

Meeting Title/ Name:		Management Meeting with Mr. Mohannad Khayyat									
Date:	26-Sep-2019		Start Time:	10:30 AM		End Time:	4:00 PM		Location:	SMSA Dubai Head Office	
Attendees				Agenda							
Name		Department		Item	Topic/ Agenda Item		Presenter	Time			
Mohannad Khayyat				1	General Updates - for the month of Aug 2019		Yasser Zahreddine	10:30AM			
Yasser Zahreddine		COR		2	Customer Account update/Revenue Report/Lost & Gained customer updates		Amir Ebadda	11:00 AM			
Amir Ebadda		SLS		3	AR/AP Aging & collection updates		Lalit Singhi	11:30 AM			
Lalit Singhi		FIN		4	Project update/Airline and recruitment		Dilhan Daskateer	12:30PM			
Dilhan Daskateer		OPS		5	FTL/LTL/Airfreight volume updates		Justin Kuriakose/Nigil	1:30PM			
Nigil Davis		SFD		6	Trace calls/ Figures/Report/Account Volumes		Mir Taqui	2:30PM			
Justin Kuriakose		SFD		7	Mothly Dashboard/Licenses/Recruitment updates		Yathiraj Kotian	3:00PM			
Mir Taqui		CSD		8	IT General Updates		Mohammed Suhail	3:30PM			
Mohammed Suhail		ITD		9							
Yathiraj Kotian		HRD		10							
Maridel Loretizo		COR		11							
SN.	Action Item		Responsible Person		Action Taken/ Remarks		Status	Deadline			

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1	<p>1. Revenue was affected due to potential client -AWOK stops because of payment issue.</p> <p>2. Infrastructure - AL Quoz facility on process, We got CDC final approval to fiished UMR Facility, Sharjah Facility is operating completely.</p> <p>3. Plan for Y2020</p> <p>SALES:</p> <p>(a) Freight - Land</p> <p>(b) Domestic - Ecom - Market Place (KSA)</p> <p>(c) Start Up - Fragile/ Migration of our team</p> <p>* Proposed revise rates</p> <p>* Cash rates new comcept for Retail</p> <p>* Open Worldwide</p> <p>* Be competetive</p> <p>-Telesales should be aggressive, active to create leads</p> <p>-Build the products, talked about product revenue.</p> <p>OPERATIIONS:</p> <p>-Variable cost - with Mr. Samir (Industrial Engineer)</p> <p>-Innnvation skills</p> <p>-Securing our Operation</p> <p>-Build relation to customer, DNATA, Airlines Customs, etc.</p> <p>HRD - reachhed 100 people</p> <p>Revenue -High control over cost</p> <p>-Freight - Big plan in AUH, Building network, LTL product</p> <p>- Fulfillment - Pilot customer</p> <p>- To complete the group for Ecom.</p> <p>* Aiming revenue to grow by next year</p> <p>* Proposed location in Al Ain</p> <p>* Build 5k domestic shipment a day</p> <p>* Same delivery - workig out with OPS.</p>	Yasser Zahreddine	Closed	On-going	

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2	<p>1. Retail - Best sources for cash , Best profitability (a) To get the customer - c/o Marketing (b) To make them sellTo get the customer and to get them back - c/o Marketing</p> <p>2. Great Infrastracture - quality improvement, smartness & choosing people.</p> <p>3. To launch campagne, Retails equipment should be in place and ready</p> <p>4. Loyalty program - small development in Retail Frames Corporate.</p> <p>5. Some point for Start Up (Incubator)- Building Portal, Application, Importing Goods, Last Mile</p> <p>6. Telesales - committed 60call a day</p> <p>7. Segmentation - Middle of Fusion system will assign , incentive system, variabe control and fixed amount for the computation.</p> <p>8. Freight - Smartship - account segmentation, Portal done - Application</p> <p>9. Digital Stream - (a) COD amount to customer (b) Domestic - Manage cost effectively & visual to all markets.</p>	Mohannad Khayyat	Closed	On-going	

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3	<p>*42 new and retained account was done in Aug aside the Eid holiday with physical revenue of USD 18K</p> <p>*18 new client for E-com Signed in AUG with Expected monthly revenue of USD 54K</p> <p>*Key Customer is been on Hold due to payment issues which affects daily production for E-com with 1400 shipment</p> <p>*Training for Domestic UAE COD is on going and will start selling the Product aggressively</p> <p>*New Territory Manager will join territory 2 in SEPT 1st to complete the team</p> <p>*Interviews on going to hire an account executive for territory 1 to complete the team</p> <p>*Top 10 Customer Updates, Revenue Figure, Gained & Lost Customer, and Competitor News being presented.</p> <p>* As per Mr. Mohannad, (a) Noon Issue - Drop a mail cc to Shibu to push business with them.</p> <p>(b) For the top 5 Customer update put the expectation to be added in the presentation. (c) New business (d) COD Remittance - Ratios's. YTD Average and Monthly Percentage.</p>	Amir Ebadda	Closed	On-going	

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5	<p>*Recent performances in line with the rise of volumes and services were remarkable achievements by SMSAExpress in UAE. According to statistical comparisons, month after months operations had made progresses with higher customer satisfactions records as per CS reports. AIAin direct service by SMSA Courier reduced customer complaints and increased satisfaction. New business gains amid 2 unique locations for will be added to SMSA in UAE in coming months as per KPI wheel. AUH will be an ideal for revenue growth to SMSA and great opportunities to sales and RTL. This could explore more SMSA's images for better prospectives. Finance to introduce solutions for cash remittances and handlings in remote locations.</p> <p>Dubai's second largest infrastructure under progress with a target to accomplish more opportunities with a positive drive to challenge Local and Global markets. Management moving forward with a plan to open this new 9600sqft facility in the 4th quarter.</p> <p>*Operation Dashboard/ Airline Updates Reported</p> <p>*Project update/Airline and recruitment</p>	Dilhan Daskateer	Closed	On-going	

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6	<p>A. Total revenue reported for the month is US\$ 746K and collection in Bank is US\$ 602K. Major collection are from Sport For All (US\$ 156K), TFM Express (US\$ 61K), Desert Online (US\$ 21K), National Reference Lab (US\$ 11K), 360 Souq (US\$ 49K), Miami (US\$ 10K), Elite Airborne (US\$ 7K), Immediate Courier (US\$ 6K), Cash collection (US\$ 142K) and others (US\$ 427K).</p> <p>B. AWOK payment plan has failed and management is in process of trying out alternative ways to recover the money. NO payment received since August 2019.</p> <p>C. Communication is on-going with Mashreq Bank relating to traditional POS machines. POS that can be used by courier is under testing phase in KSA and shall be getting a response in this week about feasibility of same. Cash deposit machine at URO WH is live now and domestic COD is being deposited in same collected by all the couriers on daily basis.</p> <p>D. System integration for SECOM and SIEBEL yet to be completed by KSA team. Automation required for manual invoicings and update required in SIEBEL to capture the slab rates and weight correction. Also, waiting for integration of fulfillment system and advance collector in UAE.</p> <p>E. Financial statement for year then ended is signed now. A copy of same has been submitted to Emirates Post as part of compliance requirement.</p>	Lalit Singhi	Closed	On-going	

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7	<p>*CS is in plan to have an Ecomm Support team which will help in response to the inquiries for the customers which are not on Key Accounts List. Registering for complaints is been in action. CS UAE will register all the complaints of UAE customer DOM/INT/ECOM which is delivered by UAE Ops/by 3rd parties and will give a closure to the complain as per company policy.</p> <p>*In general no of shipments/revenue has been increased in RTL department. Expecting to have good volume of shipments from New AUH RSC. In discussion with management to revise shipping rates for cash customer as per market status.</p> <p>**Dashboard and updates presented</p> <p>* Trace calls/ Figures/Report/Account Volumes</p>	Mir Taqui	Closed	On-going	
8	<p>* DB Schenker contract was Signed/Finalized and we got registered as a vendor with them.</p> <p>* Proconnect + Culligan unpaid invoices were verified and resolved along with customer meetings.</p> <p>*FTL/LTL/Airfreight volume updates</p> <p>*Dashboard and updates presented</p>	Nigil Davis/Justin Kuriakose	Closed	On-going	

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9	<p>Labor work permit of one local employee has been approved. (board date was expected on 1st week of September 2019).</p> <p>The Staff Survey has been completed ,and currently waiting for the outcome.</p> <p>Labor Case which filled by the Employee (Nishan Anuska 81017) is on progress.</p> <p>An existing Labour Case hearing (81042 Naveed Shahsada) was completed and currently waiting for the court decision.</p> <p>SHJ Retail license has been received & printed.</p> <p>Focusing on the training which been started on September 21,2019 to October 3,2019.</p> <p>Monitoring from time to time the new UAE Labor law / Rules and Regulations as it might change anytime.</p> <p>The Orientation for the new onboard employees has been conducted.</p>	Yathiraj Kotian	Closed	On-going	
10	<p>45 tickets closed for August</p> <p>Barracuda is ready waiting for the seating arrangements for structured cabling</p> <p>POS is expected by first week of October as per Eng Hussein</p> <p>Etisalat has transferred the internet & Telephone line @ AUH</p> <p>Cisco IP Phones has been assigned to finance</p> <p>RTL & CSD at WH and HO</p>	Mohammed Suhail	Closed	On-going	