

## EXECUTIVE SUMMARY

The purpose of the project is to implement a suitable corporate structure and consolidate the wealth of business units under Alserkal family under the Nasser Bin Abdullatif Alserkal Holding Company LLC. This will allow the Alserkal family members to own the businesses with the value of AED 6.5 Billion under Mr. Eisa Alserkal and family .The project also will propose a suitable delegation authority for the corporate and implement the same across the ventures. As a part of the project, personal assets, liabilities and commercial assets and liabilities will be identified and separate them from the commercial assets and liabilities to organize the businesses activities from personal activities. The project has been limited to the entities located in United Arab Emirates due to the time constrain.

In analyzing the current corporate structure, it was revealed that the ownership of the business units under the group are scattered among the Alserkal family members and which could lead to divide the businesses under the family to small ventures. Hence consolidation of wealth under one entity is critical for the family to continue as single business. All the legal document and nature of the business units were reviewed, SWOT analysis, internal and external were performed to identify the key issues and problems of the organization. Theoretical backgrounds relating to the corporate restructuring was identified and the framework was developed to resolve the problems with the project component of legal structure, resource allocation, ownership and assets and liabilities. The techniques such as current situation analysis, Family Company Holding Model, Three circles Model in Family Business, Gantt charts, SWOT and PESTEEL analysis and Trainings and Awareness and monitoring of the progress of the project were identified as critical steps for the implement the project. Project team was identified for the execution with the adequate resources. Legal clearance for the agency/dealer agreements were obtained and designed the new corporate structure and discussed and brainstorm with the key individual and family council. New corporate structure was stablished with the transfer of shares, forming new companies and converting sole establishments to companies. Assets and liabilities were identified and separated personal assets and liabilities from the personal and transferred them to respective companies. All businesses were registered for VAT and delegation of authority was implemented across the group. Total wealth was consolidated under Holding Company.