



Swiss Business Enterprise



" *Passion for Excellence* "

The key to our client service is our seamless incorporation of subterranean industry and functional expertise with skills and capabilities to support execution and facilitate change management —on a global scale.

We offer innovative solutions and strategic initiatives to take your company to new heights giving it the opportunity to take off to new economic positions

SBE is a consulting firm with a multinational vision and corporate structure having a widespread presence in several countries in Europe and the Middle East and provides top-notch consulting services through a group of bright expert minds enjoying practical hands-on expertise in different specialty areas. SBE is headquartered in Switzerland and has a global presence with teams based in several countries. Our experience serving clients in more than 10 countries provides us with a unique knowledge base, a different perspective and a fresh approach that we draw on to provide comprehensive, actionable solutions.

Company Structure

SBE is a joint-stock company formally registered in Switzerland with executive and supervisory board (Société anonyme à Directoire et Conseil de Surveillance).

SBE is composed of Six main divisions:

1. Division of Corporate Growth & Business Development
2. Division of Human Capital Development
3. Division of Healthcare & Hospital planning
4. Division of Hotelier Consulting
5. Division of SME Development & Entrepreneurship
6. Division of Industrial Development
7. Division of Business Investments & Financing Solutions

Our Dedication

SBE has a strong dedication for providing top-notch services for its clients. Keeping this objective in mind and giving careful attention to the client's needs and success, SBE has grown by leaps and bounds since it was established.



Corporate Growth & Business Development

We guide companies to perceive and create new economic opportunities (new products, new production methods, new organizational schemes and new product-market combinations) and to introduce their ideas in the market, in the face of uncertainty and other obstacles, by making decisions on location, form, and through better use of corporate resources.

Our corporate entrepreneurial strategy results in significant changes in an organization's business or corporate level strategy or structure. It further provides firms with the tools for enhancing and developing their entrepreneurial capabilities, nurturing their innovative abilities, expanding their boundaries to encompass promising opportunities, and linking their business strategy to entrepreneurship.

What we offer

1. Improve the company's growth and profitability
2. Enhance the firm's ability to compete and capitalize on business opportunities
3. Guide companies towards the creation of new business opportunities that will be instrumental in achieving a quantum leap in economic growth
4. Improve competitive positioning and market differentiation
5. Assist in locating, selecting and developing new opportunities and business relationships
6. Allow firms to adopt innovative strategies geared at building layers of advantage in unique combinations for achieving competitive superiority
7. Improve organizational performance by increasing proactiveness and willingness to take risks through a set of pioneer products and services
8. Assist companies with their international business activities at all levels. Whether you are initially evaluating international opportunities or striving to increase the effectiveness of your existing program, we can help you reap the benefits of the global economy and achieve success



" We Provide Complete
Hospital Solutions "

Healthcare Consulting

At SBE, we specialize in managerial healthcare consulting services. Every day, with our years of considerable experience and knowledge, we conceive and implement creative solutions that address our clients' concerns today and for the future.

Our widespread experience over a wide range of projects together with our experienced team of healthcare consultants provide us with a unique ability to deliver a comprehensive continuum of services that exceed our clients' expectations. Our hospital consulting services are tailored in such a way to meet our clients' needs and achieve optimum results. Our company services range from turn-key hospital projects, devising healthcare strategies, healthcare planning, restructuring & renovation of hospital facilities, improving the efficiency of healthcare delivery, improving operational performance, reducing operational costs, to hospital facility design, commissioning & mobilization.

SBE-Healthcare is committed to providing customized, cost-effective solutions and sustainable end-results. Our streamlined solutions are customized in such a way to meet the needs of our clients via an innovative approach.

Hospital Turnkey Projects

We offer "**Hospital Turnkey Projects**" starting from the concept and feasibility study to the final phase of delivering a fully operational medical facility.

Beginning with an exploratory study, market analysis is carried out and needs are assessed, taking into consideration all appropriate national, regional and local factors. Our expert team, together with healthcare architects and health planners, conduct a technical feasibility study and cost/benefit analysis leading to concept development. Following that the hospital design, construction, and post-construction advisory services are provided ensuring that all hospital facility issues are addressed; in addition to advice and assistance in defining medical equipment specifications, procurement, installation, and operation. The succeeding phase includes hospital commissioning and mobilization covering all pre-operational steps and activities needed to proceed to the operational phase. Finally, we offer guidance, support, and coordination in operation and management of the hospital.

SBE is the only company in Europe and Middle East that
is specialized in providing comprehensive "Hospital
Commissioning & Mobilization" services





Hotelier Consulting

SBE is a game changer in hospitality consultancy
With our business development and creative
insight we drive results for independent hotels and
starting hotel groups to achieve competitive edge
and leverage their profits

Put behind the old-fashioned hotel industry approach, and turn around your hotel into an outstanding success story. We make every effort to challenge the status quo and established order with our gained expertise and proven strategic methodology. Whether you require help, want to develop and start out a new creative hotel concept, turn around an underachieving property, or want to leverage your hotel profits.

Our hotel strategy experts are here to transform your hotel into a market leader

We will work hand-in-hand with you to define the right priorities and focus on action steps that produce an effective ROI with your hotel real estate asset. With our proven track of expertise we provide you with the proper tools to turn the tide in your hotel and boost your financial results. Our recommendations are customized to our clients' needs.

Our experts enjoy an extensive experience in both the hospitality travel & tourism industry, and leave no stone unturned to uncover the hidden revenue potential of your hotel and to leverage your bottom line profit. We apply our innovative and proven revenue model to grow the RevPar and GopPar results of your property.

We work together with your executive team help you implement the best practices, proven techniques and the latest business development strategies. In other words, we help you to overcome business challenges and become a groundbreaker in your market.

For every hotel project, we devise a customized strategy plan, repositioning the hotel more successfully amongst its competitive market landscape. Our hotel experts focus on the distinctive selling points of the property to increase financial performance at all levels of its PNL; NOI, GOP, EBITDA..





Industrial Development

We offer innovative solutions and strategic initiatives to develop the industrial sector and improve its growth potential

SBE Industrial Growth Model

Our Industrial Growth Model (IGM) is designed to help building and growing the industry sector with emphasis on Small to Medium size enterprises (SMEs). It specifically addresses the challenges of technology, entrepreneurship, innovation, marketing, business information and availability of financial support. In this area, our services are focused on detaching SMEs from the vicious circle restricting their growth and definitely enabling their sustainability and development of their competitive edge. Effective delivery of these services will ensure business growth, promotion of quality services and products, increased efficiency, productivity, capacity building for employment creation, income generation and economic growth at national level.

We believe that the implementation of our Industry Development plan will ensure:

- A) Growth of public private sector partnership
- B) Promote synergy between research and entrepreneurship development
- C) Stimulate and support increased SME involvement
- D) Facilitate formalization of new industrial ventures
- E) Promote improvement of industrial sector
- F) Improve operational capacities and increase chances of survival and success
- G) Promote increased economic activities, stimulate economic growth, & increased income
- H) Create jobs and contribute to the improvement of national GDP

Objective

To plan, coordinate, encourage and offer innovative services to small industries. Focusing on supporting industrial SMEs growth and competitiveness, ensuring increased local content and facilitate increased involvement of SMEs to the industrialization process.





Our Staff are our Core Strength

" Our Strength is our People "

Our reputation comes from the high quality services that we provide through our team of professional and capable consultants

Our experts help our clients achieve competitive advantage through comprehensive strategy, best-consulting practices, dedicated approach, and impeccable implementation.

Such endeavor is facilitated by strong functional expertise, supported by our comprehensive industry approach, and empowered by our specialized resources, thereby enabling us to deliver valuable and tailor-made consulting services. Our consultants work closely with our clients to help them move from issue to outcome with pace, certainty and strategic agility. We do this by corroborating managerial techniques with numerous elements, including the reorientation of business portfolio toward changing the business scope and structure of enterprise, as well as repositioning its business units for creating superior long-term performance and enhanced financial returns.

Our consultants' attitude breaks down silos and enables us to participate equally successfully from the c-suite to the front line. Our company culture emphasizes teamwork, reliance, and tolerance for differing opinions. Our team are passionate about what they do, and committed to rendering excellence to our clients.

" We have a passion for meeting our clients' needs and dedicated for delivering measurable, tangible, and enduring results "

It feels different to work with us !





SBE

Passion for Excellence

Make a difference with us !

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