

Empower Your Growth:
Discover RAKEZ's Game-
Changing Business
Solutions



rakez

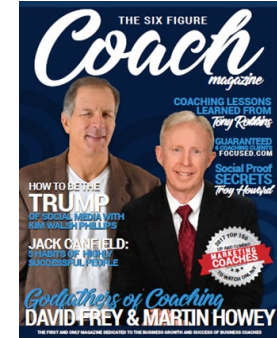
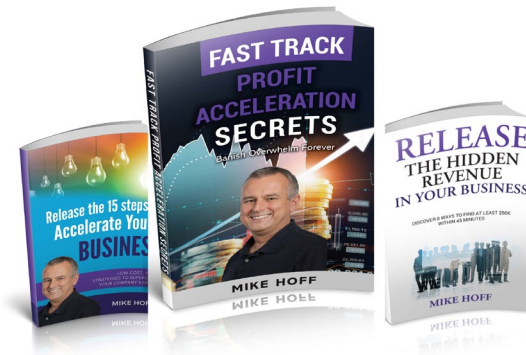
RAS AL KHAIMAH
ECONOMIC ZONE



Who Am I?

Mike Hoff

- 30 Years Corporate career
- Founded MHC Consulting in 2012
- Profit Acceleration Specialist/ Mentor, Author
- Associate Contributor - The Six Figure Coach Magazine
- Winner 2023 MEA Business Awards:
- **“Best SME Profit Acceleration Company – UAE”**
- BNI Franchise holder for Ras Al Khaimah



MHC Business Coaching

Our Mission is to give business owners back their freedom





Biggest Challenge

Programme 1:

RAKEZ business
catalyst –
Empowering
medium
enterprises








A low-angle shot of two hands, one on the left and one on the right, both tied with thick, light-colored rope. The hands are clenched into fists and are positioned against a clear, bright blue sky. The rope is wrapped around the wrists and extends upwards, with the ends of the rope hanging down. The overall composition is simple and symbolic, representing freedom and the breaking of constraints.

Routine Sets YOU Free!

**THE MAIN THING
IS TO KEEP
THE MAIN THING
A MAIN THING.**

STEPHEN R. COVEY





—

Get it down;
then get it right!
90 Day Iterations

Scaling Up



A silhouette of a person standing on a tall, jagged rock peak with their arms raised in a 'V' shape, symbolizing triumph or achievement. The background is a vast landscape of mountains and valleys under a clear sky transitioning from blue to orange and yellow, indicating a sunset or sunrise. The sun is visible on the horizon to the right, creating a lens flare effect.

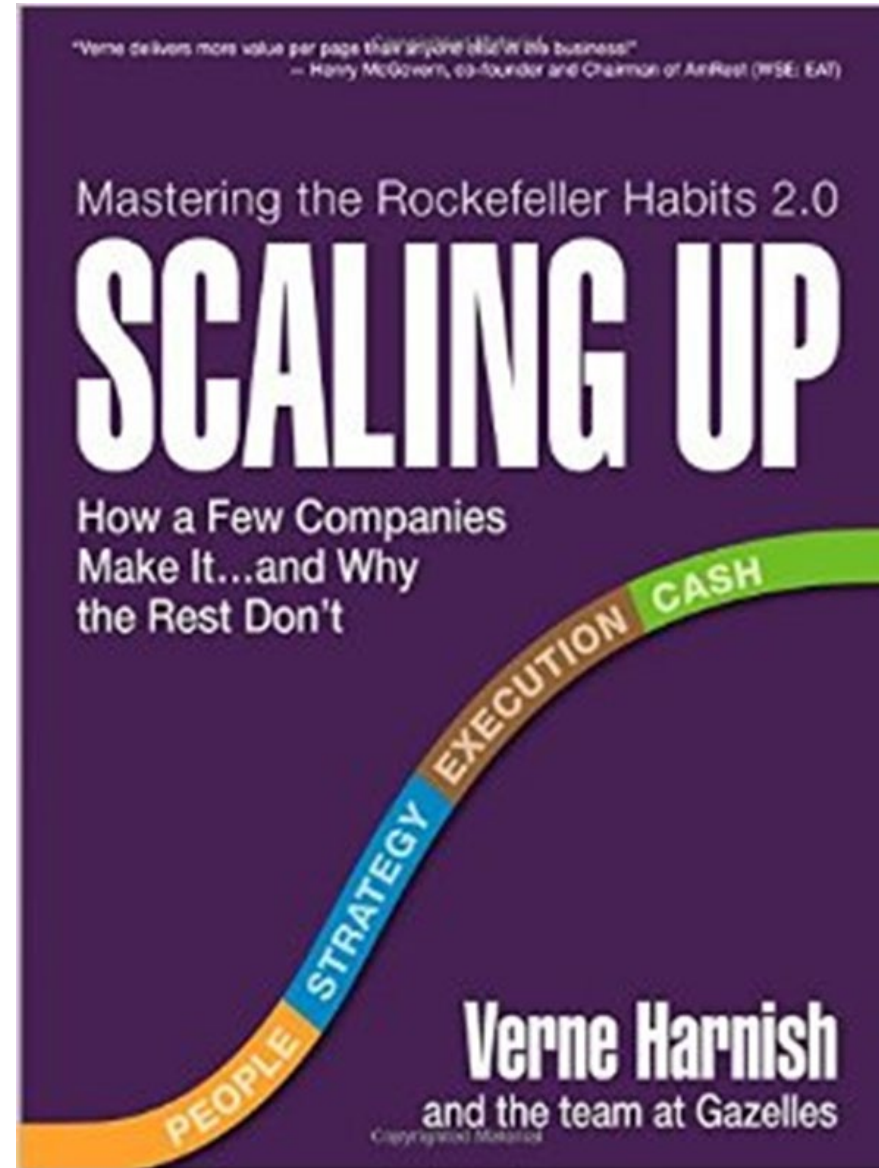
Why only a Few Companies Make it



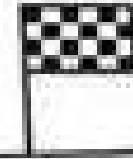
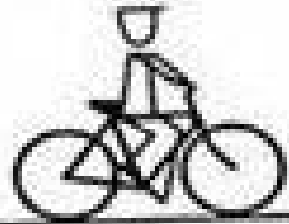
...and Why the Rest Don't



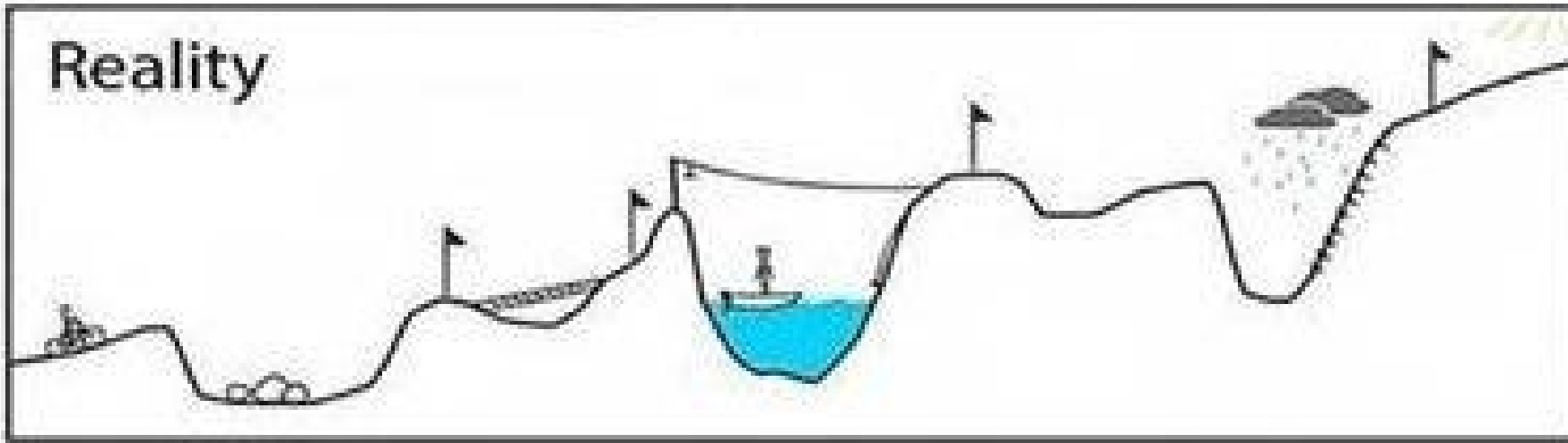
“Many start up...few scale-up”



Your plan



Reality

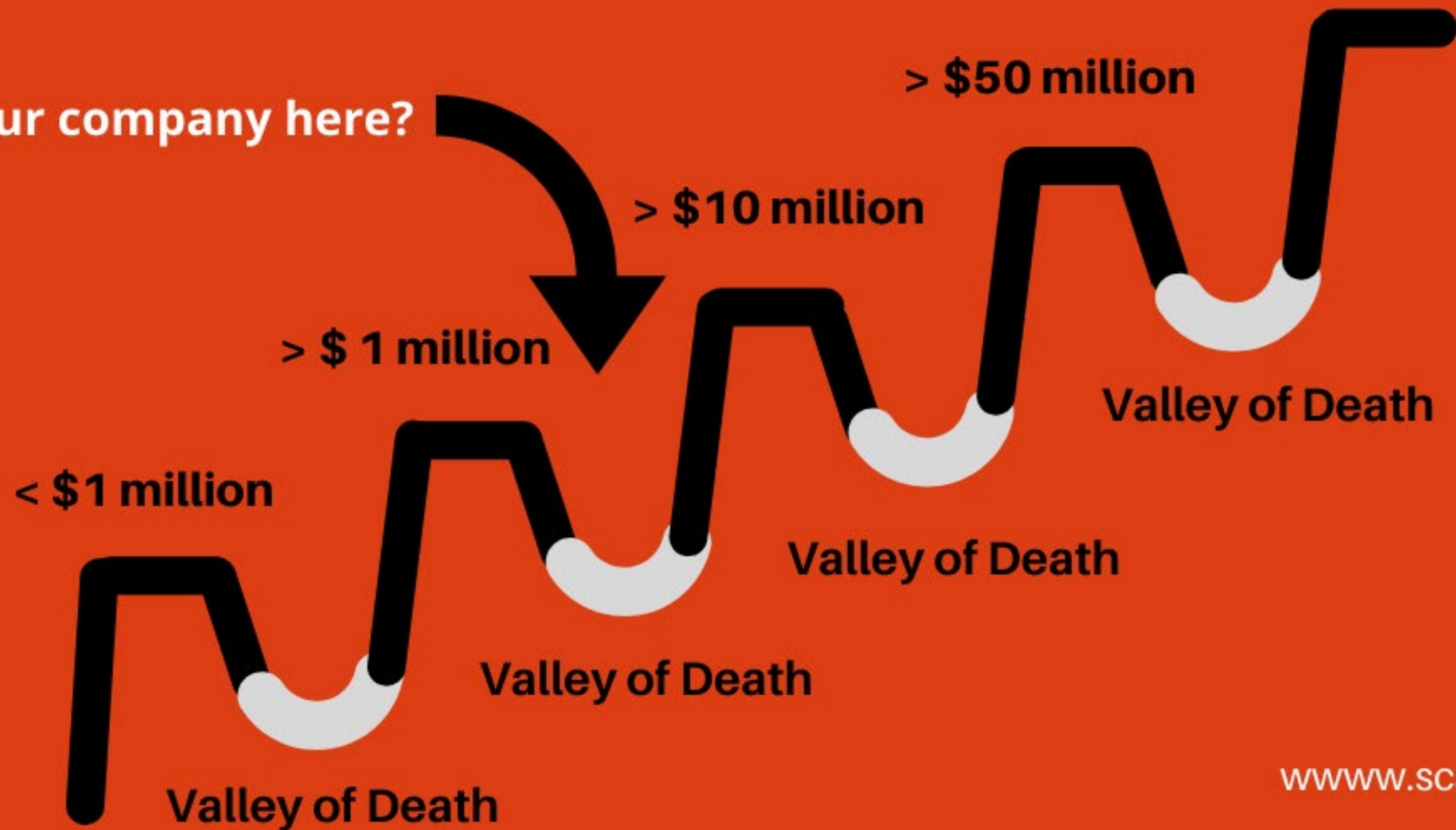


Death Valley National Park

Homeland of the Timbisha Shoshone



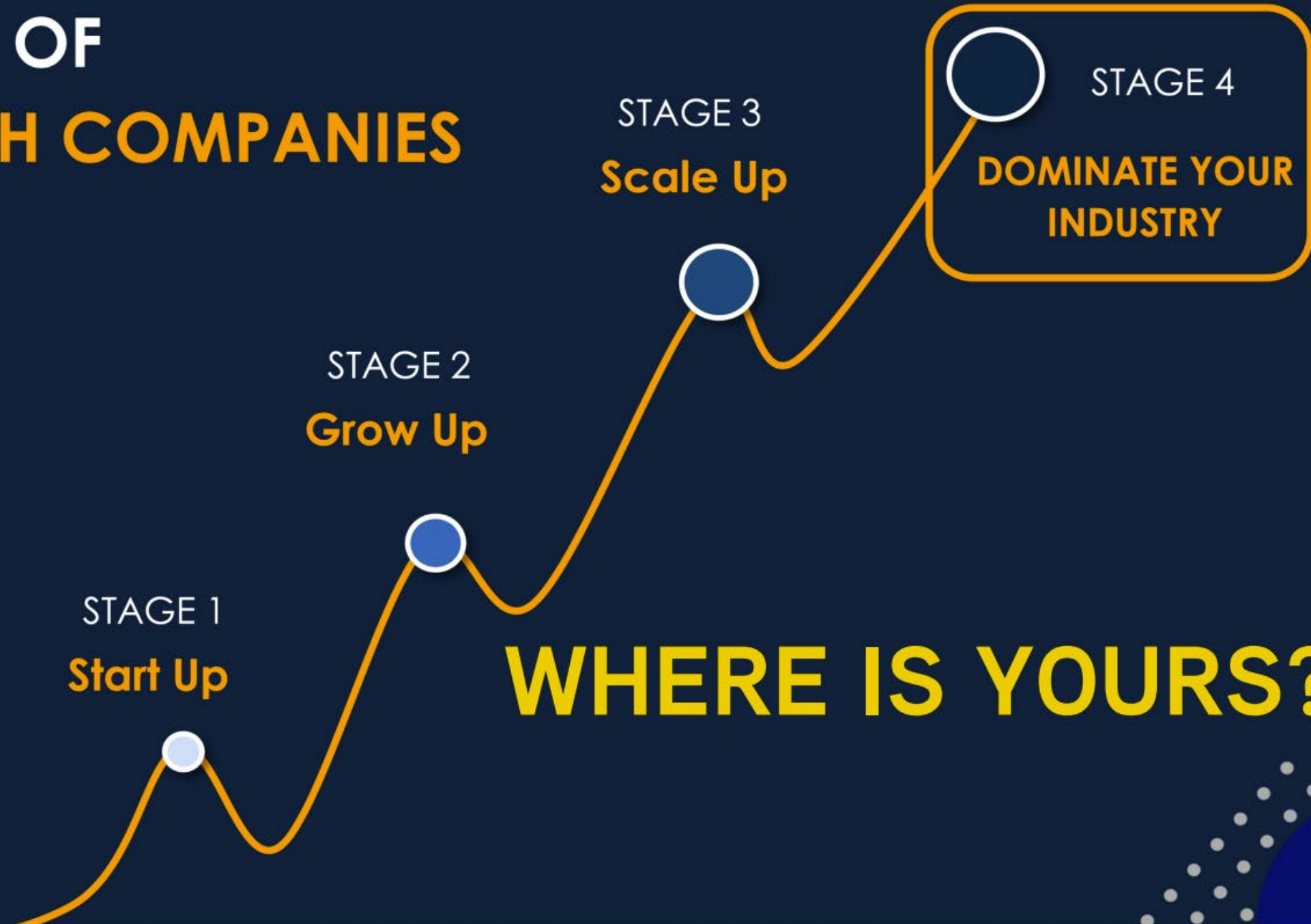
Is your company here?



www.scaleupstrategies.com

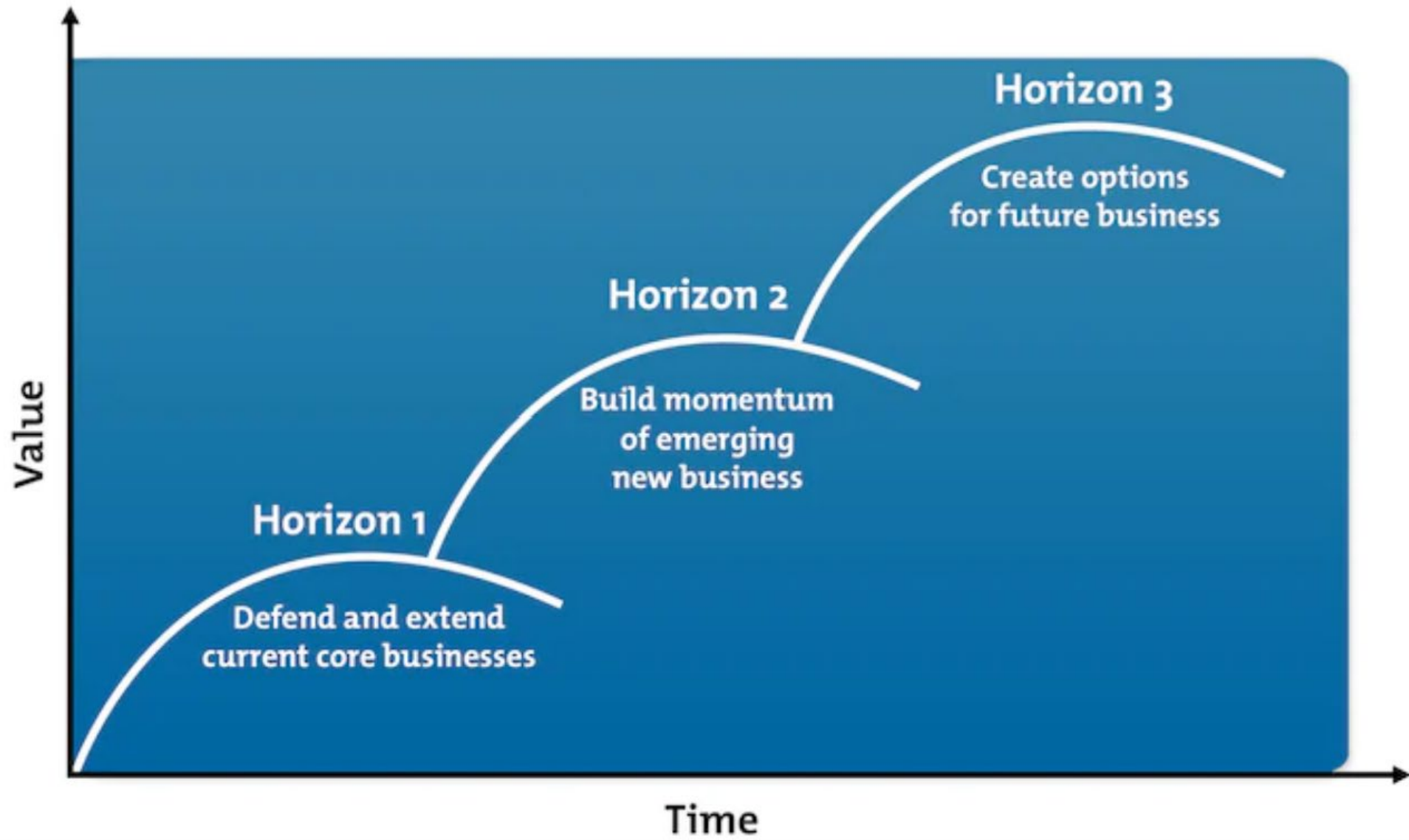
Concept in the image from Verne Harnish: www.scal

STAGES OF GROWTH COMPANIES



WHERE IS YOURS?





Successful Strategy Execution







• Prediction





- Prediction
- Delegation





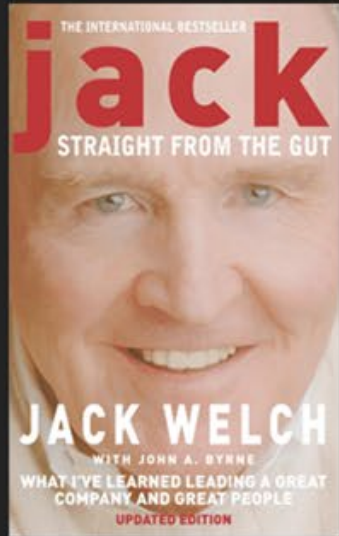
- Prediction
- Delegation
- Repetition





The 4 Key Business Challenges





“Strategy is not a lengthy action plan. It is the evolution of a central idea through continually changing circumstances.”





Do **NOT** pass go.

BOARD WALK



People



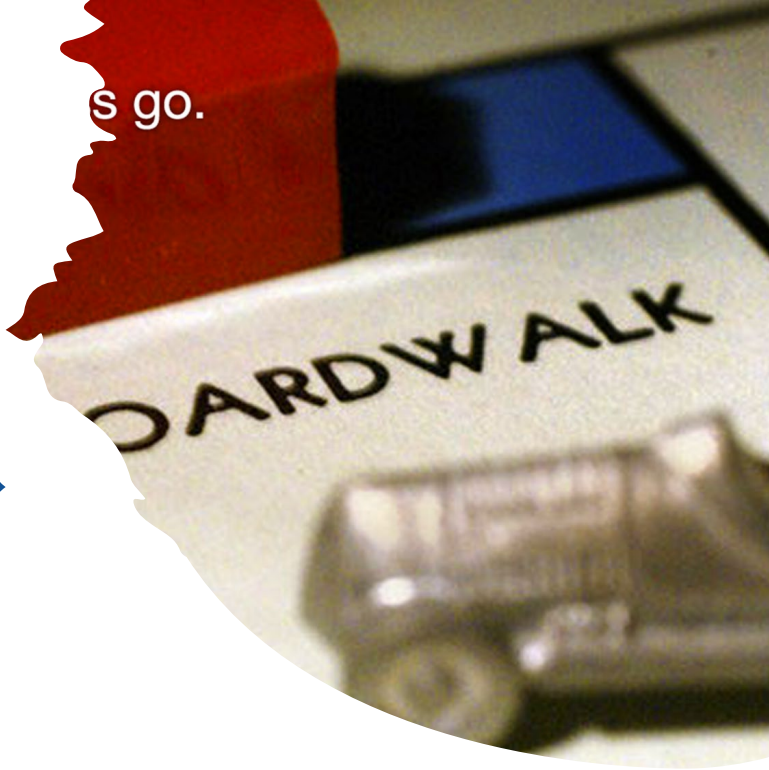
Strategy



Execution



Cash



Where do you start?

One Page Strategic Plan

Vision Simple vision statement

Target Customers
Who are your primary customers?

Market Needs
What is it that your customers need from you?

Mission Simple mission statement

Comms Channels
Where will your customers find you? How will you communicate with them?

Strategic Goals
What are your top goals?

Strategic Priorities

Priorities #1
What are your top 5 priorities for the year?

Priorities #2
Write them down.

Priorities #3
What is it that you need to achieve this year?

Priorities #4
Or what is it that you want your customers to achieve this year?

Priorities #5
Keep each point snappy and in a way that you can read it simply.

Targets

Target #1
These targets are likely aligned to your priorities.

Target #2
But not necessarily

Target #3
Need a prompter for your targets? Answer this...

Target #4
What will you have achieved to know that

Target #5
This year was a success?

The Core

Strategic Thinking

Execution Planning

Strategy: One-Page Strategic Plan

Organization Name: _____

People (Reputation Drivers)

Employees	Customers	Shareholders
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
		<table border="1"> <tr><td>Future Date</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap./Cash</td><td></td></tr> </table> <p>Sandbox</p>	Future Date		Revenues		Profit		Mkt. Cap./Cash		<table border="1"> <tr><td>Yr. Ending</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap.</td><td></td></tr> <tr><td>Gross Margin</td><td></td></tr> <tr><td>Cash</td><td></td></tr> <tr><td>A/R Days</td><td></td></tr> <tr><td>Inv. Days</td><td></td></tr> <tr><td>Rev./Emp.</td><td></td></tr> </table>	Yr. Ending		Revenues		Profit		Mkt. Cap.		Gross Margin		Cash		A/R Days		Inv. Days		Rev./Emp.					
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	Profit/X	Brand Promise KPIs	Critical #: People or B/S <table border="1"> <tr><td>●</td></tr> <tr><td>●</td></tr> <tr><td>●</td></tr> <tr><td>●</td></tr> </table> <p>Between green and red</p>	●	●	●	●																										
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	BHAG®	Brand Promises	Critical #: Process or P/L <table border="1"> <tr><td>●</td></tr> <tr><td>●</td></tr> <tr><td>●</td></tr> <tr><td>●</td></tr> </table> <p>Between green and red</p>	●	●	●	●																										
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Strengths/Core Competencies	Weaknesses
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

Your Name: _____ Date: _____



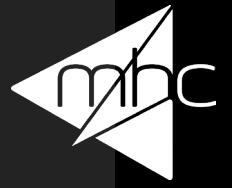
Process (Productivity Drivers)

Make/Buy	Sell	Record Keeping
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

ACTIONS (QTR) (How)	THEME (Qtr./Annual)	YOUR ACCOUNTABILITY (Who/When)																																																																
<table border="1"> <tr><td>Qtr. #</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap.</td><td></td></tr> <tr><td>Gross Margin</td><td></td></tr> <tr><td>Cash</td><td></td></tr> <tr><td>A/R Days</td><td></td></tr> <tr><td>Inv. Days</td><td></td></tr> <tr><td>Rev./Emp.</td><td></td></tr> </table> <p>Rocks Quarterly Priorities Who</p> <table border="1"> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td></tr> </table>	Qtr. #		Revenues		Profit		Mkt. Cap.		Gross Margin		Cash		A/R Days		Inv. Days		Rev./Emp.		1			2			3			4			5			<table border="1"> <tr><td>Deadline</td><td></td></tr> <tr><td>Measurable Target/Critical #</td><td></td></tr> </table> <p>Theme Name</p> <p>Scoreboard Design Describe and/or sketch your design in this space</p>	Deadline		Measurable Target/Critical #		<table border="1"> <tr><td colspan="2">Your KPIs</td><td>Goal</td></tr> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> </table> <p>Your Quarterly Priorities Due</p> <table border="1"> <tr><td>1</td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td></tr> <tr><td>3</td><td></td><td></td></tr> <tr><td>4</td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td></tr> </table>	Your KPIs		Goal	1			2			3			1			2			3			4			5		
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Trends

1. _____	4. _____
2. _____	5. _____
3. _____	6. _____



“In any series of elements to be controlled, a selected small fraction, in terms of number of elements, always accounts for a large fraction in terms of effect.”

-Vilfredo Pareto



3 Execution Disciplines

- ① Priorities (Alignment)
- ② Metrics/Data (Clarity & Foresight)
- ③ Meeting Rhythms (Better/Faster Decisions)

Priorities

- Focus on an outcome that makes a difference
- Align with BHAG; 3-5 year, annual and quarterly plans
- Measurable with a leading and lagging KPI
- Require collaboration to achieve them (cross-departmental)
- Clear start and end points



Execution Roadmap

- Rockefeller Habits Checklist (Assessment)
Execution Disciplines: Priorities, Metrics, Meeting Rhythms
- Build an Execution Plan: Critical Number, Priorities, KPIs, Theme
Personal Execution Plan: Quarter, Month, Week
- Dashboards: Visibility and Accountability
Keys to Execution Success and Pitfalls to Avoid
- Communication Rhythms: Keeping the Team Aligned



Leadership Team Exercise

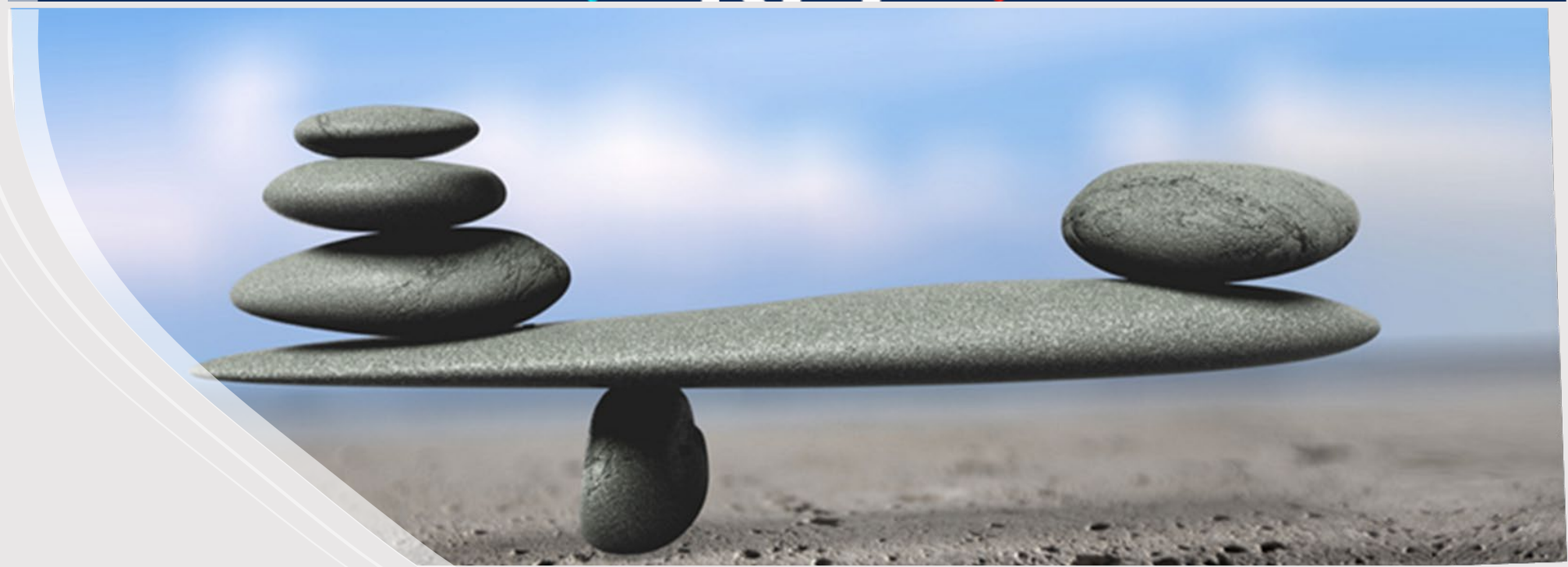
Execution: Rockefeller Habits Checklist™



- 1. The executive team is healthy and aligned.**
 - Team members understand each other's differences, priorities, and styles.
 - The team meets frequently (weekly is best) for strategic thinking.
 - The team participates in ongoing executive education (monthly recommended).
 - The team is able to engage in constructive debates and all members feel comfortable participating.
- 2. Everyone is aligned with the #1 thing that needs to be accomplished this quarter to move the company forward.**
 - The Critical Number is identified to move the company ahead this quarter.
 - 3-5 Priorities (Rocks) that support the Critical Number are identified and ranked for the quarter.
 - A Quarterly Theme and Celebration/Reward are announced to all employees that bring the Critical Number to life.
 - Quarterly Theme/Critical Number posted throughout the company and employees are aware of the progress each week.
- 3. Communication rhythm is established and information moves through organization accurately and quickly.**
 - All employees are in a daily huddle that lasts less than 15 minutes.
 - All teams have a weekly meeting.
 - The executive and middle managers meet for a day of learning, resolving big issues, and DNA transfer each month.
 - Quarterly and annually, the executive and middle managers meet offsite to work on the 4 Decisions.
- 4. Every facet of the organization has a person assigned with accountability for ensuring goals are met.**
 - The Function Accountability Chart (FACe) is completed (right people, doing the right things, right).
 - Financial statements have a person assigned to each line item.
 - Each of the 4-9 processes on the Process Accountability Chart (PACe) has someone that is accountable for them.
 - Each 3-5 year Key Thrust/Capability has a corresponding expert on the Advisory Board if internal expertise doesn't exist.
- 5. Ongoing employee input is collected to identify obstacles and opportunities.**
 - All executives (and middle managers) have a Start/Stop/Keep conversation with at least one employee weekly.
 - The insights from employee conversations are shared at the weekly executive team meeting.
 - Employee input about obstacles and opportunities is being collected weekly.
 - A mid-management team is accountable for the process of closing the loop on all obstacles and opportunities.
- 6. Reporting and analysis of customer feedback data is as frequent and accurate as financial data.**
 - All executives (and middle managers) have a 4Q conversation with at least one end user weekly.
 - The insights from customer conversations are shared at the weekly executive team meeting.
 - All employees are involved in collecting customer data.
 - A mid-management team is accountable for the process of closing the loop on all customer feedback.
- 7. Core Values and Purpose are "alive" in the organization.**
 - Core Values are discovered, Purpose is articulated, and both are known by all employees.
 - All executives and middle managers refer back to the Core Values and Purpose when giving praise or reprimands.
 - HR processes and activities align with the Core Values and Purpose (hiring, orientation, appraisal, recognition, etc.).
 - Actions are identified and implemented each quarter to strengthen the Core Values and Purpose in the organization.
- 8. Employees can articulate the following key components of the company's strategy accurately.**
 - Big Hair Audacious Goal (BHAG®) — progress is tracked and visible.
 - Core Customer(s) — their profile in 25 words or less.
 - 3 Brand Promises — and the corresponding Brand Promise KPIs reported on weekly.
 - Elevator Pitch — a compelling response to the question "What does your company do?"
- 9. All employees can answer quantitatively whether they had a good day or week (column 7 of the One-Page Strategic Plan).**
 - 1 or 2 Key Performance Indicators (KPIs) are reported on weekly for each role/person.
 - Each employee has 1 Critical Number that aligns with the company's Critical Number for the quarter (clear line of sight).
 - Each individual/team has 3-5 Quarterly Priorities/Rocks that align with those of the company.
 - All executives and middle managers have a coach (or peer coach) holding them accountable to behavior changes.
- 10. The company's plans and performance are visible to everyone.**
 - A "situation room" is established for weekly meetings (physical or virtual).
 - Core Values, Purpose and Priorities are posted throughout the company.
 - Scoreboards are up everywhere displaying current progress on KPIs and Critical Numbers.
 - There is a system in place for tracking and managing the cascading Priorities and KPIs.



Metrics

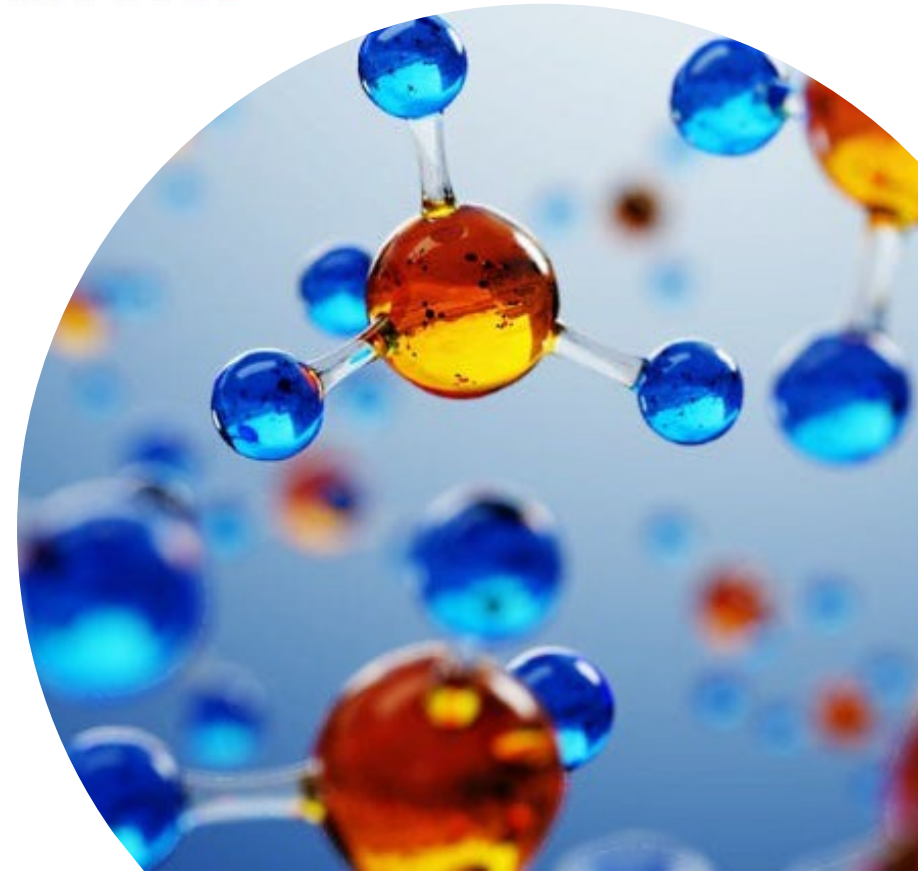
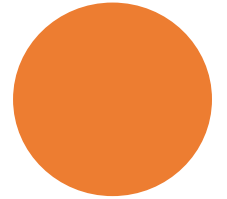


Communication Rhythms



Programme 1:
RAKEZ business catalyst –
Empowering medium enterprises

- 1-day workshop: Strategic planning and operational excellence for medium enterprises
- One-to-one CEO mentoring: Personalised guidance from industry leaders for the first 12 months
- Quarterly half-day team workshops: Enhance collaboration and innovation within your team





rakez

RAS AL KHAIMAH
ECONOMIC ZONE

Know where you are right now

- Free Organisational Health Checkup
- 11 Core Business Dimensions
- Full report debrief

Enter “OHC” in the Q & A box

mike@mhc.consulting





RAKEZ Profit Surge: Accelerating Small Business Growth

RAKEZ Profit Surge



Demonstrate

the AWESOME power
of **Profit Acceleration**



Move

your focus from
revenue to **PROFIT**



How

to **DOUBLE the Profit** in
your business in less than
an hour

This demonstrates the AWESOME power of **Compounding**



X 2

APRIL 2024

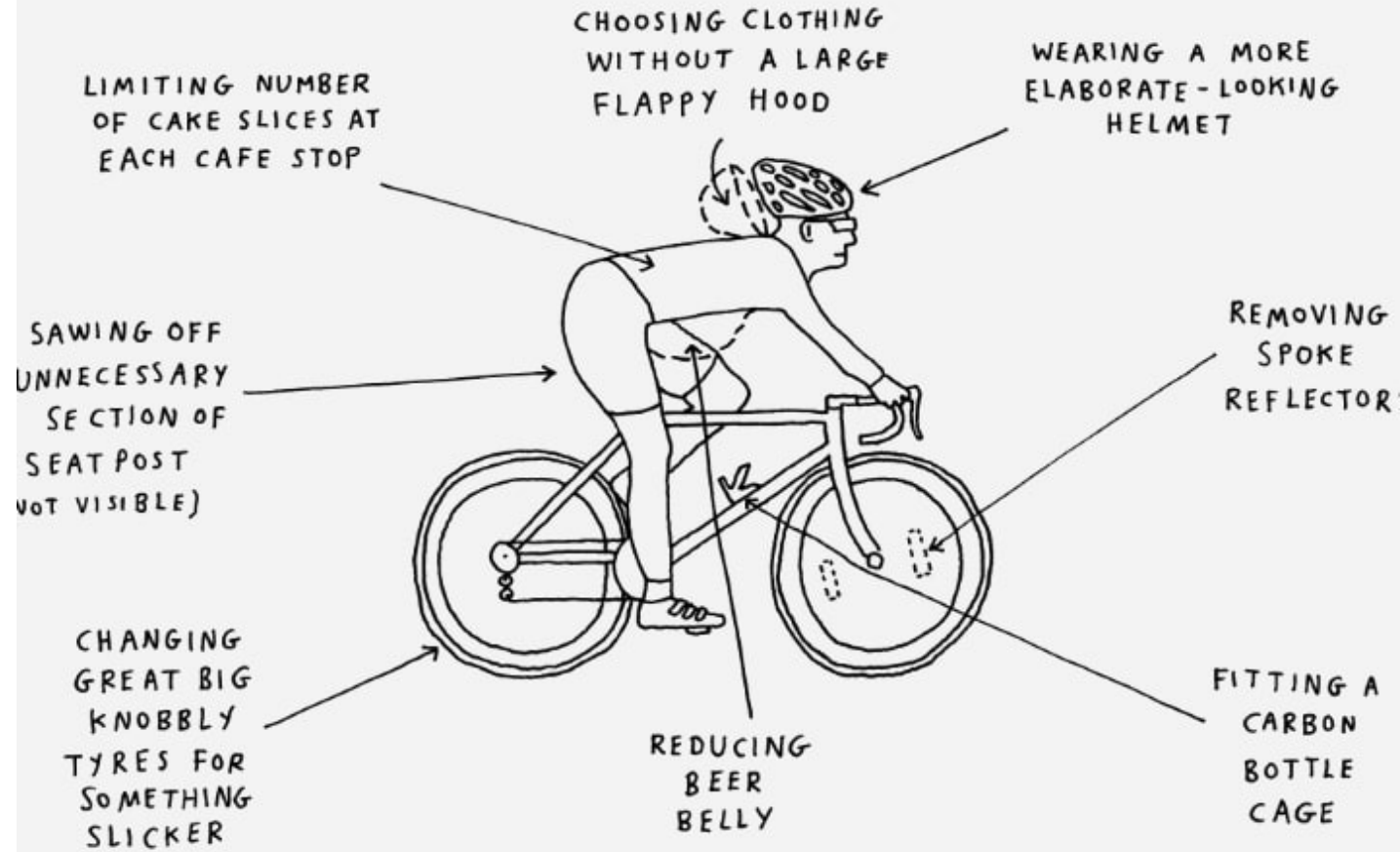
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

= \$ 5,368,709.12



MARGINAL GAINS

HOW THE PROFESSIONALS MAKE SMALL CHANGES TO IMPROVE THEIR PERFORMANCE



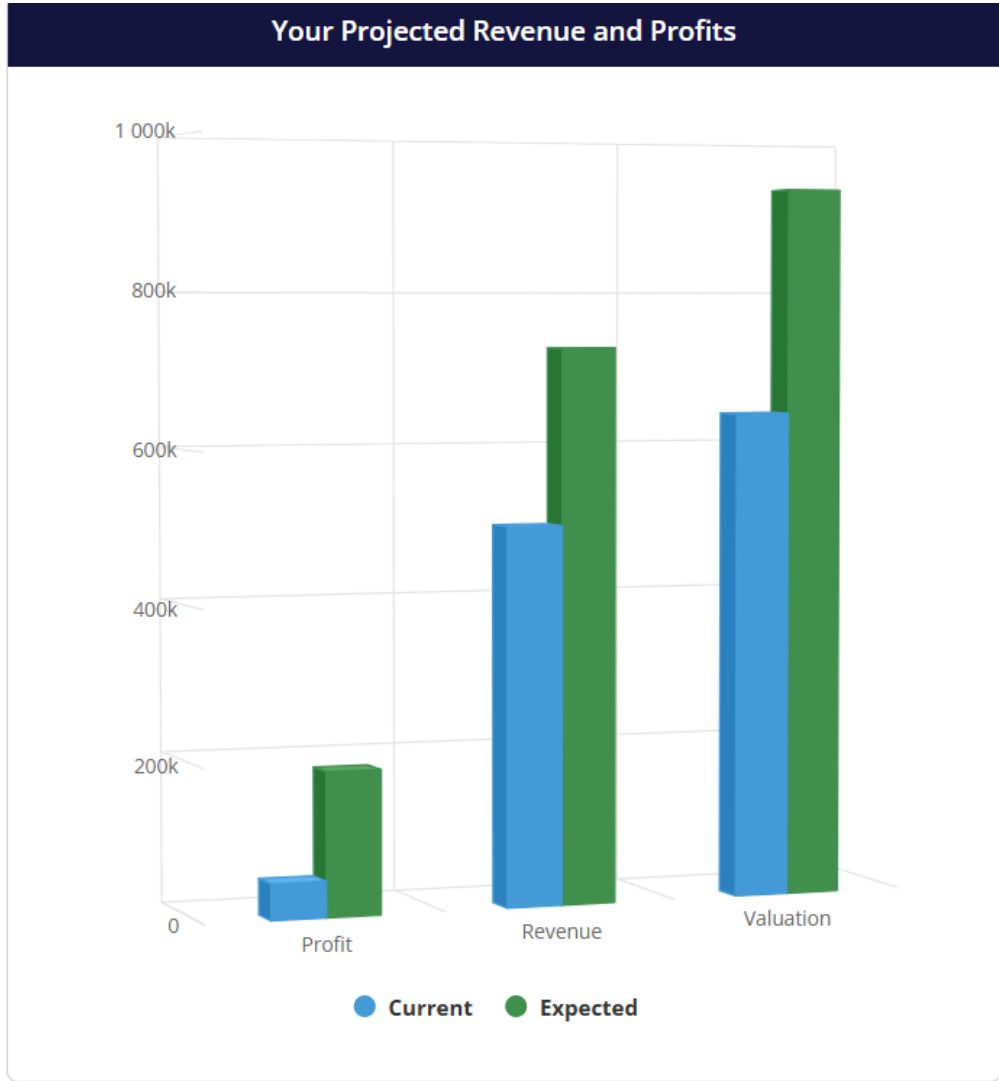


I can use it to quickly
To help you understand this
demonstrate the unbelievable
fundamental concept, we
power of compounding...
created a proprietary Profit
Acceleration Simulator™ as
or as we like to refer to it as
Profit Acceleration

1	Cut Costs
2	Market Dominating Position
3	Compelling Offer
4	Increase Prices
5	Upsell & Cross-sell
6	Bundling
7	Downsell
8	Additional Products & Services
9	Drip Campaign
10	Alliances & Joint Ventures
11	More Leads
12	Digital Marketing
TOTAL PROFIT IMPACT	

Your 20%

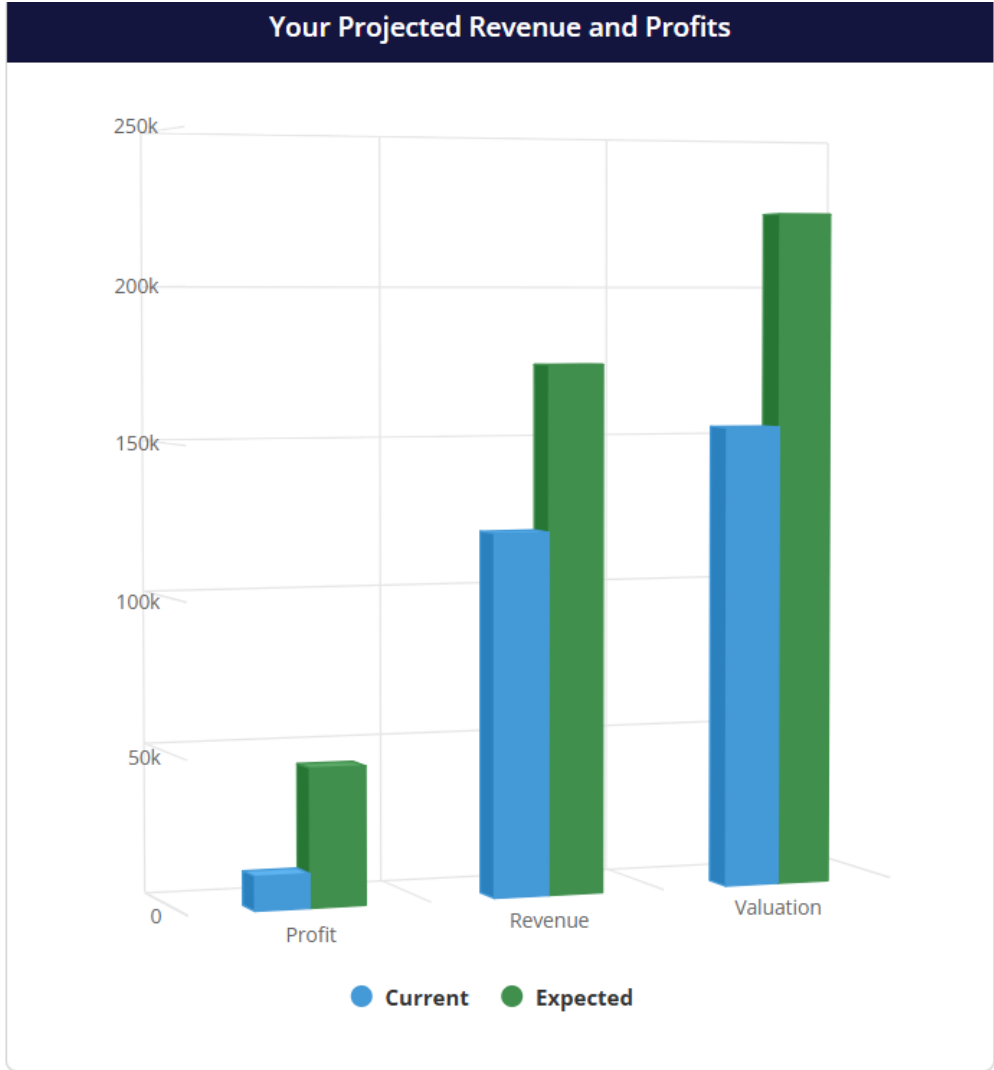
	Item	% Impact	Amount
1	Cut Costs	3.5	15,750,٠.٠
2	Market Dominating Position	3.5	8,750,٠.٠
3	Compelling Offer	3.5	9,056,٠.٠
4	Increase Prices	3.5	18,746,٠.٠
5	Upsell & Cross-sell	3.5	9,701,٠.٠
6	Bundling	3.5	10,041,٠.٠
7	Downsell	3.5	10,392,٠.٠
8	Additional Products & Services	3.5	10,756,٠.٠
9	Drip Campaign	3.5	11,132,٠.٠
10	Alliances & Joint Ventures	3.5	11,522,٠.٠
11	More Leads	3.5	11,925,٠.٠
12	Digital Marketing	3.5	12,343,٠.٠
TOTAL PROFIT IMPACT			280 / 140,114,٠.٠% +



Current Revenue 500,000,٠.٠
Expected Increase in Revenue 229,985,٠.٠
New Annual Gross Revenue 729,985,٠.٠

Current Profit 50,000,٠.٠
New Annual Profit 190,114,٠.٠
5-Year Profit Impact 700,570,٠.٠

	Item	% Impact	Amount
1	Cut Costs	3.5	3,780,٠.٠
2	Market Dominating Position	3.5	2,100,٠.٠
3	Compelling Offer	3.5	2,174,٠.٠
4	Increase Prices	3.5	4,499,٠.٠
5	Upsell & Cross-sell	3.5	2,328,٠.٠
6	Bundling	3.5	2,410,٠.٠
7	Downsell	3.5	2,494,٠.٠
8	Additional Products & Services	3.5	2,581,٠.٠
9	Drip Campaign	3.5	2,672,٠.٠
10	Alliances & Joint Ventures	3.5	2,765,٠.٠
11	More Leads	3.5	2,862,٠.٠
12	Digital Marketing	3.5	2,962,٠.٠
TOTAL PROFIT IMPACT			280 / 33,627,٠.٠% +



Current Revenue	120,000,٠.٠	Current Profit	12,000,٠.٠
Expected Increase in Revenue	55,196,٠.٠	New Annual Profit	45,627,٠.٠
New Annual Gross Revenue	175,196,٠.٠	5-Year Profit Impact	168,135,٠.٠

COMPOUNDING

Insert Annual Revenue?

1000000

Gross Profit Margin (%)?

50

Net Profit Margin (%)?

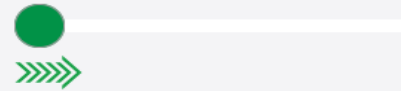
10

Select Currency

US dollar ...

If you want to double your profits, you may only need a 1.4% increase in each of the 12 areas.
If you don't know your margins, use 50% for gross margin and 10% for net margin.

Choose your impact between 1% and 10%



0

	Item	% Impact	Amount
1	Cut Costs	0	\$ 0
2	Market Dominating Position	0	\$ 0
3	Compelling Offer	0	\$ 0
4	Increase Prices	0	\$ 0
5	Upsell & Cross-sell	0	\$ 0
6	Bundling	0	\$ 0
7	Downsell	0	\$ 0
8	Additional Products & Services	0	\$ 0
9	Drip Campaign	0	\$ 0
10	Alliances & Joint Ventures	0	\$ 0
11	More Leads	0	\$ 0
12	Digital Marketing	0	\$ 0
	TOTAL PROFIT IMPACT		\$ 0 / 0% +

Current Revenue **\$ 1,000,000**
Expected Increase in Revenue \$ 0
New Annual Gross Revenue \$ 1,000,000

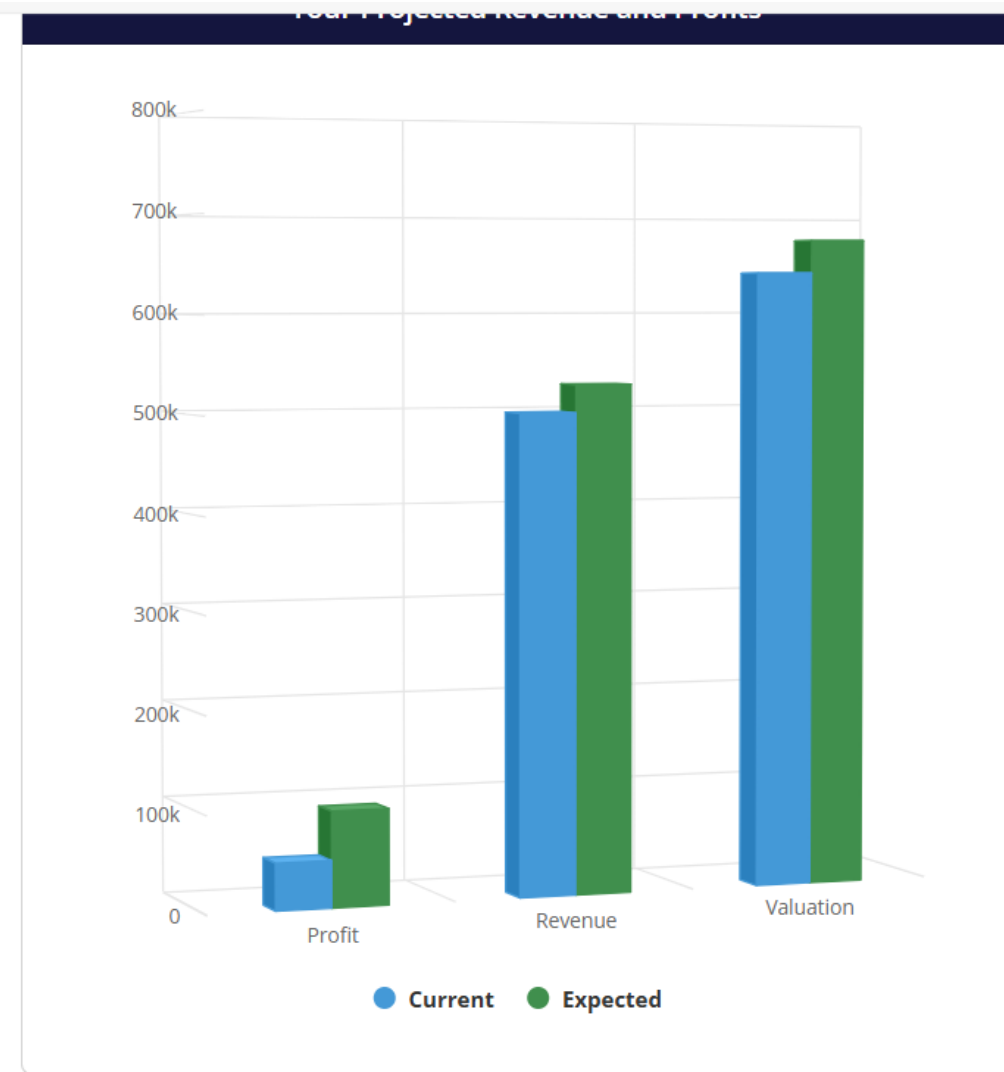
Current Profit **\$ 100,000**
New Annual Profit **\$ 100,000**
5-Year Profit Impact \$ 0

How would YOU like to **double your current profit?**

Do it in **LESS than 60 minutes!**

And **WITHOUT** spending any money!

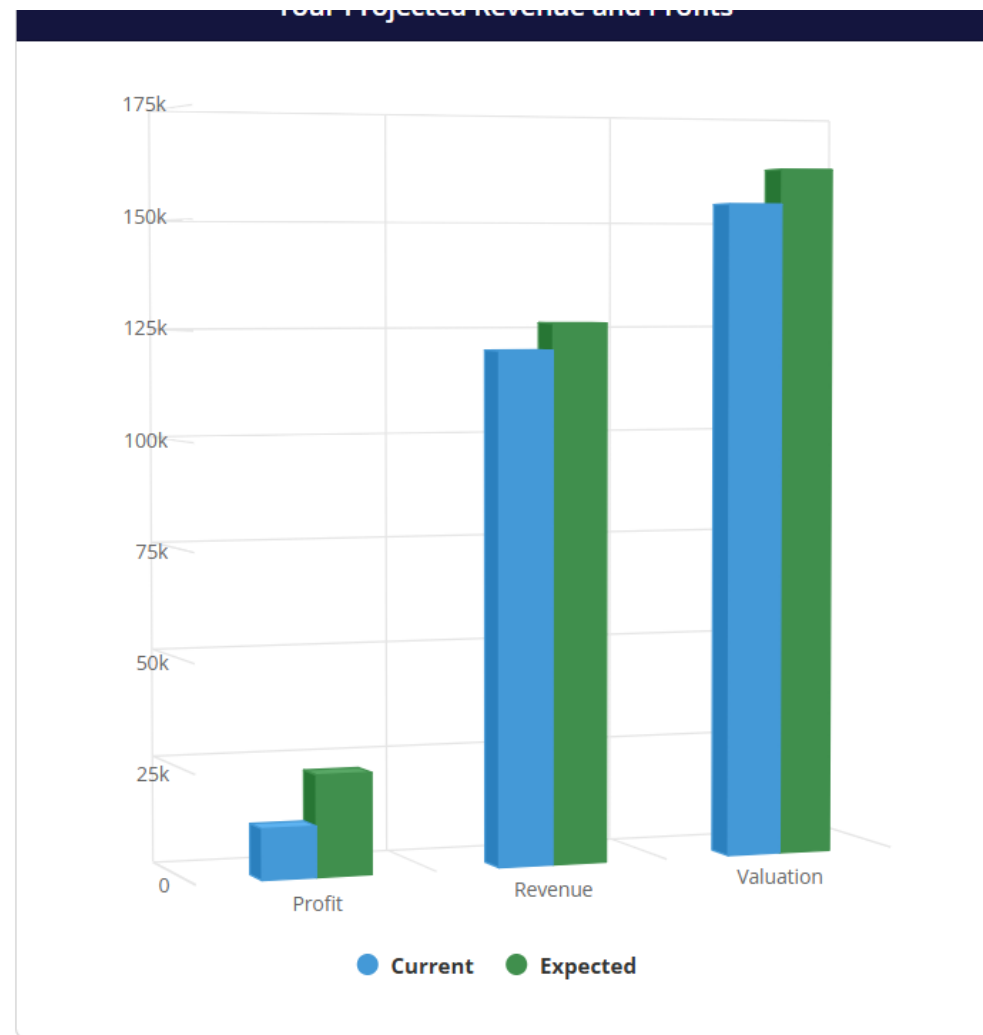
Item	% Impact	Amount
1 Cut Costs	5	22,500د.د
2 Market Dominating Position	0	0د.د
3 Compelling Offer	0	0د.د
4 Increase Prices	5.5	27,500د.د
5 Upsell & Cross-sell	0	0د.د
6 Bundling	0	0د.د
7 Downsell	0	0د.د
8 Additional Products & Services	0	0د.د
9 Drip Campaign	0	0د.د
10 Alliances & Joint Ventures	0	0د.د
11 More Leads	0	0د.د
12 Digital Marketing	0	0د.د
TOTAL PROFIT IMPACT		100 / 50,000د.د% +



Current Revenue 500,000د.د
Expected Increase in Revenue 27,500د.د
New Annual Gross Revenue 527,500د.د

Current Profit 50,000د.د
New Annual Profit 100,000د.د
5-Year Profit Impact 250,000د.د

	Item	% Impact	Amount
1	Cut Costs	5	5,400
2	Market Dominating Position	0	0
3	Compelling Offer	0	0
4	Increase Prices	5.5	6,600
5	Upsell & Cross-sell	0	0
6	Bundling	0	0
7	Downsell	0	0
8	Additional Products & Services	0	0
9	Drip Campaign	0	0
10	Alliances & Joint Ventures	0	0
11	More Leads	0	0
12	Digital Marketing	0	0
TOTAL PROFIT IMPACT			100 / 12,000% +



Current Revenue 120,000
Expected Increase in Revenue 6,600
New Annual Gross Revenue 126,600

Current Profit 12,000
New Annual Profit 24,000
5-Year Profit Impact 60,000

Profit Acceleration Software™





PROFIT ACCELERATION SIMULATOR™

**What if your business numbers told a different story?
A story of compounding growth and accelerated profits?**

Use our Profit Acceleration Simulator™ to discover the true impact of a conservative estimate of Profit Acceleration initiatives on your business.

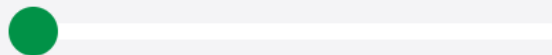
While we strive to keep our numbers conservative, believable, and achievable, this simulation is just a prediction of your actual business performance and future. Business comes with an undetermined and significant amount of risk that will negatively impact the actual results that you will make. The results you actually achieve may be vastly different.

Insert Annual Revenue Gross Profit Margin (%) Net Profit Margin (%) Select Currency

Success is achieved through small, incremental changes in multiple areas of your business. Think of this simulator as creating compound interest for your company.

Choose your impact between 1% and 10%. >>

Choose your % impact



0



Click on any circle to jump to the step.

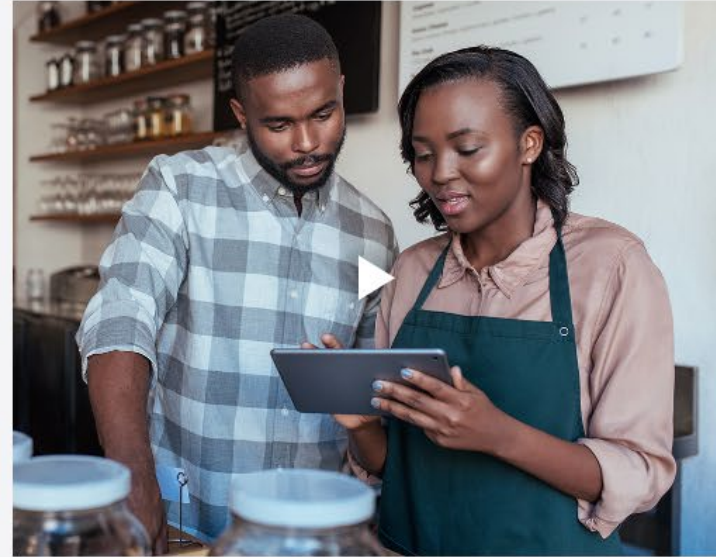


7

Step 07

PLAN YOUR DOWNSSELLS

- ✓ Review the Video on the Power of the Downsell Strategy
- ✓ Dive Deeper into Possible Downsell Strategies
- ✓ Determine the Areas You could Test Downsell Strategies
- ✓ Determine the One Immediate Change for Instant Impact
- ✓ Determine Your Reasonable Expected Results
- ✓ Determine Your Method of Implementation
- ✓ Determine the Optimum Method of Communication
- ✓ Determine Your Test Details
- ✓ Establish SOPs for Continuing Success



Expected Increase in

REVENUE +4% + \$22,327

Expected Increase in

PROFIT +6% + \$11,163





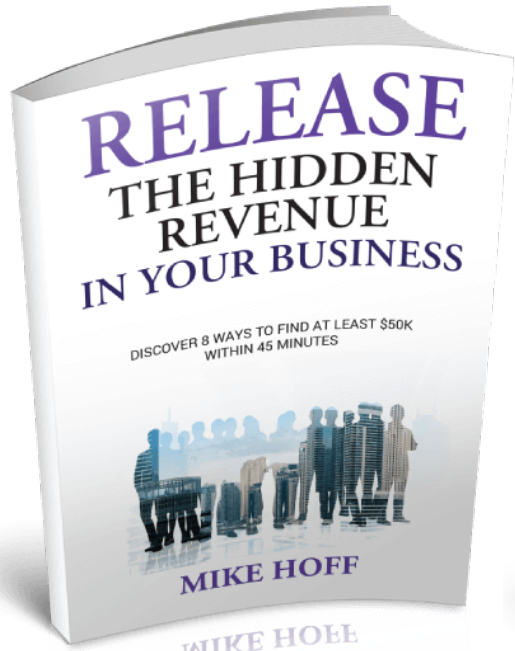
- Free Online Consultation
- Using the Simulator
- Bespoke to your Company
- Free Report & Roadmap
- No Obligation



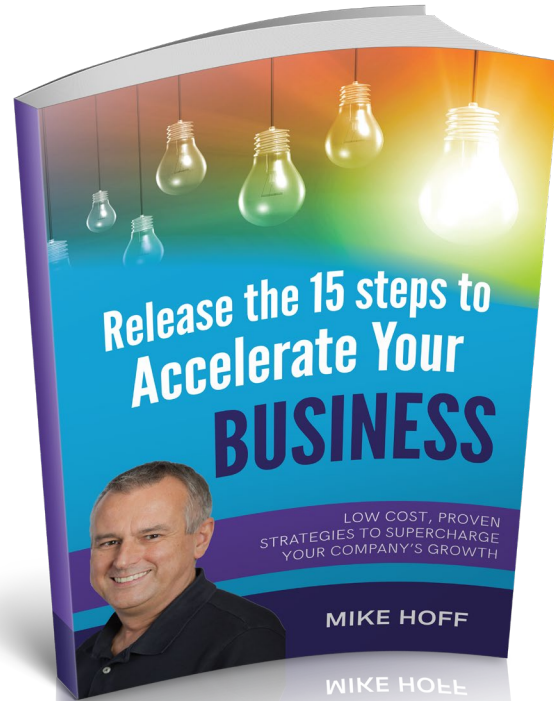
Enter "PAS" in the Q & A Box

mike@mhc.consulting

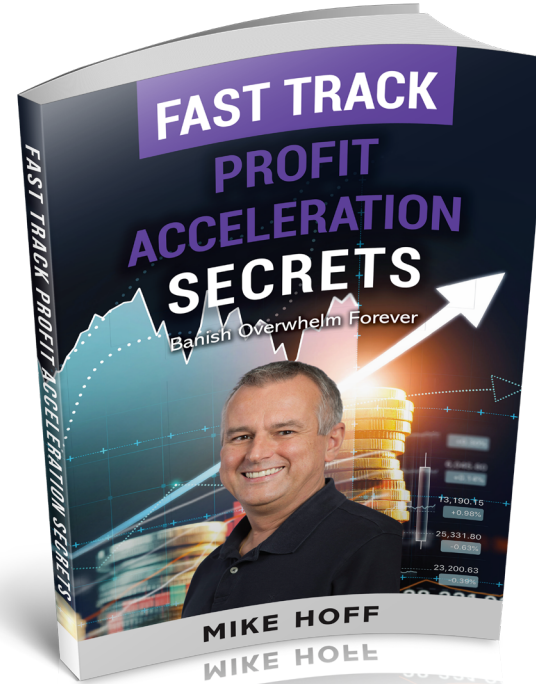
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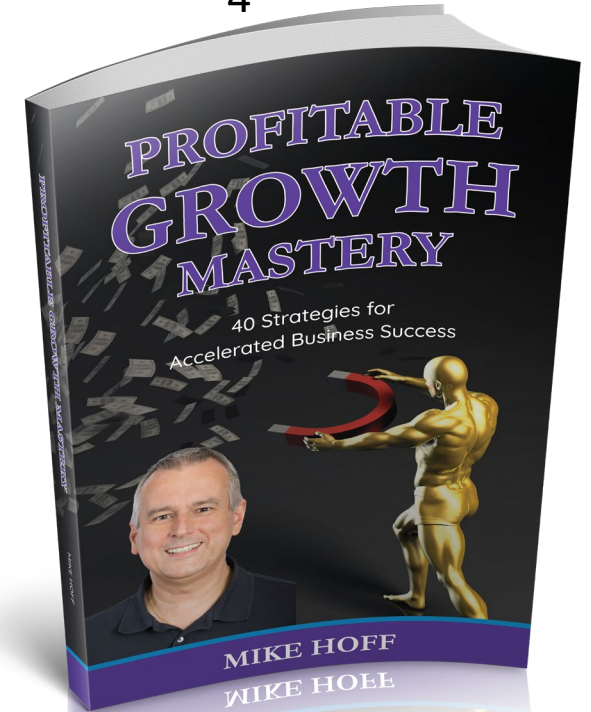
2



3



4



Select any two
via email



mike@mhc.consulting

050 4521762



Empower Your Growth:
Discover RAKEZ's Game-
Changing Business
Solutions

Thank you!



rakez

RAS AL KHAIMAH
ECONOMIC ZON

The logo for mh, featuring the lowercase letters 'mh' in a white, rounded, sans-serif font. The letters are set against a background of overlapping purple and blue geometric shapes, including triangles and a circle, all contained within a white circular frame.

mh