



**Our Client Deserve the Best - Our Client Deserve PRO-TREND**



## **ABOUT PRO-TREND:**

*Newly Founded Construction Business Consultant Firm Has Been Assisting Entities Working in The Construction Sector with Building New Business Through Smarter Business Development, Marketing, Lead Generation, Prospecting, Project Management Implementation and Execution, Re-Structuring, Executive Placement/Recruiting and More.*

PRO-TREND primary focus is to create better processes that help our clients to build new business in construction and provides a range of innovative services for builders, designers and owners to help your business and your projects run smoothly and efficiently.



### **FOR BUILDERS**

We're here to help support your business in whatever way you need, by offering expertise in business planning, accounting, estimating, job costing, project management, hiring, technology, software, and marketing that is specific to the high performance design and construction industry and the small business world. We encourage a triple bottom line approach to business sustainability where People, the Planet and Profit are all valued



### **FOR OWNERS**

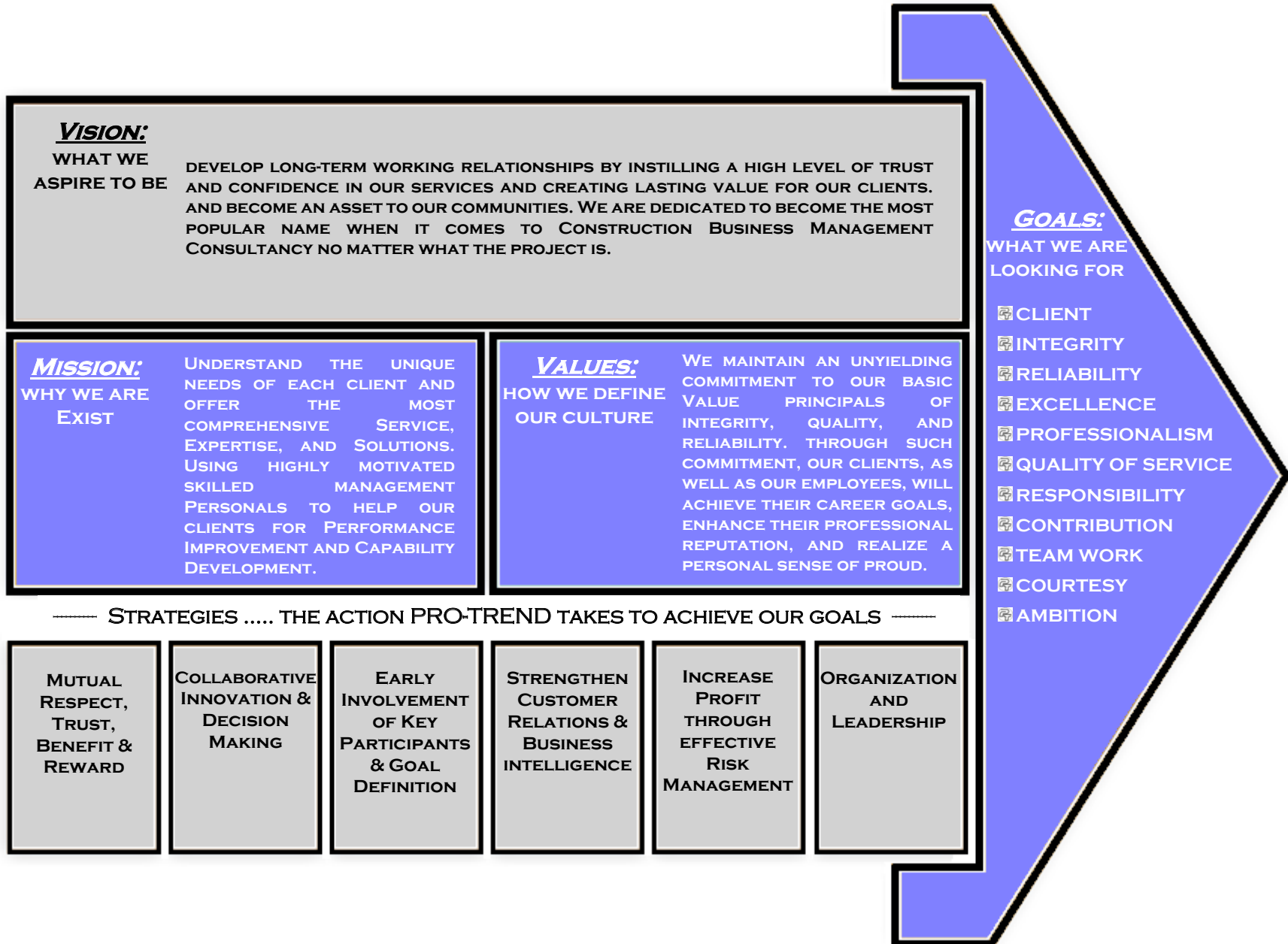
We'll work with you in the early phases of your residential, commercial or institutional project to assist with permitting, budgeting and scheduling. We can recommend qualified designers, builders and subcontractors to build your project team. We implement systems of accountability and utilize state of the art software to ensure that projects are on time, on budget, according to plan and that the process of building your dream is as enjoyable as the end product.



### **FOR DESIGNERS**

We are proponents of the Integrated Project Delivery method, which brings the key members of the team together early and often to weigh in on the process. We'll work with you and your client to generate a detailed pre-construction schedule with targeted milestones while helping to interject cost estimating into the design phase. We are there to help set the team and project up for success. We also offer business consulting services specific to architects and design-build firms.

# PRO-TREND GUIDING PRINCIPLES





## WHY PRO-TREND:

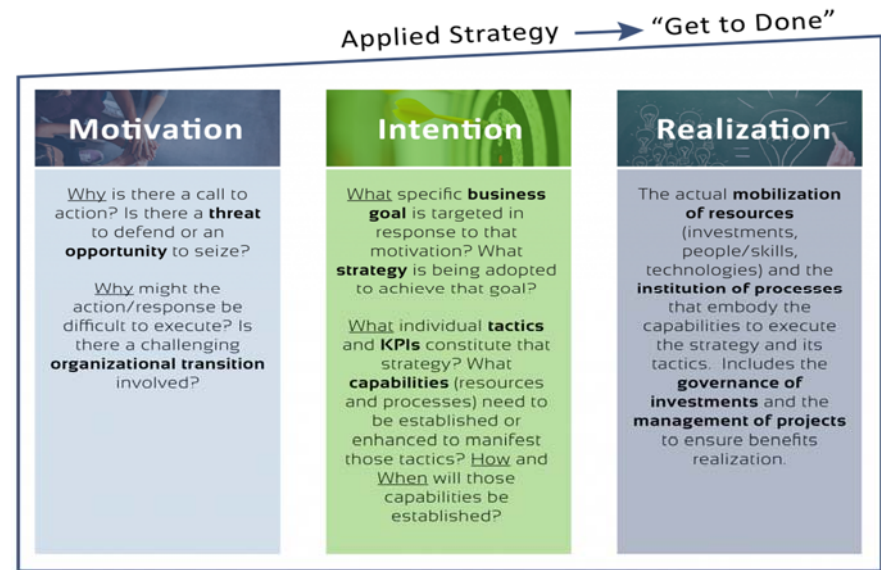
*As construction industry experts, we know how to identify limitations and design customized solutions for building your new business. Helping Companies Implement Business Strategies Founded on the principles of trust, experience, and innovation, PRO-TREND specializes in the implementation of business strategy to achieve target business goals.*

*Is your company making money? Do you know how much?*

*Are you pricing your jobs according to a strategy that works for your company or are you just trying to undersell the competition?*

*Do you know what your jobs cost you? Are you constantly revising your estimating method based on feedback from job cost reports?*

Strategy execution is surprisingly difficult to do well, even under ideal conditions. But it's especially challenging in the context of large organizational transitions, which require extensive cross-functional collaboration and a hands-on, highly engaged approach. Most companies already have strategies in place to set corporate direction. But situational factors often prompt businesses to reexamine how well they're actually executing that strategy. Do you have a new call to action, threat to defend, or opportunity to seize? PRO-TREND's Strategy Execution framework uses that motivating factor as a catalyst to clarify strategic intent, then establishes what resources must be mobilized to realize that strategy and **"get to done"**.



*PRO-TREND never known as the owner of an architectural firm, engineering group, general contractor or specialty contracting company that started their own business because they wanted to be in **Construction Business Strategies**.*

### Our Client Base Includes:

- General Contractors
  - Architectural & Engineering firms
  - Specialty Contractors
  - Building Product Manufacturers
- Specialty Contractors
  - Building Product Manufacturers
  - and other related entities

## **PRO-TREND QUALITY POLICY STATEMENT:**

*PRO-TREND* management and Employees are committed to provide value-added quality services in the area of **CONSTRUCTION BUSINESS & MANAGEMENT CONSULTATION** to their clients, while fully conforming to their client's requirements.

*PRO-TREND* is well aware of the vital role that quality plays in achieving a company's corporate objectives to:

- ☞ Ensure client satisfaction and foster good business relationship;
- ☞ Maintain as excellent market reputation and leadership;
- ☞ Continuously develop and enhance **CONSTRUCTION BUSINESS & MANAGEMENT CONSULTATION** services, systems and capabilities to retain a competitive advantage and sustainable operations;
- ☞ Keep pace with state-of-the-art services and technological upgrades.

It is *PRO-TREND* commitment to establish, maintain and continually improve an effective and efficient Quality Management System that complies with the international standards and codes requirements.



**PRO-TREND CEO**

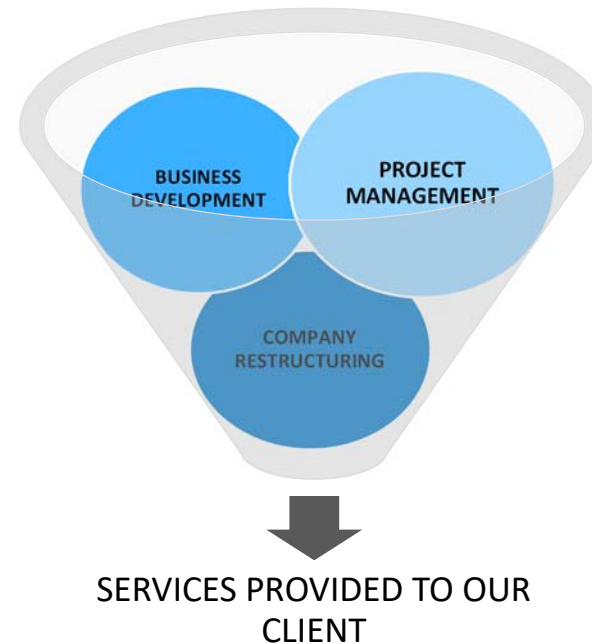
**TAREK SOLIMAN**



## **PRO-TREND SERVICES:**

*PRO-TREND offers a broad spectrum of professional services ranging from starting up to upgrading & developing your construction business through managing and handling your work process.*

### **PRO-TREND SERVICE POOL**



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**PRO-TREND CAN ACCOMMODATE WHATEVER CONVENTIONAL CONSTRUCTION & MANAGEMENT NEEDS YOU MAY HAVE.**

# PROJECT MANAGEMENT

*PRO-TREND as Project Managers have developed Successful process and systems for managing and mitigating risk, thereby increasing opportunities for Project success, profits and repeat business. PRO-TREND help clients develop customized systems and implement them across their organizations.*

It is often said that building-projects are fragmented, as if this is a necessary condition, and as if management of projects must therefore be dominated by volatility at a detailed level.

There is no question that extensive coordination of specialists is usual for development, design and construction, and that pulling everything together in a timely manner presents major management challenges.

This is especially true on fast-tracked projects, for which design overlaps construction.

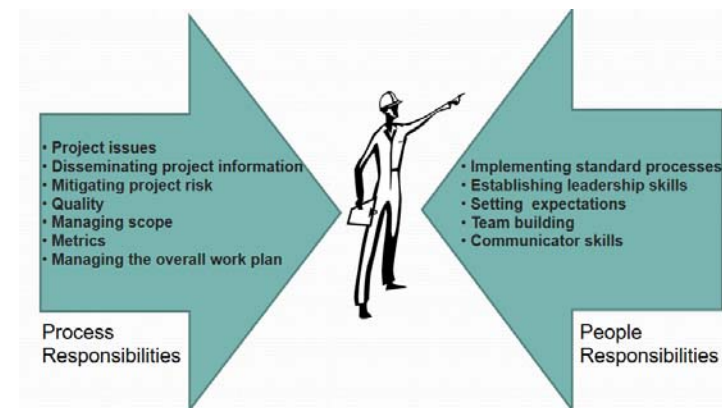
However, many complex projects are managed smoothly, consistent with sound objectives, and have an orderly flow of:

- ④ project initiation and definition, including regulatory requirements;
- ④ instructions, especially project plans, drawings and specifications and their representation in contracts;
- ④ design and construction work, including identification and solution of problems.
- ④ monitoring, controlling & tracking construction progress and mitigating risks.
- ④ Closing Contracts and registering the lesson learned

## PRO-TREND PROJECT MANAGEMENT LIFE CYCLE



## PRO-TREND ROLE OF AS PROJECT MANAGER



**PRO-TREND PROJECT MANAGEMENT STRATEGY IS MANAGING THE PROJECT AS A WHOLE**



## **BUSINESS DEVELOPMENT**

*PRO-TREND Business Consultant is a leader in developing effective construction marketing plans that provide a powerful trio of Strategy, Brand, and Execution. We maximize our clients' value by leveraging their current resources for growth, enabling them to capture additional market share within their targeted business sector, or explore new market sectors for additional revenue streams.*

Whether you seek profit, efficiency, Growth, Market share or all of the above, PRO-TREND Business Consultant helps their clients to develop a vision for their organization and create real-world plans to reach their goals.

 <b>Management</b>	 <b>Measurement</b>	 <b>Accountability</b>
<ul style="list-style-type: none"><li>☞ Goal setting</li><li>☞ Motivation</li><li>☞ Effective communication</li><li>☞ Conflict management</li></ul>	<ul style="list-style-type: none"><li>☞ Budgeting</li><li>☞ Cash flow forecasting</li><li>☞ Key performance metrics</li><li>☞ Executive dashboards</li></ul>	<ul style="list-style-type: none"><li>☞ Organizational structure</li><li>☞ Job descriptions</li><li>☞ Performance evaluation</li><li>☞ Process mapping</li></ul>
 <b>Sales</b>	 <b>Production</b>	 <b>Strategy</b>
<ul style="list-style-type: none"><li>☞ Revenue forecasting</li><li>☞ Sales system design and implementation</li><li>☞ Proposals</li><li>☞ Relationship management</li></ul>	<ul style="list-style-type: none"><li>☞ Estimating</li><li>☞ Scheduling</li><li>☞ Project management</li><li>☞ Job costing</li></ul>	<ul style="list-style-type: none"><li>☞ Mission, vision, values</li><li>☞ Strategic planning</li><li>☞ Market positioning</li><li>☞ Exit planning</li></ul>



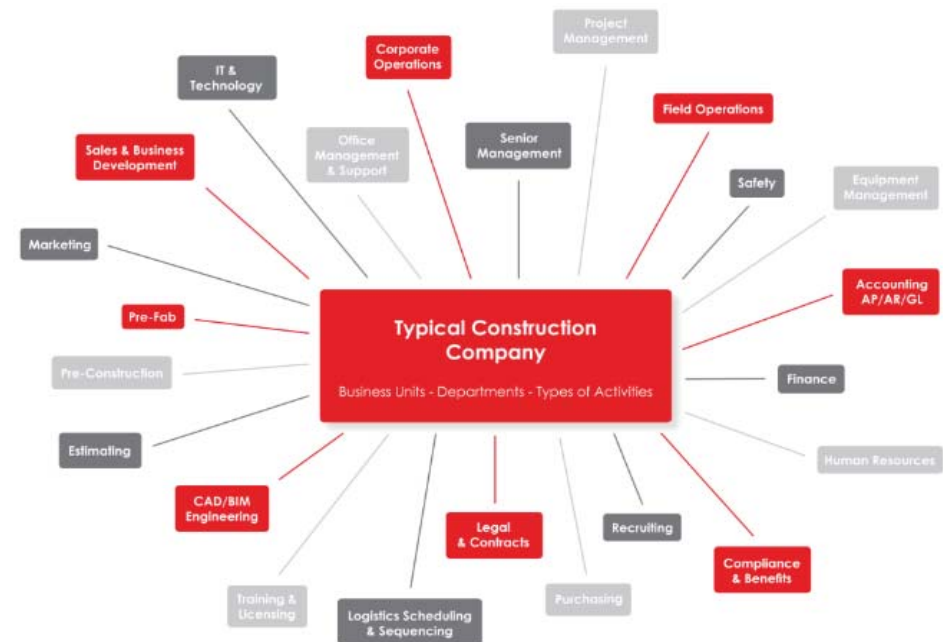
## COMPANY RE-STRUCTURING

*PRO-TREND Business Consulting's team is committed to improving the performance and profitability of every client's business. By utilizing our comprehensive industry knowledge, real-world experience and team of dedicated professionals, we create innovative, customized solutions to help our clients get to the next level.*

Construction is a complicated business. Trying to figure it out on your own can be a slow and stressful process. PRO-TREND has helped many construction companies improve their performance and profitability, and have developed a proprietary Comprehensive Operational Assessment based on our first-hand experience working with growing Construction Companies.

“The team at PRO-TREND Business Consulting took the time to understand the client business and design customized solutions that have truly made a difference for his organization.

In the Operational Assessment, we'll work through a structured discovery project where together, we'll uncover what's working well, what your organization struggles with, and what may be needed to grow, improve and scale in the future. After the discovery process, we'll author a detailed report with our operations gap analysis and solutions roadmap, including projections for Return On Investment (ROI) and ease of execution.



Our clients tell us they've found the Assessment to be extremely valuable because it details what's needed to upgrade, improve, implement, and install to ensure that your operations infrastructure can support your goals. The entire project is designed to provide a clear and actionable plan to ensure that your operations infrastructure is able to SCALE ahead of and support the growth of your business.

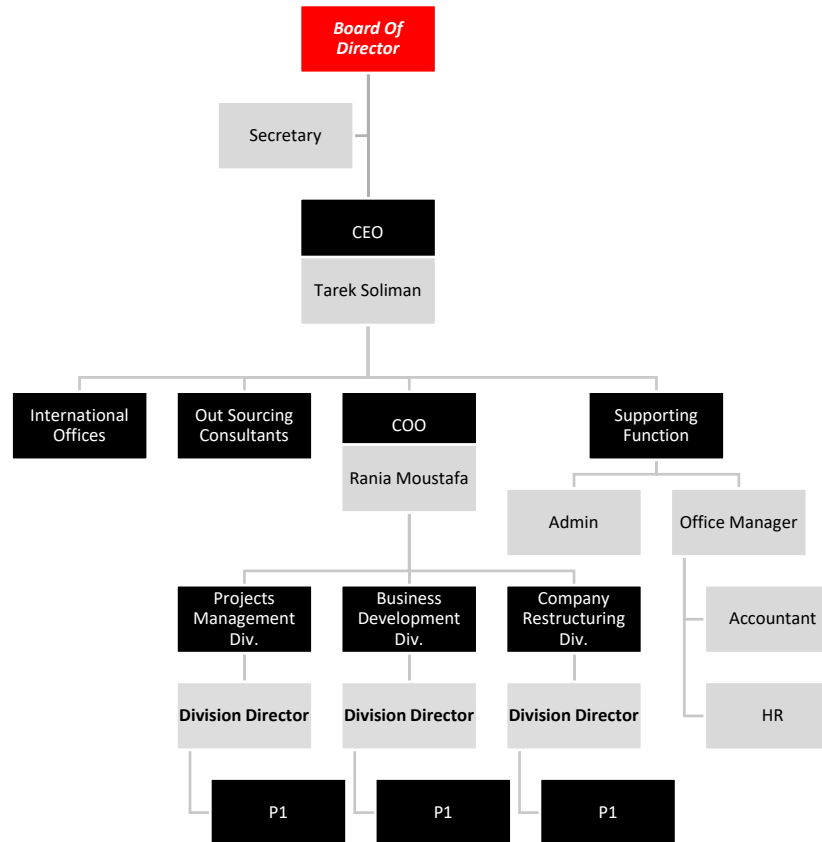
Our Re-Structuring model will provide real insight into the inner workings of your company from a Construction Business Expert's perspective.



# PRO-TREND LEADERSHIP:

PRO-TREND HAS ATTRACTED SOME OF THE BRIGHTEST LEADERS IN THE CONSTRUCTION INDUSTRY. PEOPLE WHO POSSESS THE EXPERIENCE AND CONFIDENCE TO DO THE “RIGHT THING” FOR OUR CLIENTS. WITH STRONG CORPORATE SUPPORT, THESE LEADERS BRING UNIQUE TALENTS AND PERSPECTIVES THAT ENHANCE THE KNOWLEDGE AND ABILITIES OF THEIR COLLEAGUES AND MORE IMPORTANTLY ESTABLISH THE “**PRO-TREND WAY**” BY THEIR WORK ETHIC. THE VALUE ACHIEVED THROUGH MENTORING BY GIFTED LEADERSHIP IS INCALCULABLE, AND THIS VALUE ACCRUES TO EACH OF OUR CLIENTS THROUGH OUR PEOPLE.

“CONSTRUCTION MATTERS” MAY BE OUR COMPANY MOTTO HOWEVER, OUR PEOPLE ARE **PRO-TREND’S** MOST VALUABLE RESOURCE. WE ARE PROUD TO INTRODUCE YOU TO **PRO-TREND’S** LEADERSHIP TEAM



# PRO-TREND LEADERSHIP

## (Co-FOUNDERS BIOGRAPHY):



### **TAREK SOLIMAN:**

#### **Co-FOUNDER & CEO**

TAREK SOLIMAN WAS BORN IN CAIRO IN 1977, HE RECEIVED HIS B.Sc. IN ARCHITECTURAL ENGINEERING FROM HELWAN UNIVERSITY, EGYPT IN 2000. THEN HIS DOCTORATE OF BUSINESS ADMINISTRATION (DR.BA) DEGREE FROM MARYLAND UNIVERSITY, USA IN 2017.

#### **HIS MAIN AREA OF SPECIALTY IS CONSTRUCTION BUSINESS MANAGEMENT.**

TAREK HAS STRONG BUSINESS ACUMEN OVER THE YEARS OF EXPERIENCE GAINED FROM WORKING WITH MULTINATIONALS COMPANIES WITH DIFFERENT CULTURE OF WORK. HE WORKED HE WORKED IN DIFFERENT COUNTRIES SUCH AS EGYPT, GERMANY, IRAQ, KSA & QATAR WITH UK, SWEDEN, GERMANY AND BELGIUM FIRMS WORKING IN A DIFFERENT TYPE OF BUILDINGS AND INFRASTRUCTURE PROJECTS. EXECUTING PROJECTS FROM INITIAL THROUGH COMPLETION, MAINTAINING INDUSTRY LEADING QUALITY STANDARDS.

#### **TECHNICAL EXPERIENCE:**

WORKING WITH FOLLOWING LIST OF COMPANIES:

- KEO INTERNATIONAL CONSULTANT, QATAR
- GERMAN ENGINEERING & MANAGEMENT SOLUTIONS (GEMS), GERMANY, EGYPT & IRAQ.
- D.G JOHNS & PARTNERS, EGYPT
- HWP PLANUNGSGESELLSCHAFT MBH, EGYPT & GERMANY
- SKANSKA INTERNATIONAL, EGYPT
- BESIX CONSTRUCTIONS, EGYPT

#### **MEMBERSHIP**

- PROJECT MANAGEMENT INSTITUTE (PMI)
- CHARTERED INSTITUTE OF BUILDING (CIOB)
- EGYPTIAN ENGINEERING SYNDICATE
- QATARI ENGINEERING COMMITTEE (GRAD A CLASSIFICATION)

#### **LIST OF PROJECTS**

- HAMAD GENERAL HOSPITAL EXTENSION, QATAR (1.9 BILLION QR).
- IRAQI (SAMAWA, AL DOUR & SAMARA HOSPITALS PORTFOLIO), IRAQ (400 MILLION USD).
- RITZ CARLTON HOTEL 6 OF OCTOBER, EGYPT (105 MILLION USD).
- CITIBANK HEADQUARTERS, EGYPT (75 MILLION EGP).
- FRANKFURT UNIVERSITY HOSPITAL, GERMANY. (65 MILLION €)
- GUC (GERMAN UNIVERSITY IN CAIRO) PHASE # 2. EGYPT (15 MILLION €)
- CHILDREN CANCER HOSPITAL (57357), EGYPT (250 M USD)
- ROYAL MERIDIAN, EGYPT (1.2 BILLION EGP)



# PRO-TREND LEADERSHIP

## (CO-FOUNDERS BIOGRAPHY):



### **RANIA MOSTAFA:**

#### **Co-FOUNDER & COO**

RANIA MOSTAFA WAS BORN IN CAIRO IN 1980, SHE RECEIVED HER B.SC. IN STRUCTURAL ENGINEERING FROM AIN-SHAMS UNIVERSITY, EGYPT IN 2002.

#### **HER MAIN AREA OF SPECIALTY IS PROJECT MANAGEMENT.**

DURING PAST ENGAGEMENTS, RANIA HAS BEEN IN CHARGE OF THE MANAGEMENT AND IMPLEMENTATION OF MANY HIGH-PROFILE PROJECTS. HER SPECIFIC EXPERTISE INCLUDES FACILITATING THE DEVELOPMENT OF LARGE COMPLEX PROJECT PLANS, MANAGING LARGE PROJECT MANAGEMENT TEAMS, AND IMPLEMENTING PROJECT MANAGEMENT OFFICES (PROJECT TEAMS).MANAGEMENT EXPERTISE, SUCCESSES,

AND KNOWLEDGE SHE GAINED IN OVER 18 YEARS FROM WORKING WITH MULTINATIONALS COMPANIES WITH DIFFERENT CULTURE OF WORK.

#### **TECHNICAL EXPERIENCE:**

WORKING WITH FOLLOWING LIST OF COMPANIES:

- FCBM, SETEC EGYPT
- REDCON CONSTRUCTION
- TABARAK HOLDING
- AMLAAK CONSTRUCTIONS

#### **MEMBERSHIP**

- EGYPTIAN ENGINEERING SYNDICATE

#### **LIST OF PROJECTS**

- EPR FRANCE,EPR is a THIRD GENERATION PRESSURIZED WATER REACTOR DESIGN.
- GOLDEN COAST, COMMERCIAL PROJECT WITH GOLDEN COAST FOR HOTELS & TOURISTIC VILLAGES, SHARM EL SHEIKH , THE CONSULTANT/ PROJECT MANAGER (GAJ - ALAMAAR – SHAKER).
- PALM HILLS KATAMYA 2 A PRESTIGIOUS, RESIDENTIAL COMMUNITY SET ON A SPRAWLING 280000 SQUARE METERS IN NEW CAIRO
- MIVIDA, RESIDENTIAL COMMUNITY SET ON A SPRAWLING 16330 SQUARE METERS IN NEW CAIRO

# PRO-TREND Co-FOUNDERS' MAJOR PROJECTS

## CHILDREN CANCER HOSPITAL (57357)

- LOCATION: CAIRO, EGYPT
- BUDGET: 1.2 BILLION EGP
- STATUS: COMPLETED IN 2006



## ROYAL MERIDIAN HOTEL

- LOCATION: CAIRO, EGYPT
- BUDGET: 1.2 BILLION EGP
- STATUS: COMPLETED IN 2003



## FRANKFURT UNIVERSITY HOSPITAL

- LOCATION: FRANKFURT, GERMANY.
- BUDGET: 65 MILLION €
- STATUS: COMPLETED IN 2008



## EPR (REACTOR NUCLEAR)

- LOCATION: FLAMANVILLE, FRANCE
- BUDGET: 12.3 BILLION EURO
- STATUS: COMPLETED IN 2016



## HAMAD GENERAL HOSPITAL EXTENSION

- LOCATION: DOHA, QATAR
- BUDGET: 1.9 BILLION QR
- STATUS: COMPLETED IN 2018



## MIVIDA

- LOCATION: NEW CAIRO
- BUDGET: 100 MILLION EGP
- STATUS: COMPLETED IN 2015



## PALM HILLS PK2

- LOCATION: NEW CAIRO
- BUDGET: 125 MILLION EGP
- STATUS: COMPLETED IN 2015



## 90 AVENUE

- LOCATION: NEW CAIRO
- STATUS: IN PROGRESS



## GOLDEN COAST

- LOCATION: SHARM ELSHIKH
- BUDGET: 200 MILLION EGP
- STATUS: IN PROGRESS





## COMMUNICATE WITH PRO-TREND

**TELEPHONE:** +2022 1807056

**EMAILS:**

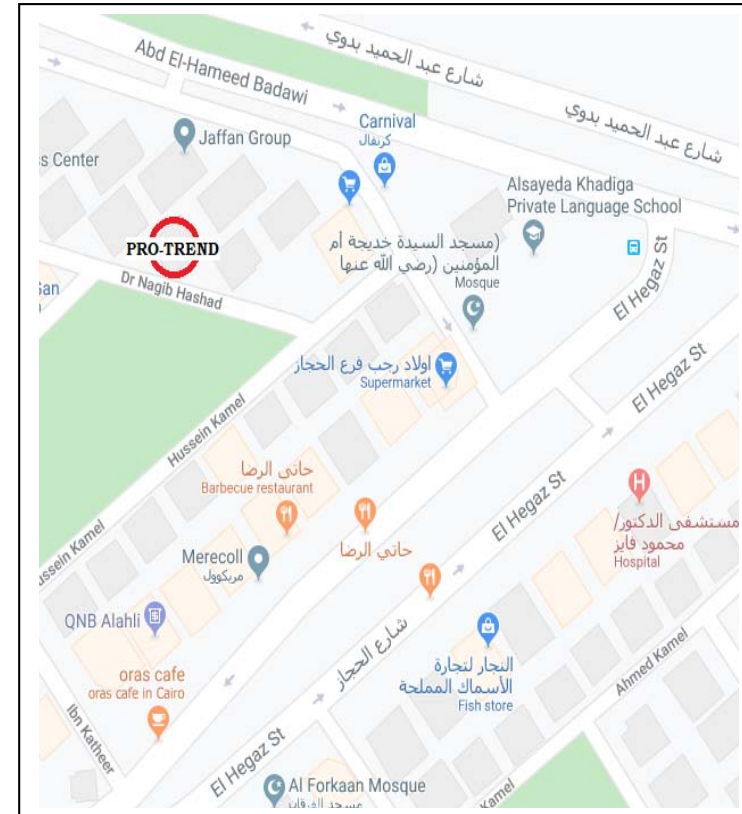
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YOUR CONTACT IS OUR PLEASURE. AND YOUR ASSISTANCE IS PRO-TREND PROFESSION





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