

# COGNIZANCE

A UNITECH NEWSLETTER | FEB 2021 | ISSUE 02

## CONGRATULATIONS MESSAGE 01

To our Honourable Chairman on being appointed a board member for the Saudi Contractors Authority (SCA).

## GM'S MESSAGE OF APPRECIATION 02

## MR. JAMAL DASAN'S JOURNEY 03

## Q & A SESSION WITH MR. JAMAL 03

## PRODUCT SPOTLIGHT | NEXUS 04

## DIGITAL TRANSFORMATION | CRM 05

## NEW NEXUS WEBSITE 05



OUR SOCIAL MEDIA

PAGE 06.

## Congratulations Message From Unitech Family

The Unitech family comes together ecstatically to congratulate the IKK Group Chairman Mr. Hassan AlKabbani on his appointment as a Board Member for the Saudi Contractors Authority (SCA).

### What is the SCA and why was it established?

The Saudi Contractors Authority is a government subsidiary authority of Ministry of Commerce and Investment in Saudi Arabia.

Building and construction sector is considered the second largest non-oil sector in Kingdom of Saudi Arabia and contracting industry represents an integral part in this sector.

The SCA was established to help achieve Vision 2030 and organize the construction industry through setting laws and policies, conducting researches and studies, publishing accurate information to ensure that all quality measures are being implemented, which will help establish a well secure economic environment for national and international business contractors in Saudi Arabia.

SCA will also work to find an appropriate solution to the problems and crises facing contractors in general, it will encourage innovation and enhancing communication process among all relevant parties in the sector.

### What are the benefits?

As a member of the Board of the SCA, our Chairman, Mr. Hassan will have access to exclusive board meetings, SCA organized and sponsored events and oversee all activities and policies undertaken by the SCA.

### Following is the SCA Strategy Roadmap (2020-2024)



Mr. Hassan AlKabbani | Chairman - IKK Group of Companies



*Once again, a big round of applause and congratulation to Mr. Hassan AlKabbani on this wonderful achievement!*

## General Manager's Message of Appreciation

Dear Unitech family,

I want to let you know how much I appreciate the management's decision for promoting me to supervise the operation of Unitech A.

I am excited about this challenge placed before me and eager to be an integral part in the installation and implementation of the directives scheduled.

After all these years in our great company and the tremendous amount of information and experience having been transferred from our managers to each one of us, which is extremely helpful to perform efficiently, and in the view of this vast growth back again in the country and after hearing all these encouraging words from all of you, I can say that we will not miss a beat, and each one of us will definitely excel in his role (as usual) specially the sales team, who are the lungs of our company.

Knowing that achieving the budgeted sales goals and collecting whatsoever sold with no failure is a must to streamline all other processes. In this occasion I would like to remember the good sales and collection figures which have been done by you in the previous years.

Definitely such remarkable rank for our company won't be achieved without the extended working hours that you have put in this company and amazing creativity that you have exhibited in making this company the biggest one in our market ever.

We have seen you working beyond working hours, working with dedication and focus particularly last year, showing amazing professionalism and dealing with all the challenges that came your way.

Your commitment and zealous approach towards your targets is the reason behind the impressive performance that you have delivered.

Our management and I are hopeful that you will keep taking inspiration from your work and exhibit better performances because you have really set a new benchmark for yourself and for others around you.

Accordingly, we are expecting that you will again impress us with your finest work and give us successful results.

I thank you once again for such good history and performance, promising all of us that we will together defeat all obstacles ahead and achieve our objectives.

INSHA'ALLAH.  
Jamal Dasan



Mr. Jamal Dasan | General Manager | Unitech A - IKK Group



### Year 2002 & 2003

Awarded as the Sales Executive of the year



### Year 2004

Awarded as the Sales Supervisor of the year



### Year 2010

Awarded as the Manager of the year



## Mr. Jamal Dasan's Journey in Unitech

The Unitech family is proud to come together and congratulate Mr. Jamal Dasan – DAS on his new role as the General Manager for UNITECH A.

Mr. Jamal has dedicated over 20 years of life to Unitech and over that period of time he has created a journey full of successful achievements for Unitech and naturally that success reflected on him as well.

Here is a brief snapshot of Mr. Jamal's journey:

- **May 2000** \_\_\_\_\_  
Joined Unitech as a Sales Engineer in Jeddah
- **Jan 2004** \_\_\_\_\_  
Promoted as a Sales Supervisor in Unitech Jeddah  
(Contractor Division)
- **Jan 2005** \_\_\_\_\_  
Promoted as a Sales Manager in Unitech Jeddah  
(Contractor Division)
- **Jan 2006** \_\_\_\_\_  
Appointed as an Area Manager for the Western Region  
(Jeddah & Makkah)
- **Mar 2012** \_\_\_\_\_  
Progressed as an Area Manager for Western Region with the addition  
of Northern Region (Jeddah, Makkah, Medina & Yanbu Branch)
- **Apr 2014** \_\_\_\_\_  
Appointed as an Asst. General Manager for Unitech A1  
(Jeddah, Makkah, Medina, Yanbu, Khammis, Gizan and Kuwait Branches)
- **Sep 2015** \_\_\_\_\_  
Appointed to Supervise/Manage the Key Account Management (KAM)  
for Unitech KSA
- **Feb 2018** \_\_\_\_\_  
Appointed as a Deputy General Manager for Unitech A  
(KSA, Bahrain & Kuwait)
- **Feb 2021** \_\_\_\_\_  
Appointed as the General Manager for Unitech A  
(KSA, Bahrain & Kuwait)

### Q & A

With Mr. Jamal Dasan

**1** You started your carrier as Sales Engineer and rose up to Higher Managerial Positions. What's behind your success?

I still don't believe that I reached to a level where you can say I scored a success until we all see Unitech has become the customers first choice and a cash positive organization hitting the desired net profits.

**2** You consistent efforts empowered the growth of Unitech, what were your initial plans?

I just did my job in participating with Unitech team to keep Unitech growing healthy by strengthening the products basket and troubleshooting any obstacle that may face our well-trained and highly motivated staff.

**3** What are the challenges you faced to achieve consistent success?

The culture of collection is the major challenge, we shall keep on improving our payment terms with our customers and the cash conversion cycle of each product, each single riyal due exposure recorded in Unitech books shall be treated as the reason for our cash difficulties, confidence in the IKK name which we carry, the quality of our products and the services we offer shall give us the courage to ask always for better payment terms.

**4** You effectively managed decision making processes with direct impact on Sales operations, strategy development, client service and staff motivation. Tell us about it.

We always follow the criteria of hire well, train well, treat well and pay well in all functions operating in Unitech and when it comes to sales operations we make sure that our staff is well equipped to carry the responsibility of representing Unitech-IKK in the market and offering the best quality of products and services to their customers. The company strategy is constantly being developed based on the developments of the market requirements.

**5** You enhance the company's image, maintain business volume and accelerate growth in terms of turnover, client base and staff. Share your experience?

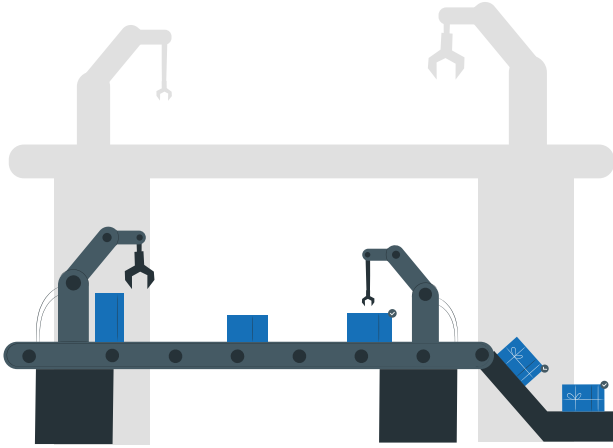
"Unitech is the customers first choice" is the vision of Unitech as decided by its managing director and in order to achieve such vision you shall be tightly aligned with the market details and updates to decide when and where to expand vertically, horizontally or both.

**6** What are the breakthrough times you experienced in Unitech Company?

I spent more than half of my age in a love story with Unitech and with every passing day I continue to experience new things that expand my knowledge and help me overcome new challenges on a daily basis.



# NEXUS



## Product Spotlight | Feb 2021

### Nexus

Nexus is a Unitech brand specialized in offering the following comprehensive range of Solutions; Expansion Joint Systems, Entrance Matting Systems and Technical Profiles.

All of the Solutions offered by Nexus cater to all types of projects in the construction industry. There are over 100 designs, 500 profile types and 300 Solutions available within Nexus's catalogue and they are all manufactured by Specialized/Sigma Factories for Steel Products according to global standards.

In a short period of time, Nexus has become recognized as one of the market leaders in the MENA region manufacturing Expansion Joint Systems, Entrance Matting Systems and Technical Profiles.

## Product Spotlight | Nexus

"Perfect Combination of Price & Quality"

As a pioneer in its field, Nexus Research, Development & Engineering team are working diligently to expand the products Range/Design and verify additional innovative solutions. In addition to the wide array of profiles and variety of finishes, Nexus offers high value engineering not just through its extensive solutions, but also by the qualified and dedicated team of engineers and industry-experts empowering the brand from the initial design stage to the final installation stage.

Nexus Solution basket consists of the following:

### Expansion and Movement Joints Systems

Consist of aluminum profiles, rubber profiles, and a combination of aluminum profiles with rubber inserts available in more than 100 types covering more than 300 cases in different joint sizes, locations and purpose of use. Our variety of Expansion Joints Systems includes profiles for walls and floor, for pedestrian as well as heavy loads traffic, for seismic movements, and several other uses. NEXUS Expansion Joint Solutions include.

### Entrance Matting Systems

Consist of heavy duty entrance mats, composed of aluminum profiles with carpet, brushes or rubber inserts. The Entrance Matting Systems can be customized to fit any type of project and the wide variety of profiles available offer our clients the freedom to design any shape, being round, square, oval, or any other symmetrical or asymmetrical shape.

### Technical Profiles

Consist of three categories and are available with over 500 shapes and designs along with a variety of colours and finishing types to cover most of the construction cases.

- Nexus Tile Trims
- Nexus PVC Tile Trims
- Nexus Stair Nosing

For any requirements and clarification please feel free to contact: [Ahmad Dahhan - Product Development Manager](#)





## Digital Transformation Customer Relationship Management (CRM)

In last month's issue we mentioned the decision taken by IKK Group Corporate to begin the implementation of a new digital system (CRM) initially for the Big Four companies under the IKK Group with the main goal of increasing transparency and communication between the group's companies,

### What is CRM?

Customer relationship management (CRM) is the process of managing interactions with existing as well as past and potential customers.

### What functionalities will the CRM system touch upon?

#### Sales:

The module will track a report the sales process from the initial opportunity qualification stage till the closing stage "whether sale is successful or not"

#### Marketing:

The module will manage leads, documents and internal/ external marketing

#### Customer Service:

The module will manage post sales customer requirements (+customer portal access)

#### Project Service:

The module will manage shared project data bank that will import project information from internal and external sources.

That's it on CRM in this issue, we will leave the juicy stuff for the next issue!

## New Website Development For Nexus

We have launched a website dedicated to the NEXUS brand. Please visit: [www.nexus-ikk.com](http://www.nexus-ikk.com)

The Nexus website aims to provide our clients with all the information they require related to NEXUS's Solutions.

The catalogues for each one of Nexus's Solutions are available to access/ download digitally.

Reinforcing Unitech's drive for innovation, a Find your Product Tool is under development for our Nexus website and it aims to provide our clients the ability to find the right Nexus solution for their project by either inputting a product code from one of the catalogues or inputting the technical requirements of their project in the Find your Product Tool and in turn a list of suitable products will be presented to the client!



## Follow Us

### Unitech Social Media Channels

Do you already follow us on our social media channels? If not, please follow us on the following social media channels, just click the icons below to land on the respective pages:



**FIND US ON  
INSTAGRAM**



**FIND US ON  
LINKED IN**



**FIND US ON  
FACEBOOK**

The mission of our social media channels is to provide you with posts and short publications that will highlight the products, services, brands and teams that make up the Unitech family.





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