



**MIDPOINT**  
CONSULTING

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CONSULTING**

**Company Profile**

**2024**

**We are experts in Business Consulting**



# Who We Are

## A Brief Story About The Company

### Dubai - UAE

MIDPOINT CONSULTING FZCO is a business consulting company located in Dubai-UAE, established by a Founder with professional expertise & wide range of experience in local & multinational companies. We act as entrepreneurs & business consultants for organizations & people 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. We are keen to deliver our professional business services to a “Midpoint” between highly quality & reasonable cost.



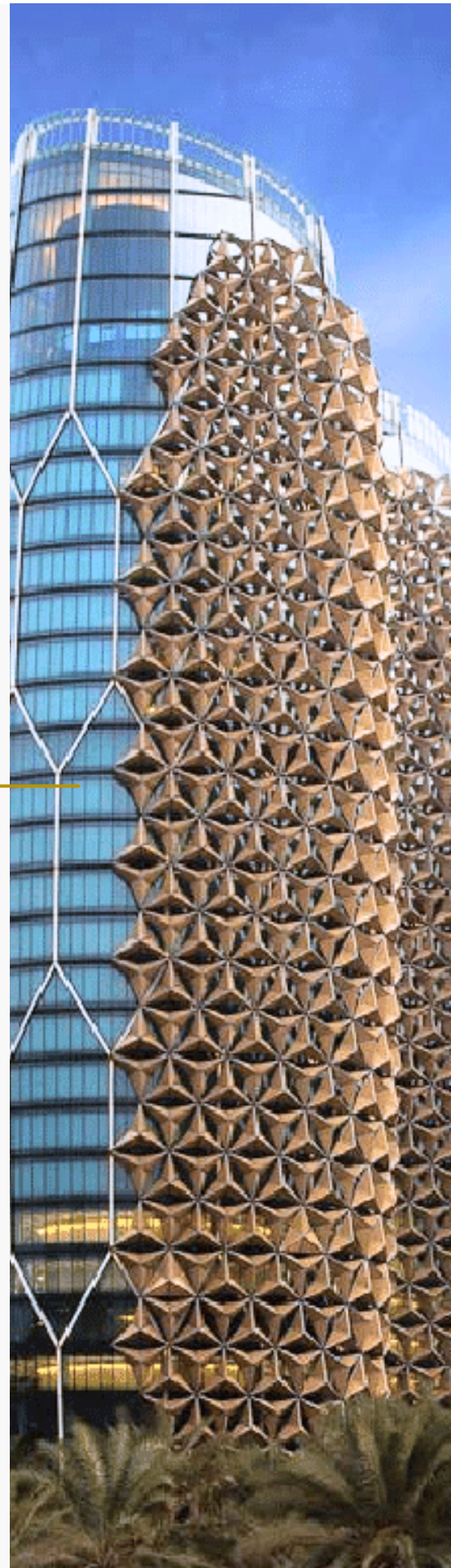
# Vision

Upsurge the credibility of business consulting services to serve clients business environments in a better way and maximize the profitability outcomes with better efficiency & effectiveness.

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# Mission

Integrating our expertise as entrepreneurs to provide the high quality of our business consulting services professionally to our clients with equitable cost & benefit return.



# Our Values



## 1 Commitment

Committed to provide high quality level of consulting service within good time & reasonable cost.

## 2 Integrity

Providing efficient results that meet clients expectations, treating clients with honesty & respect.

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## 3 Trust

Being truthful & transparent in dealing with our clients in communications and actions.

## 4 Accountability

Gaining clients' ownership of actions & decisions to perform tasks and expectations.



# Business Alliance

## In Africa & Egypt

MIDPOINT CONSULTING is also has an Alliance & Partnership with PLATINUM CONSULTING in Cairo-EGYPT that is coronated the business expansion in Africa.

PLATINUM CONSULTING is a business consulting company located in EGYPT, established by a Partner 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.

The Founder & Managing Partner is also Mr. ZEYAD EL HOSSAMY; who has a long & professional experience in Egypt, Gulf & Middle East.



# Why Us

## Our Expertise :

MIDPOINT CONSULTING team work is a group of skilled experts who have a wide range of experience in leading business consulting services to organizations in different sectors & fields in GCC, Egypt & Middle East. We believe in our knowledge, experience and values that represent the fuel for creating a better business future for us, our team comes together to render a high level of consulting & advisory services with high level of quality and dedication.



## How We Support Our Clients :

- ☑ Being a business consultant to our clients, means that we are keen & hold the same ownership & responsibilities, this gives us to be their partner of success.
- ☑ Our technique of work is to understand the nature of business of each client to be aware about how to support their specific objectives & outcomes .
- ☑ We are working in close to the clients to be part of the organizations by defining their specific measurables to achieve their goals with quality, time & cost.





# Our Services



**Finance  
Consulting**



**Tax  
Consulting**



**Manangement  
Consulting**

# Finance Consulting :

- Accounting Bookkeeping.
- Outsourcing CFO.
- Secondment Accounting & Finance Department.
- Implementing standard COA (Chart of Accounts).
- Building up financial processes & cycles.
- Feasibility Studies & Business Planning.
- Finance digital transformation & ERP's structuring.
- Costing & Budgeting.
- Financial Reporting & Analysis.
- SFS (Statutory Financial Statements).
- Financial restructuring.

# Support & Performance :

- Using our wide range of financial qualifications.
- Working through our expert financial teamwork.
- Achieving the clients financial objectives.
- Advice for financial returns or cost savings.
- Engage to increase business profitability's.
- Using our ethical practices for supporting clients.
- Committed to sustainability of financial results.
- Ongoing financial help & supports.
- Digitalize the financial records for more accuracy.
- Supporting financial planning & potential cash flows.



# Tax Consulting :

- Tax procedures follow up.
- Review & check tax transactions.
- Tax compliance with tax rules & regulations.
- Preparing documents gathering for tax filing.
- Perform tax planning for closing periods & payments.
- Validate & review documentations before uploading.
- Tax liabilities cash flow planning.
- Perform VAT & CIT (with any further updates).
- Tax restructuring.

# Support & Performance :

- We are experts in Tax rules & regulations.
- Always updated with tax changes & amendments.
- Working through tax planning & strategy.
- Implementing accurate tax compliance & filing.
- Experts in tax analysis & optimization.
- Tax issue immediate solutions.
- Using tax technological support.
- Choosing the right tax support & treatment.
- Support clients with tax regulatory & legal knowledge.
- Preparing business tax planning.

# Management Consulting :

- GAP Analysis.
- Implementing OD (Organization Development).
- Building up business policies & procedures.
- Creating tasks & responsibilities.
- Business processes, cycles & work flows.
- Management digital transformation & automation.
- Learning & Development.
- Business & performance strategic planning.
- Implementing collaboration & teamwork management.
- Managerial & operational restructuring.

# Support & Performance :

- Talent in providing management consulting.
- Always updated with management methodologies.
- Working through management planning & strategy.
- Automate processes & work flow digitalization.
- Experts in management innovation, insight & quality.
- Support business scalability & flexibility.
- Using ethical management standards & integrity.
- Committed to high quality & effective deliverables.
- Support Top Management decisions & planning vision.
- Understand & align with Clients needs.



# Business Consulting Market Size



## Market Segments

Types of Business Consulting services :

- Financial & Managerial Consulting.
- Outsourcing.
- Technology, Digital Transformation & AI.

Types of Business Consulting functions :

- Finance.
- Human Resources & Administration.
- Management.
- Marketing.
- IT & Technology.
- Legal.

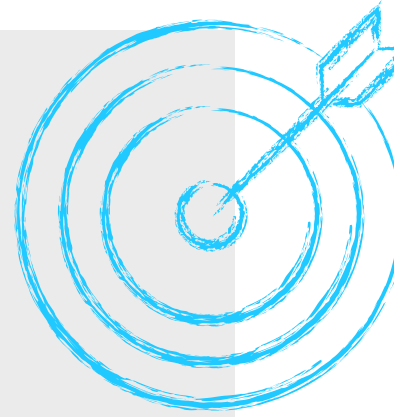
**21%**  
Compound Annual  
Growth Rate  
(CAGR)

**\$ 203.7 B**  
Global Business  
Consulting Services  
Market Value  
2024

**\$ 13.8 T**  
Projected Business  
Consulting Services  
Market Value  
2033



# Our Market Targeting

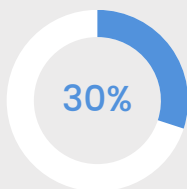


**GCC &  
Middle East**



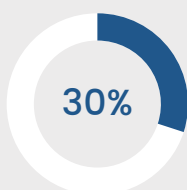
## Startups :

Business consulting can be incredibly valuable for Startups in several ways like : strategic business planning, feasibility study, market research, financing & investment, legal compliance, innovations, technology, leadership & management.



## SME's :

Business consulting can support Small & Medium-Sized Enterprises in several services like : strategic growth planning, operation efficiency, finance management, sales strategy, digital transformation, products innovation & risk management.

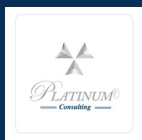


## Big Sizes :

Business consulting can be a reinforcement for Big Sizes in expertise of services like : strategic development planning, technology integration, global expansion, performance measurement, sustainability & potential criteria .



# Our Business Consulting Development Milestones



2017

**Business Consulting**  
**PLATINUM CONSULTING**  
(Cairo-EGYPT)

Our Business Consulting established through our 25 years of experience in Big 4 & Multinational Firms



2021

**Business Consulting**  
**Assignments Abroad**  
(GCC)

We succeeded to bring business in GCC with good & professional achievements & clients satisfactions



2022

**New Business Consulting**  
**MIDPOINT CONSULTING**  
(Dubai-UAE)

Another Business Consulting arm had been established in Dubai in UAE as a Centralization Market



2024

**Business Alliance**  
**Partnership PLATINUM & MIDPOINT consulting**

Alliance Business Partnership under the same ownership for market existence & expansion



2025-2027

**Planning for GCC & Middle East Market + Extra Consulting Services**

Future Planning for the GCC & Middle East market + adding extra business consulting services

# Our Strategic Positioning Location



## Dubai Silicon Oasis (DSO) :

- Information & Communication Technology (ICT) companies.
- Digital Transformation & AI.
- Startups businesses.
- Venture capital & investment firms.
- Research & Development (R&D) centers.
- Education & training providers.
- Business incubators & accelerators.
- Business services providers.
- Networking opportunities.
- Business friendly environment.



## International Free Zone Authority (IFZA) :

- Located in DSO the heart of Dubai.
- 100% foreign ownership.
- Fast business setup process.
- Multiple diversity business activities opportunities.
- Wide range of professional, services, commercial business activities.
- Establishing investment companies.
- Elite support from authorities.
- High standard level of companies.
- IFZA Professional Partnership.

# ZEYAD EL HOSSAMY

## Managing Partner



**“ Being as Entrepreneurs & Business Consultants give us the immense pride and gratitude for supporting business & people, we are dedicated to provide of professional & exceptional services as we are keen for the benefits of our clients. We are committed to drive our clients to the efficient performance & outputs to the updates and best practice of innovation, integrity, technology successful impact. We are also looking beyond to be mentors of business consulting in Middle East ”**

### 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 in Egypt & Middle East 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 & Information System - Modern Academy Maadi (Cairo-EGYPT).
- Certified in Finance & Auditing - AUC (American University in Cairo) - EGYPT.
- Certified in the Preparation Documentation Process of ISO s 9001 14001 18001 - Inspectorate Consultation Association (Cairo-EGYPT).
- Certified in Investment Fundamentals - BMI (International Business Management Institute) (Berlin-GERMANY).

### Track Records :

ZEYAD has expertise professional experience in TECHNOLOGY & ERPs 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. ZEYAD is also 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 to cover relevant assignments in Egypt



# Thank You

## As We Are Your Partner Of Success

“ We are deeply the value of your business & are committed to understanding your needs and exceeding your expectations, that’s why your satisfaction is our top priority, and we’re dedicated to providing you with our exceptional business consulting service and support every step of the way “



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