ZAD Consult-
Management Consultations and
Feasibility Studies
Our Services / What are Professional in

- Pre-feasibility, Viability
- Various Types & Levels of Feasibility Studies
- Business Planning
- Business & Investment Valuations
- Market & Technical Studies
- Franchise Consultations
- Investment Consultation and Partnership
We guide you throughout the planning and setup phase, making the process as simple as possible for you, while maximizing the effectiveness of the strategy behind it.

We provide industry and role-specific research and engagement strategies to help you benefit from our technology and therefore, increasing your market visibility and brand value.

We help leverage your sales and identify core competencies and gaps in your organization and suggest ways to overcome obstacles.

We help you to identify costs leaks, competency challenges, marketing deficiencies, competing products and services.

We help you in evaluating current business opportunities, risks and challenges.

We explore your new business needs, trends, markets and strategies.
Feasibility Studies

Reasons to Do a Study

• Gives focus to the project.
• Narrows the business alternatives.
• Identifies new opportunities.
• Identifies reasons not to proceed.
• Provides valuable information for “go/no go” decision.
• Increases probability of business success by identifying weaknesses early.
• Provides documentation that the idea was thoroughly investigated.
The feasibility of a project can be ascertained generally on the basis of the following three assessments:

**Market Study (Analysis)**

- Market Overview
- Market Trends
- Supply and Demand analysis: current sources, trends, supply and demand
- Market supply gap analysis: past, present and projected demand analysis
- Competition analysis
- Other market remarks
- Location benefits
- Expansion Plan
- Competition prices and pricing strategy
- Competitiveness of products with respect to quality and prices
- Marketing plan
- SWOT analysis
- Risk mitigation plan
Technical Study (Analysis)

- Location Analysis
- Primary Project Layout
- Technologies investigations
- Suggested Suppliers
- Business Model
- Facilities production capacities analysis
- Production or Business inputs
- Cost and Profit Centers
- Human resources
- Operational Costs
- Costs of Goods Sold
- Growth of Sales and Costs
- CAPEX analysis
- OPEX analysis
- Depreciation and Amortization
Financial Study (Analysis)

• Assessment of plant’s commercial profitability
• Projected financial information
• Profit and loss statement
• Balance sheet
• Cash flow projections
• Capital expenditure forecasts for equipment, manpower, raw materials etc.
• Sensitivity analysis
• Profitability measurement
• IRR- Internal Rate of Return
• NPV- Net Present value
• ROI- Return of Investment
• ROE- Return of Equity
• ARR-Average Return Rate
Our Business Plan Development service offers comprehensive business plan preparation from scratch, customized to your business idea and need. This service is offered to any business that is looking to enter new markets, launch new products or services or expand its geographical or customer reach.

We also help to adjust and re-engineer current business plans and strategic plans to fit to changing market needs and marketing challenges.

We help our clients to apply to governmental funding, private funding, strategic partnerships and governmental competitions.

**Business Re-engineering**

Setups are not the only business that needs business planning. Some ongoing business needs to re-engineer and re-design their business plans, operations and business models as well. Usually we offer the services of re-engineering directly after finishing the valuation and evaluation tasks.

Business process reengineering (BPR) is an approach to change management in which the related tasks required to obtain a specific business outcome are radically redesigned. An important goal of BPR is to analyze workflows within and between enterprises in order to optimize end-to-end processes and eliminate tasks that do not provide the customer with value.
Company valuation is a critical part of any business transaction and will be required for many reasons. Regardless of whether you seek to complete an investment, an Initial Public Offering (IPO) or a Merger & Acquisition (M&A), the valuation forms an integral part of negotiations and can ultimately determine the success of a given transaction. Risk analysis and company financials make up an integral part of our valuation.

As a third party appraiser, we can help you find a basis for your negotiations with an independent valuation and fairness of opinion.

There are lots of methods for business valuation, but it all focuses on the earnings and number of shares and its value in the market like DCF, Earnings, and Capitalizations and so.

So what does ZAD add here?

We evaluate the value of the company, its name, its trade mark, products or services, list of clients, current profitability and the effectiveness of the business overall.

We then evaluate the areas of improvement and projects needed to move this business to the profits zone.

Then we compare the values to the current purchasing value in the market to evaluate the current offering or negotiate it.

We have a good list of valuation projects in KSA and the UAE. We specialize in industrial, real estate and food industries but we’re open to accept project elsewhere.
We evaluate the value of the machines, the production lines, the facilities and the business on overall. We do this in the same techniques of doing a feasibility study, and we accumulate the effect of depreciation. Then we compare the values to the current purchasing value in the market to evaluate the current offering or negotiate it. We have a good list of valuation projects in KSA and the UAE. We specialize in the real estate and food industries but open to accept project elsewhere.

**Industrial Valuation**

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**Industrial Acquisition**

We provide our services as an industrial consultant in the field of land acquisitions for ZonesCorp, KIZAD, JAFZA and other industrial and economic zones.

Our services stretches to providing the technical, financial and environmental analysis of the needed factory or industry.
We are proud to offer our services in the field of Monitoring and Evaluation. M&E is an aspect used to measure the influence of a project, whether it is economic, commercial or developmental. Evaluation measures the following terms: Efficiency, Effectiveness, Relevance and Sustainability. Impact evaluations are evaluations made to measure long term “5 to 10 years” effectiveness and relevance of a project or an intervention. Our expertise extends as our expert was part of the UNDAF “UN Development Assistance Framework”, and a certified evaluator for the Ministry of Planning and International Cooperation of Jordan.

M&E systems are needed in excellence management, effect management and process improvement interventions like enhancing customer experience, satisfaction, enhancing effectiveness and impact and so on.
Strategic Partners
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Our Location


UAE – Abu Dhabi City Center– Al Nahyan Camp District– Ahmed Al Mazrouie
Business Center – Al Yayf Street, Same building of papparoti Cafe, Building # 4 , office 409
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