

## Minutes of Meeting

**Date:** 13th June 2019

**Time:**

10:20am - 2:00pm

**Location :**

Meeting Room, Head Office, Al Fattan Plaza

### Attendees

Name	Department
Yasser Zahreddine	MGT
Amir Ebadda	SLS
Justin Kuriakose	SFD
Lalit Singhi	FIN
Dilhan Dastakeer	OPS
Anushka Kannangara	SQA
Yathiraj Kotian	HRD/ADMIN
Mir Taqui Ali	CS
Nigil Davis	FREIGHT
Mohammed Suhail	ITD
Maridel Loretizo	CORP

### Matters & Agenda Discussed for Compliance Review

Responsible Person	Matters & Agenda	Status	Deadline
Yasser Zahreddine	General Updates Apr/May 2019	Closed	
Dilhan Dastakeer	KPI updates/Dashboard/Airline updates	Closed	
Justin Kuriakose	FTL/LTL/Air Freight Vol updates	Closed	
Amir Ebadda	Customers Account update/Revenue report/Lost & Gained Customer Updates	Closed	
Lalit Singhi	AR/AP aging & collection updates	Closed	
Mohammed Suhail	IT General Updates	Closed	
Yathiraj Kotian	HR/ Training & Performance Updates	Closed	
Mir Taqui Ali	Planned Activity started	Closed	

SN.	Summary of Discussion	Responsible Person	Action Taken	Status	Deadline
1	General Updates Mar 2019	Yasser Zahreddine	<p>1. KSA was struggling with deliveries, big problem with courier for the recruitment. Lots of things to do in CS and in Operation.</p> <p>3. Replacement for Muriel joined already, she will be handling the Training, recruitment, KPI's and other HR/Admin tasks.</p> <p>4. CM and Justin still working with AUH customs. We have 1 way bullet service and LTL goes to KSA, we are planning to activate the way back. During the whole conversation with AUH customs we need to have the facility in AUH. We talked to AUH people and customs, we are checking the facility in AUH, if this facility will replace what we have in Jebel Ali.</p>	Closed	N/A
			<p>5. Umm Ramool have the facility to manage our HUB, E-fullfillment area and small area for Station operation and cool storage.</p> <p>6. WE have to finalize the location in Al Quoz, working for main HUB and main static for domestic movement.</p>		

			<p>7. We might not renew Dragon mart retail, facility in Al quoz will be working as new outlet, mainly managing our domestic, thinking of moving our main department, Supporter, and CS.</p> <p>8. For the 2nd quarter, AUH and RAK will finish. Sharjah starting operating as a satellite station.</p> <p>9. Abu Dhabi new facility will start in 1st August, Um Ramool on September completely.</p> <p>10. Conveyor system with the scanner to increase our revenue.</p> <p>11. Will continue to invest in domestic.</p> <p>12. We have to increase the revenue the main objective. Naved will join the Freight team, CM and Justin will continue checking the feasibility of every facility that we have.</p> <p>13. Keep checking our facility how to be profitable to cover our cost.</p> <p>14. We are planning to get Area Sales Manager on board before the end of this year.</p> <p>15. We have to start selling Bahrain. We started our linehaul to Egypt.</p>		
2	KPI updates/Dashboard/Airline updates	Dilhan Dastakeer	<p>First fulfillment for BHS was handled in March and processed over 3000 shipments as April. There are opportunity in the market for such businesses and SMSA should implement a dedicated unit once the multi tier 9000SKU facility is ready by July. Abu Dhabi new facility with 120sqm for RTL and STN been finalized and profiled. Well managed the DXB runway closure under DWC plan without effecting connections. Most of the flight got cancelled and scheduled after 30th June.</p> <p>Dashboard presented in terms of activities, booking dispatch, courier routes, airline updates.</p>	Closed	N/A
3	Freight Dashboard and updates	Justin Kuriakose	<p>2 Road freight customers got on board</p> <p>JBC</p> <p>Vmove logistics</p> <p>New regulation in place for exporting -importing FNAR ( Federal authority of nuclear regulation) . After Eid, there would be a BOE documentation process change for dispatching LTL shipments.</p> <p>Dashboard presented in terms of activities, achievements, KPI's and projects.</p>	Closed	N/A
4	Customers Account update/Revenue report/Lost & Gained Customer Updates	Amir Ebadda	<p>1. New business marathon on going for the sales team to cover the gap Actual vs Budget. Big customers been signed and retained as well as SME's staff retention</p>	Closed	N/A

			<p>and interviews going on to hire new candidate capable to achieve targets and deliver results.</p> <p>2. Top 10 customers account updated, gained and lost customers enumerated top 10 list</p> <p>3. Revenue is been improved gradually by SME's and new business compared to last 3 months, all products is been achieved with growth vs 2018 except the E-commerce, major E-commerce customers is been signed already lile Mumzworld and some are retained as well like Awok whom definitely will increase the volumes and the business beside the SME's. Full revenue of new production will reflect in May and June 2019 onwards.</p>		
5	<b>AR /AP aging &amp; updates</b>	Lalit Singhi	<p>1. Total revenue reported for the month in US\$ 696K and collection in Bank is US\$ 995K. Major collection are from Alifca (Awok) US\$408K, Pilot Spain US\$202K, Sporter US\$ 131K, Al Sayel US\$ 57K, Cash collection US\$51K and others US\$145K.</p> <p>2. Awok has started paying in March 2019 through cheques provided and total of US\$ 272K will be recovered each month until October 2019. All the cheques are being deposited as per timeline agreed.</p> <p>3. IATA bank guarantee processed with Mashreq Bank and submitted to IATA on 28 May 2019.</p> <p>4. Communication is on-going with Mashreq Bank relating to Marhaba deposits, cash management solutions, POS machines, updation of SMSA Mashreq matrix.</p> <p>5. 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. Also, waiting for integration of fullfillment system and advance collector in UAE.</p>	<b>Closed</b>	<b>N/A</b>
6	<b>HR/ Training &amp; Performance Updates</b>	Yathiraj Kotian	<p>1. Focusing on recruitments for new budgeted and replacement positions and renewals. Focusing on resolution of pending labour cases as well as new rules as implemented by Ministry of Labour and immigration office on revised charges.</p> <p>2. Licenses are in track when to expired to renew.</p>	<b>Closed</b>	<b>N/A</b>
7	<b>Network/ IT requirement</b>	Mohammed Suhail	<p>1. Sharjah station PC and printer fixed. RAK RSC system and internet got connected and CCTV is installed and up &amp; live. Address &amp; phone numbers are updated on the website.</p>	<b>Closed</b>	<b>N/A</b>
8	<b>Planned Activity Updates</b>	Mir Taqui Ali	<p>CSD have new plans in re structuring the department bu assigning the job function</p>	<b>Closed</b>	<b>N/A</b>

			<p>as per the position. All functions under CS umbrella such as key accounts, trace, RPI/RPD, E com validation will be assigned individual to the staff by the end of June 2019. CS have already taken an initiative effective April 2019 to maximize ticketing system in terms of addressing the inquiries to all SMSA office. CS will be working with our Core IT team to develop new escalation process for ticketing system by the end of July 2019. Pup self service will be implemented for all UAE customers through our IVR. A unified email address has beed created for UAE customers to address their inquiries such as keyaccounts-uae@smsaexpress.com, trace-uae@smsaexpress.com, lhd-uae@smsaexpress.com. All the UAE domestic shipments will be validated by a validation agent in UAE itself.</p>		
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