have professional bonds with law firms in Italy, France, USA, Kuwait, Lebanon, Egypt, South Africa, Turkey and India. Our global outreach enables us to provide the finest legal services to our clients.

VISION

Our vision is to be the leading regional law firm in Qatar.

MISSION

Our mission to support our clients in protecting their legal rights by providing prominent professional services that achieve their interests and exceed their expectations. We accomplish this through a distinguished innovative team that applies the highest standards of professional integrity.

GOALS

Our goal is always to provide professional legal services that pave the way to our client's trust. In addition to maintain a sustainable relationship with our clients that exceed their expectations.

OUR VALUE

- Client Centricity
- Professionalism
- Excellence
- Integrity
- Diversity
- A Commitment to Clients

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