





**on**  
**DEMAND**  
LASER SUPPLY SERVICES

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## INTRODUCTION

*The business is to hire and supply temporary manpower within UAE for various sectors and businesses. Whether the requirement is for a short period or a complete project period, we will do reliable and appropriate manpower supply to meet client needs. In every business, people are the greatest assets or projects. In all instances of UAE, we provide qualified people to support your business at a reasonable price. In one sentence, we provide HR Results!*





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LABORS SUPPLY SERVICES



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# INTRODUCTION

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## MISSION

We aim to lead the market through reputation and result adhering to high standards with emphasis in swift service, excellent employee quality and flexible hiring options. We believe in continued growth and increasing the value of our company and service by providing the opportunity for businesses to work with highly motivated individuals.



## VISION

To become the largest provider of human resources services to facilitate growth and prosperity of businesses in UAE. To be the most preferred Labour and Manpower Supply & Recruitment Agency by rendering excellent services to both clients and candidates. To set the standard in such services and become the flagship among our competitors.



## VALUES

### People

KBFQ-ODLSS - succeeds by making people the heart of our work. Being people-aligned helps us understand the needs of our customers and get the best from our people.

### Professionalism

We are professional in our behaviors and actions, exercising our power fairly to achieve the best outcomes for our stakeholders.

### Teamwork

We succeed through teamwork. This is achieved by leveraging on the diverse talent within KBFQ-ODLSS to be an effective organization.

### Passion for progress

We are passionate about seeking progress. We are constantly learning and improving ourselves so as to be prepared to deal effectively with change to create a better future of our company.





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## SERVICES

We provide highly qualified professionals and skilled labours to support with the best top, middle and lower level workforce in a short, medium and long term basis. We are licensed company to provide manpower in our sponsorship to reduce the worries of our customers about compensation, insurance, labour law and accommodation of their employees.

The interests of the businesses and job seekers, we have extensive experience with manpower supply within UAE regions and with various levels of professionals which we gained the reputation of being a reliable, fair-minded and straightforward legal manpower supplier.

We provide exclusive and qualified workforce for all sectors like, Oil and Gas, Mechanical Construction, Civil Construction, Electrical, Marine & Ship, Hospitality, Manufacturing, Power and Desalination plant, Information Technology, Logistics, Real Estate, General Trading, Schools, Hospitals, and Banking.





# MARKETING PLAN

Our competitive edge is our unique niche in an old market. Although manpower supplies, hiring agencies, etc have an established position in the marketplace, none are quite like KBFQ-ODLSS. We are offering the customers a completely new experience and far higher quality product/services. No where else will they find a professional customer relations and speed of mobilizations in front of them. The amazing popularity of the outsource business is proof of the public's new trend of having the risks moved outside the company's responsibilities.

## Strategy

KBFQ-ODLSS marketing strategy will be education of the consumer and subsequent word-of-mouth. We will become known as a unique hiring experience as well as a superior HR management shop. Customers will be reached through fliers, newspaper advertisements, media advertisement and special holiday promotions. Location will also play a crucial role in marketing and promotion. The business will be located in the three big cities in UAE. the critical location of the business will be crucial to maintain good solid relation with our business partners. the same is true for Abu Dhabi and Sharjah.

KBFQ-ODLSS will target progressive and generally well-educated and affluent consumers who are interested in trying new challenging and experiences and are dissatisfied with the limited selection and lack of personal service found in other man-power supply companies.

Our marketing strategy emphasizes focus. This will be the key. We are a relatively small company and hence must focus on certain kinds of services with certain kinds of clients. Initially we will focus on the government market and then shifting to private market. The target customers will include key decision-makers in the large, medium and small-sized organizations in a start-up and growth periods.



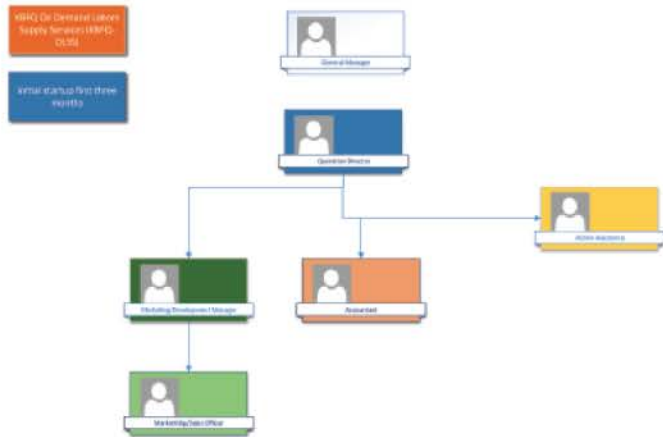
# MARKETING PLAN

## Strategy

- We are currently building image and awareness through consistency and distinctiveness in our service provision.
- We intend to focus on delivering quality service and end product that in turn produces good referrals, which can then generate revenue.
- We intend to always have a relatively heavy personal selling component to our marketing. Hence we intend to always be active in personal relationships with clients and strategic allies keeping abreast of their needs and wants.
- We are focusing advertising on several key media.

We are presently in a highly lucrative market in a rapidly growing economy. We foresee our strengths as the ability to respond timeously to the market dictates and to provide custom designed market research services to our clients. In addition through aggressive marketing and quality management we intend to become a well respected leader in our respective industry. Our key personnel have a wide and thorough knowledge of the local and international markets and expertise, which will go a long towards penetrating the market. However, we acknowledge the fact that few companies are aware of the actual importance of market research and marketing and its contribution to the whole business strategy.

# MANPOWER - INITIAL



# FINANCIAL

