

## **Executive Summary**

The primary objective of this project is to establish a service oriented company in the United Arab Emirates. The identification of unsatisfied customer needs and wants of the target market by assessing the current market gap analysis, intense requirement of retaining the existing customers in a highly saturated market place and enthusiastic guess on new business generation mechanism or a platform for the existing trading business had been the main three mainstays to inspire the idea of this new venture.

This project has five main components. Starting from the project proposal, then starting up new operation unit, sourcing and procuring equipment and furniture, defining the supply chain and finally, developing marketing and operations strategy for the sustainability of the business. Due to the complication and involvement of extremely high costs, the project starts as a SBU to the main trading arm and planned to become an independent unit in the end of the first year in operation. This project is shepherded by one entrepreneur with the support of his main business partner and guided and supported by the two project supervisors right throughout the project. The primary output of this project the Facilities Maintenance Company. By skimming through the available market data and the applicable theories with the guidance of PIM project supervisors, the road map has been formulated. After establishing the company's foundation with the association of its trading arm and third-party service provider, the marketing strategy and organizational & operational strategy were formulated in order to have a sustainable growth of the company. These policies, agreements and practices have been documented and adhered throughout the project in order to ensure the legal and practical solidity and consistency.

There were few deviations corrections from the original plan with the PIM guidance due to various practical complications and the project have been sailing successfully through the final objectives. The project is currently running as a successful SBU to the main company and expecting various expansions in the near future.

Continuation in following the lean operation principles such as Japanese systematic method for waste minimization ('Muda') by practicing 5S System ('Kaizen'), while the new expansions taking place are the recommendations for the improvements.