



حكومة رأس الخيمة  
Government of Ras Al Khaimah

**KSHIMA**

# SAVE TIME, WORK SMARTER AI FOR SMES

Boost Productivity, Reduce Admin and Scale Smarter with AI

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AI Business Consultants



**SMEs MUST WORK SMARTER  
& FASTER TO STAY COMPETITIVE**

AI isn't future talk, it's about saving time,  
boosting output, growing faster, today

# The SME Reality

- ❑ Limited time, resources and teams
- ❑ Juggling multiple roles
- ❑ Competing against larger players



# Why AI, Why Now?

- ❑ 75% of SMEs globally are investing in AI to **save time and work faster, smarter, more effectively.**
- ❑ **Powerful tools** like ChatGPT and Microsoft 365 CoPilot are available, **no technical expertise needed.**
- ❑ UAE's national strategy is **accelerating digital adoption** across all sectors, including SMEs.
- ❑ SMEs that start today **build advantage faster than larger, slower moving competitors.**

# **3 PILLARS OF AI IN BUSINESS**

# The 3 Pillars Of AI In Business

<b>1</b>	<b>WORKFORCE PRODUCTIVITY</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Drafting emails, proposals &amp; marketing content</li><li><input type="checkbox"/> Summarise meeting notes &amp; creating action plans</li><li><input type="checkbox"/> Answering customer &amp; team questions</li></ul>
<b>2</b>	<b>BUSINESS PROCESS OPTIMISATION</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Customer onboarding paperwork &amp; document</li><li><input type="checkbox"/> Invoicing, basic accounting &amp; follow-ups.</li><li><input type="checkbox"/> Chatbots for customer queries &amp; lead capture</li></ul>
<b>3</b>	<b>CORE BUSINESS OPTIMISATION</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Personalising marketing &amp; offers</li><li><input type="checkbox"/> Predicting customer needs &amp; purchases</li><li><input type="checkbox"/> Inventory management &amp; delivery forecasting</li></ul>

# **WORKFORCE PRODUCTIVITY**

## **Your Starting Point**

# Workforce Productivity

## Your Starting Point

- ❑ Most **SMEs waste 30–50% of their time** on repetitive tasks.
- ❑ AI can **help your team work faster, smarter** & with less stress, starting today.



# Typical Time Savers for SMEs

- ✓ Draft customer proposals, emails, & marketing copy in minutes. **Speed up your use of tools like Canva.**
- ✓ Summarise meetings and automatically generate action points. **Integrate these into sales pitches & proposals.**
- ✓ Quickly research information and answer internal questions. **Speed up decision making, reducing delays.**

# Real SME Examples

## Where AI Saves Time Every Day

<b>Email Writing</b>	<b>Create professional replies, proposals &amp; follow-ups 5x faster.</b>
<b>Meeting Summaries</b>	<b>Instantly generate meeting notes, highlight key action points &amp; next steps.</b>
<b>Customer Support</b>	<b>Build a FAQ knowledge base or chatbot to answer common questions automatically.</b>
<b>Marketing Content Creation</b>	<b>Help generate social media posts, blogs and marketing emails, flyers, presentations, pitches, event documentation.</b>
<b>Research &amp; Reporting</b>	<b>Research competitors, summarize reports, draft market updates, create thought leadership papers.</b>

# **Mindset Shift**

## **You Don't Need to Be an Expert**

# You Don't Need to Be an Expert to Start with AI

- ✓ **You have ready access to powerful tools.**  
Microsoft 365, ChatGPT, Google Workspace, these are everyday tools.
- ✓ **You don't need to rebuild your business, just start small.**  
One task, one workflow, get a quick win, then build momentum.
- ✓ **Practice and curiosity matter more than technical skills.**  
Experiment, adapt & you'll build confidence naturally.



# Where to Start

## Spotting AI Opportunities in Your Business

**Look for repetitive,  
time consuming tasks.**

- ✓ **Drafting emails**
- ✓ **Writing proposals and quotes,**
- ✓ **Formatting reports**
- ✓ **Responding to similar types of enquiries,**
- ✓ **Following up on leads or late payments**

# Where to Start

## Spotting AI Opportunities in Your Business

Look for repetitive,  
time consuming tasks.

**Find manual handovers  
or data entry bottlenecks.**

- ✓ **Customer onboarding**
- ✓ **Pulling data from spreadsheets**
- ✓ **Re-entering details between systems**
- ✓ **Creating handover notes,**
- ✓ **Copy/past between emails, CRMs & invoices**

# Where to Start

## Spotting AI Opportunities in Your Business

Look for repetitive,  
time consuming tasks.

Find manual handovers  
or data entry bottlenecks.

**Identify delays caused by  
"waiting for answers."**

- ✓ **Asking team members for updates**
- ✓ **Searching for internal documents/templates**
- ✓ **Finding previous project files**
- ✓ **Repeating explanations of internal processes**
- ✓ **Clarifying customer history or requirements**

# Where to Start

## Spotting AI Opportunities in Your Business

Look for repetitive,  
time consuming tasks.

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or data entry bottlenecks.

Identify delays caused by  
"waiting for answers."

**Spot processes that  
Happen over & over again.**

- ✓ **Generating proposals, quotes, or invoices**
- ✓ **Creating agenda templates or status reports**
- ✓ **Sending welcome emails, onboarding docs**
- ✓ **Preparing slide decks or meeting packs**
- ✓ **Posting regular social media content**

# Where to Start

## Spotting AI Opportunities in Your Business

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time consuming tasks.

Find manual handovers  
or data entry bottlenecks.

Identify delays caused by  
"waiting for answers."

Spot processes that  
happen over & over again.

**Highlight tasks that  
drain creativity or motivation.**

- ✓ **Writing the same kind of Social Media posts**
- ✓ **Tweaking the same copy over and over**
- ✓ **Handling standard customer queries**
- ✓ **Preparing end-of-month summaries,**
- ✓ **Rewording bios, blurbs, or internal updates**

# What Can You Do Today? Immediate Action

# Updated What Can You Do Today?

- ✓ **Try AI on a daily task yourself – with purpose.**

Draft an email. Summarise a meeting. Research a proposal.

- ✓ **Explore AI tools readily available to you – with intrigue.**

ChatGPT, Microsoft 365 CoPilot, Google Gemini.

- ✓ **Notice where you save time & where you struggle – consciously.**

Where you struggle is where targeted help creates the most impact.

- ✓ **For bigger impact - Leverage expert hands-on enablement.**

Practical, contextualised learning to embed AI into your real workflows.

# How Koshima + RAKEZ Can Help

## **Tailored, Hands-On Enablement Workshops**

We show your teams how to complete their real tasks faster using AI tools like ChatGPT and Microsoft 365 CoPilot 365.

## **Contextualised Learning, Not Generic Training**

Every session is designed around your actual workflows, roles, and daily business activities.

## **Practical, Measurable, Immediate Results**

Your team leave knowing exactly how to use AI to save time, reduce admin, and drive business productivity.

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<b>14/15 May</b>	<b>ChatGPT for SME</b>	<b>Dh 2,550 p/p</b>
<b>21/22 May</b>	<b>CoPilot for SME</b>	<b>Dh 2,550 p/p</b>
<b>16 May</b>	<b>ChatGPT for Marketing</b>	<b>Dh 1,350 p/p</b>
<b>26/27 May</b>	<b>ChatGPT for Sales</b>	<b>Dh 2,550 p/p</b>

**Email Interest to [vas@rakez.com](mailto:vas@rakez.com)**

**What questions do you have about getting started with AI in your business?**

**Survey**



THANK YOU

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