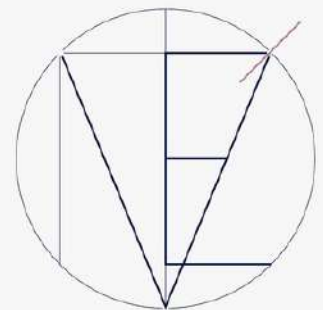


Volonté Business
Management



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VOLONTE
Business Management

COMPANY PROFILE

Boutique Management Consultancy Established to Serve Startups and
SME's. Your Vision, Our Mission.

Business Bay, Dubai, United Arab Emirates



THE NARRATIVE

Volonté Business Management, established in 2020, was inspired by the professional developments in the UAE, visionary leaders, passionate entrepreneurs, hardworking achievers, and young dreamers.

Since the Uberization phenomenon is rapidly impacting businesses, we are building our business model around a purpose-driven consultancy model.

At Volonté, we believe that good advisors are practitioners, not preachers. We help businesses create roadmaps to achieve their end goals and grow their business with less obstacles through market visibility and agile decision making.

The company's name alludes to our "Force de Volonté", or strength of will, and professional expertise combined to provide unique, high caliber services that can aid business venturers in persevering and successfully achieving their business objectives.

Volonté Business Management





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ABOUT VOLONTÉ

We specialize in operational plans and market research. Our clients range from startup companies to large corporates. They come to us for our professional services expertise and proven methodology of strategic business planning, market analysis, organizational design, and business transformation. We are committed to empowering our clients' organization at every level of the company by providing insight into their management needs. We strive to help our clients achieve their business goals by expanding their capacity for growth. By doing so, we enable them to increase their market share and revenue stream.

At Volonté, we stand by our mission of providing businesses with the tools needed to be successful. Our unique culture is what sets us apart from your typical office in that we want to bring the best in our employees and create a community in which they can thrive. By creating a culture of equality, teamwork, trust, and innovation, we have been able to maximize the potential of our employees, minimizing waste, and maximizing profit.

We believe that everyone deserves a chance at success and will do everything possible to facilitate this goal. To ensure the success of our company, we have developed a set of core values, which is centered around our own personal philosophy.





CEO MESSAGE



Dr. Vida Moradi

In the ever evolving global business environment, it is critical to ensure the utilization of world-class solutions and services so as to create a strong and sustainable value chain within organizations. At Volonté, we believe in honesty and integrity. We take accountability towards the reliability of our consulting services. We are committed to work beyond the project scope to make our clients feel differentially improved.

Our experts deliver personalized professional services to help our clients meet the perpetually transforming market requirements. With competitive packages, we aim to deliver quality on time.



VISION & MISSION

Vision

Our vision is to become a leader in providing world-class, innovative business management solutions to individuals and organizations striving for excellence.

Mission

Our mission is to deliver bespoke business management solutions to startups and SMEs, support their business vision and enable them to transform, achieve and thrive in the Middle East.





OUR VALUES

Reliability

At Volonté, reliability is about executing with excellence and keeping the promises that we make. We believe that our reliability reflects our dependability when times get tough. We also believe that reliability is not only limited to good time management, it also requires us to deliver quality.

1

Integrity

Integrity allows us to ensure that all members of our team are accountable for their actions and decisions, which creates trust between us. Honesty is important but it is useless if nobody cares about the truth. Integrity ensures that everyone in our company values honesty because anything else can hurt others.

2

RICH

Commitment

We are proud to say that we have succeeded in reaching our client's expectations every single time. Commitment towards our clients is what leads us into creating long-term relationships with them. It is what keeps us going.

3

Honesty

Honesty helps us create work ethics that are driven by a desire to improve and make meaningful contributions. Honesty in action can be seen when we share our insights, working together to address challenges, and openly share information about our projects. Honesty gives us a voice to be heard when we have something important to say.

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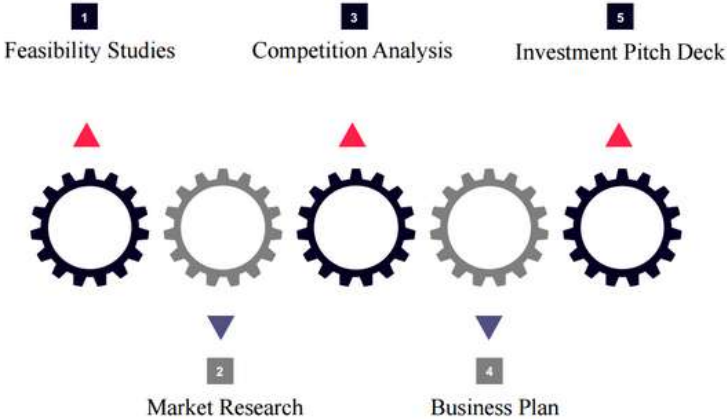




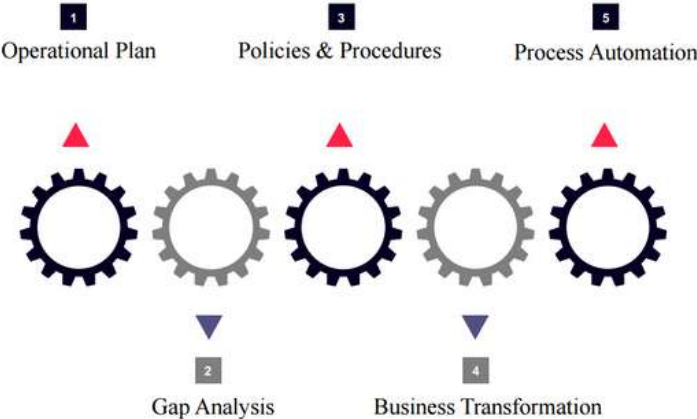
OUR SERVICE

At Volonté, we offer personalized, boutique advisory services to businesses by following a purpose-specific structure that would address the changing behavior of the client, provide transparency, higher value and better quality of work. Our services are created to address the competitive market requirements that would positively influence our client's business model.

Startups



SMEs & Corporates



Using specialized analysis techniques, we evaluate the performance of your business and design solutions to create sustainable economic values and consistency across your business. We analyze existing processes and systems, develop new policies and procedures, implement the new processes, monitor post-implementation performance, and devise adjustments when necessary.





SERVICE PACKAGES

At Volonté , packages are available based on high-level business requirements however, packages can be tailored dependent on specific business needs.

➤ **Package 1: Feasibility + Pitch Deck**

(Business description, market research and analysis, identification of niche market, competition analysis, technology consideration, risk assessment, financial forecasting, schedule, investment deck design)

➤ **Package 2: Business Plan**

(Business description, market analysis and strategy, marketing and sales plan, management and organization description, products and services description, competitive analysis and strategy, operational plan, financial forecasting)

➤ **Package 3: Gap Analysis + Policies + Procedures**

(Document review/interview of stakeholders to identify current state, establish where the stakeholders want to be, pin gaps, identify solutions to fill in the gaps, document necessary policies and process every stakeholder/department/individual need to follow, KPIs)

➤ **Package 4: Operational Plans + Standard Operating Procedures**

(Objectives, activities to be delivered, quality standards, desired outcomes, staffing and resource requirement, implementation schedule, KPIs)





CASE STUDIES

SUPLIFY

Scope

Conducted a feasibility study and developed a business plan for the establishment of a new mobile application in the UAE that is aiming to connect farmers and organic producers to customers. The feasibility study process involved the collection and detailed analysis of market landscape, competitors, and financial forecast. The business plan included an actionable set of steps to help the business owner make better decisions about its customer segment, stakeholders, revenue model, and positioning in the market.

Outcome

The prepared feasibility study and business plan enabled the client to discover a niche market, identify new stakeholders, and form a solid value proposition. The study also helped the client to focus on a competition plan that would increase application's success rate. Furthermore, the study provided a reasonable amount of technical info about the development of the app, the technology available in the market, and the amount of capital required to develop the app

DUBAI CAFE

Scope

Conducted a feasibility study for the establishment of a proposed new café in Dubai. The feasibility study process involved the collection and detailed analysis of market related data, development and screening of alternative strategies, and the provision of recommendations for the best viable course of action to implement.

Outcome

The prepared feasibility study provided the client a detailed market assessment that entailed the analysis of the existing market and competition in Dubai and the identification of market gaps. Customer behavior and estimates of sales were analyzed to identify product preference patterns. A comprehensive risk assessment was prepared complete with mitigation strategies. The final report outline the critical success factors and included recommendations for location selection, marketing strategies, promotion channels, and differentiation positioning in the market.





CASE STUDIES

POMOGRANATE MOBILE APPLICATION

Scope

Conducted a Pre-launch Market study and Marketing Strategy and Legal Considerations report for the establishment of a mobile application that aims to create a central hub to aid individuals stay connected with the people they relate to and serve as a tool to create hundreds of micro communities and have a positive impact on these groups. The project involved data collection via interviews and a survey, and detailed analysis to identify users' behavior patterns, desired features and capabilities, market gaps and competition, target demographics and regions, risks and mitigation, revenue stream model, and CAPEX and OPEX financial forecast.

Outcome

The project deliverables provided the client a detailed market assessment that entailed the analysis of the existing market and competition and highlighted market gaps to pursue based on product differentiation. Provided robust recommendations for the business model, strategic market positioning, marketing strategies, promoting channels, legal requirements, scalability, business canvas, and pitch deck.

LUXURY SALON

Scope

Conducted a feasibility study for the establishment of a luxury salon/spa that aims to introduce missing services in the market. The project involved data collection and detailed analysis to identify customers' behavior patterns, market gaps and competition, target demographics, ideal location selection, risks and mitigation strategies, legal and insurance requirements, and CAPEX and OPEX financial forecast.

Outcome

The project deliverables provided the client a detailed market assessment that entailed the analysis of the existing market maturity and competition highlighting market gaps to exploit for services differentiation. Provided recommendations for the location selection, business model, strategic market positioning, promoting channels, legal requirements, staffing requirements, scalability, and pitch deck.



TESTIMONIALS

"Having basic experience to the digital media startup business world, we have requested a thorough market research study covering all aspects of our project from Volonté Business Management. The delivered report was a well-researched project covering all the spectrum of the centure from market need and user feedback to legal aspects and financials. The report was not only delivered according to the agreed timelines, but was also in a very presentable and structured format. Vida and her team were kind enough and diligent to present the report to us, answer any concerns and also identify areas of improvement together with a risk analysis. They also went the extra mile by providing advice and recommendations on additional aspects of support such as IP and marketing campaigns. Overall, an excellent and productive partner that does not limit themselves to the required tasks and proved to be an ongoing support resource."

*Dimitrios Athanasiou
Partner at Pomergranate*

"I love Volonté because they always combine classic style with high-quality services and innovative technology. They provide a unique experience that you cannot find in any other consultancies. They took my vision and turned it into reality. I am so grateful for their work."

*Mark William
William Sports L.L.C.*

"We recently had a collaboration with Volonte. They are experts in their field with top-notch customer service. Not only are they cost-effective, but they are always eager to help. I've seen other consultants before, but nothing compares to the level of service received working with Volonte. The consultants are experienced and address even the most intricate problems. After my experience with them, I'm positive that our company will continue to use their services. I would absolutely recommend Volonte to those in need of reliable, respectful and fairly-priced management services."

*Mathew Kellen
Partner at Score inc.*





EXECUTIVE TEAM

Dr. Vida Moradi, Founder and CEO, was inspired by recent professional developments in the UAE, visionary leaders, passionate entrepreneurs, hardworking achievers, and young dreamers. She values honesty, integrity, reliability, and accountability in personal and professional life, and has built an organizational culture based on the same values in order to provide quality work and develop innovative solutions.

Dr. Vida has achieved the highest degrees of education in business management. She earned a Doctorate Degree in Business Administration, specialized in Project Management, from Minnesota, United States. She is a Harvard business school certified in Disruptive Strategy, Negotiation Mastery, and Business Management. Additionally, Dr. Vida is a member of the Golden Key International Honor Society, and a member of the Delta Mu Delta International Honor Society in Business. She has also received a certificate in honor of outstanding academic achievements from the People to People leadership summit in the United States.

Utilizing the highest academic degrees and experiences gained by working with industry giants across the globe, Dr. Vida has developed and implemented several strategic management plans and innovative procedures for various organizations that enabled them to do better and to do more. She aims to transform Volonté Business Management to a world leader in business management consultancy in the next 10 years through creativity, ethical work, adaptability, professionalism, and loyalty.

Dr. Vida
Moradi



Founder and CEO



EXECUTIVE TEAM

Lee
Pillay



Partner

Mr. Lee Pillay, Partner, worked closely with Dr. Vida Moradi during 2021 in an advisory capacity for Volonté Business Management. Through synergies and joint visions for the business, Lee joined as Partner in February 2023. Upon joining the organization, Dr. Vida Moradi said: “Lee is a highly driven and dynamic individual whose creative thinking and skillset will elevate Volonté Business Management in many respects”.

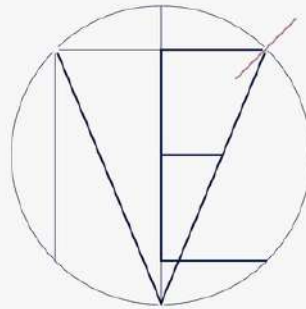
Lee, a South African born entrepreneur, completed his MBA at the Nelson Mandela Business School and graduated *cum laude*. He has completed various programs and certifications including Prince2, Advanced Negotiations and Lean Transformation. Lee also achieved numerous awards and accolades over the years, including being part of the International Golden Key Honors Society and the Chartered Institute of Marketing.

Lee brings a wealth of experience, 16 years, in various markets and industries working at both operational and strategic levels. He aims to work closely with Dr. Vida and the team to achieve further growth and realize new horizons in the United Arab Emirates and beyond.





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Business Management



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