J&R Business Consultancy FZE
Mission to Empower

Winner of the RAK Business Excellence Award
for Best Small to Medium Size Business Enterprise

BUSINESS EXCELLENCE AWARDS
RAK FREE TRADE ZONE

# J&R Business Consultancy

## Serving the Automotive Industry

Delivering High-End Consultancy and Corporate Training in both
**English & Arabic**

In alliance with
Baker College of Owosso
Business and Corporate Services
Owosso, Michigan USA
www.corporate.baker.edu

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**Congratulations J&R Business Consultancy**
**for being the winner of the**
**Best Small to Medium Size Business Enterprise**
**at the RAK Free Trade Zone Business Excellence Awards 2014**
**in the UAE**

# Content:

- Who
- Why
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- How
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- When

# Who:

## J&R Business Consultancy

**is a management consultancy and training company offering various business consultancy services and delivering training programs to various industries including the automotive, telecommunication, healthcare, media, retail, education, legal, banking, and government sectors.**

## For the Automotive Industry

**J&R offers consultancy, auditing, and dealer mystery shopping services in addition to developing and delivering customized training courses that cover a wide spectrum of automotive retail operations.**

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# Why:

## Mission to Empower

**Our mission is to empower people and businesses alike through the provision of optimally tailored solutions for your business excellence needs.**

## Our Vision

**is to become the business consultancy enterprise of choice in the UAE and the "Middle East and North Africa" (MENA) Region.**

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# Our Values

**Make it WOW!**

**Spread Inspiring Smiles**

**Always ask WHY?**

# Whom:

## Our consultants have proudly worked with the following clients:

JAGUAR

LAND ROVER
ABOVE & BEYOND

RANGE ROVER

NISSAN
Innovation that excites

PORSCHE

HONDA

Ford

Castrol Oil

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# What:

## Delivering High-end Automotive Services!

### Consultancy, Training, and Coaching in the following, but not limited to:

- Creating an Effective Culture
- Creating an Effective Team
- Dealer Management Training
- Sales Process Training
- Service Process Training
- Fleet Sales and Business Skills
- After-Sales (Service & Parts)
- The Art of Upselling
- The Art of Personalization
- On-Road Off-Road Training
- CRM and Customer Loyalty
- Beyond Customer Satisfaction
- Call Center Training
- New vehicle Launches & Customer Events
- Dealer Standards Training
- Staff Competency Training
- Pre-owned Vehicles Training
- Customer Loyalty Training
- Market Assessment
- Business Planning
- HR for Automotive

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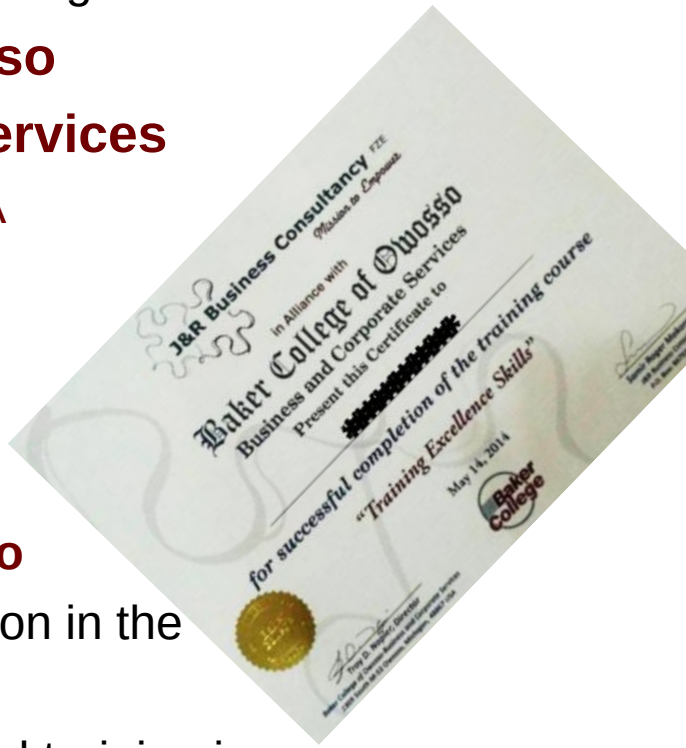
# Why J&R:

**J&R Business Consultancy**
offers certified USA-based training courses through its alliance with

## Baker College of Owosso
## Business and Corporate Services
Owosso, Michigan USA




**Baker College of Owosso**
is a non-profit educational institution in the State of Michigan, USA,
with expertise in providing educational training in business and technical fields.

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# Why J&R:

**J&R Business Consultancy FZE**, is a Management Consultancy and Training Company with a **"Mission to Empower"**

In the UAE, J&R is incorporated as:
**J&R Business Consultancy FZE** under registration number RAKFT2A-F2E-4001206, a Free Zone establishment with limited liability, as of July 13, 2008. Address is RAK Free Trade Zone, P.O. Box: 10559, Ras Al Khaimah, UAE

In the USA, J&R is incorporated as:
**J&R Business Consultancy, INC** in the State of Michigan, under ID number 04767E, Michigan Department of Licensing and Regulatory Affairs, a for profit incorporation as of July 30, 2012 USA–7869 Hamlet Ct. Canton, Michigan 48187 USA

Baker College

**Baker College of Owosso-Business and Corporate Services** is truly unique in the provision of non-traditional services including professional development, customized training, adult education, basic literacy and employment services. This Professional Development Division of Baker College is targeted to mid and upper level managers as well as business and human services' professionals that are charged with improving organization performance. Facilitated by experts in their fields and supported by modern resources, "Business and Corporate Services" is always ready to provide the individualized attention to give the best possible experience with quality education, training and services.

Such alliance with **Baker College of Owosso-Business and Corporate Services**, will provide a synergistic approach to meet the ever changing needs in the ever evolutionary Business World. The parties intend to work together to further improve the depth and quality of professional development and training to be offered to companies in the MENA (Middle East and North Africa) Region.

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# How:

## Training Needs Analysis (TNA)

- Initial Consultancy
- Mystery Shopping
- Interviews
- Observations
- Reviews
- Pre-Test

## Material Development

- Tailored Research
- Background Analysis
- Customization
- Best Practices
- Benchmarking

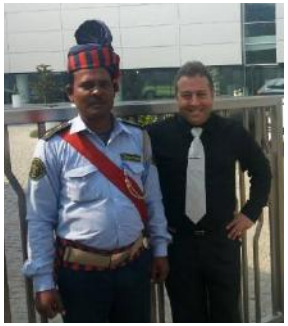
## Delivery

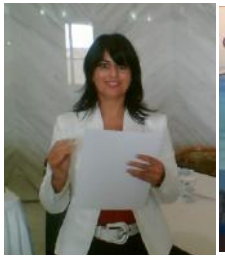
- Exercises
- Role-plays
- Games and activities
- Case studies
- video projections
- Metaphors and stories
- ….

## Evaluation & Follow-up

- Post Test
- On the Job Performance Reviews
- Feedback

# Happy 8th Anniversary





*8 Years of Empowering…*
*and many more to come*

# Lama A. Makarem

## Qualifications

- Master Soft-Skills Training Consultant / Trainer
- PhD candidate in Business Leadership – Capella University - Minneapolis, Minnesota USA
- Masters in Business Administration (MBA) -Wayne State University-Detroit, Michigan, USA
- Bachelor of Arts in Clinical Psychology - The Lebanese University - Beirut, Lebanon
- Bachelor of Science in Business Administration - Lebanese American University - Beirut, Lebanon
- 13 years of experience in higher education teaching
- 8 years of experience in consultancy and training
- Fluent in both English and Arabic

## Biography

Lama's expertise lies in providing exclusive consultancy and training sessions tailored to fit and fulfill clients' specific professional needs.

Lama has an intensive and extensive background. The width and depth of her 18years of consultancy, teaching, and training experience is evident in the various contemporary and advanced business topics she had taught, consulted, and trained on in the USA and the UAE.

Currently, Lama's expertise is being dedicated mostly into consultancy and training in various industries, more specifically in the automotive industry.

Lama's unique experience derives from the way her services were offered and staged. Lama's delegates' caliber has been that of professional people looking for advancement by pursuing their long term objectives and goals.

Lama's people skills and rich knowledge along with her motivational and interpersonal skills give her modules a unique approach that exceeds expectations.

Lama has a dual citizenship; American as well as Lebanese, thus giving her the privilege of being exposed to both western and Middle-Eastern cultures and consequently being fluent in both languages; English and Arabic.

P.O. Box: 86753 Al Ain, UAE
Mobile: +971 50 719 1938
lama@jrbusinessconsultancy.com
www.jrbusinessconsultancy.com

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# Samir Roger Makarem

## Qualifications

- Master Soft-Skills Training Consultant / Trainer
- Masters in Monetary Economics-Wayne State University-Detroit, Michigan, USA
- Bachelor Degree in Economics-University of Michigan-Dearborn, Michigan, USA
- 20 years of experience in higher education teaching
- 16 years of experience in training
- 12 years of experience in online higher education teaching
- 7 years of Business consultancy experience
- Fluent in both English and Arabic

## Biography

A master Soft-Skills trainer working with various industries, Samir has had over 20 years of extensive experience delivering a series of workshops and training courses to clients in the government, automotive, banking, media, retail, telecommunication, utility, education, and legal industries. His consultancy, teaching and training experiences are evident in the various positions, assignments and projects he has been involved with both in the USA and the Middle East.

A people and team oriented person, Samir works very effectively with people capitalizing on their strengths, and creating an environment where delegates feel valued and motivated to give their best.

Being born to an American mother and a Lebanese father has given him the privilege of having been exposed to both western and Middle-Eastern cultures extensively, and consequently being fluent in both languages: English and Arabic.

In addition, Samir has kept up with his other passion, teaching economics. Samir currently teaches online for Davenport University.

Finally, in a world where nothing is constant but change, the dare is to keep up with this change and keep an open mind ready for all challenges ahead. For Samir, gaining this competitive edge is his goal, simply because he believes in peoples' potentials. Samir's mission is to "**Empower People**" through honing their professional skills.

P.O. Box: 86753 Al Ain, UAE
Mobile: +971 50 831 7405
samir@jrbusinessconsultancy.com
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# OPTIMAL Training Needs Analysis (TNA)

- **O**bjectives
- **P**rofiles
- **T**iming
- **I**tinerary
- **M**oney
- **A**pproach
- **L**ocation

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info@jrbusinessconsultancy.com

www.jrbusinessconsultancy.com

www.facebook.com/jrbusinessconsultancy

**J&R Business Consultancy**

**@samirmakarem**
**@Lmakarem**

**+971 50 719 1938 Lama A. Makarem**
**+971 50 831 7405 Samir Roger Makarem**