



MAZEED مزري

VALUE ADDED SERVICES BY RAK FTZ

**RAK**  
FREE TRADE ZONE



# MAZEED مزيد Services

Setting up a new office or business can be an intimidating and time-consuming task, especially in a foreign country. When you dreamed about operating your own business, you might not have anticipated all the steps necessary to make that dream a reality – coming up with a great idea and obtaining a licence are only the start.

Once you've got the necessary approvals and all the papers are signed, there are many other details to be seen to – like furnishing your office and making sure you have the right personnel and equipment to support your company's operations; and it doesn't end there. As your business grows and begins to take off, you will need to equip yourself to keep pace. For a large company, with all of the necessary personnel and resources in place, this may not be such a big challenge, but for the average small or medium start-up enterprise, with limited human and financial resources, it can be positively overwhelming.

That's why, RAK FTZ has added a wide range of extra services, which cater to the unique business needs of different clients. Available through Mazeed Service Desk, these affordable, value-added services include Creative, Procurement, Human Resources and Event Management Services and more and are designed to assist clients with the many different steps involved in setting up and running a successful business. By absorbing most of the associated overhead costs, we give even the smallest and newest businesses easy access to resources normally only available within larger and well established corporations.

## CREATIVE SERVICES

They say image is everything, and – to a certain degree – it's true, especially in the competitive world of business. You only get one chance to make a first impression, and usually, if it's less than impressive, you won't get another opportunity to sell yourself. Your website, logo and any other corporate or promotional materials say a lot about your company – are they giving the right message?

An amateurish, unprofessional website or badly designed promotional materials or logo can be disastrous for your public image. If your company has a professional design team, then there's nothing to worry about. But, what if you're a small company running on a tighter budget? Should you pay through the nose for high quality services from an external agency or save money and do a makeshift job in-house? Mazeed has an affordable answer to all your creative design requirements.

We offer a wide range of custom-designed, creative solutions for all kinds of businesses. As a RAK FTZ client, you can access the expertise of a professional design team at a fraction of the costs charged by most independent advertising and design agencies. Whether it's creating your corporate identity, building your website or developing promotional materials, our designers will work with you to ensure that you achieve satisfactory results.

### Creative Services:

- ▶ Website development (hosting, design, etc)
- ▶ Corporate identity (logo, business cards, letterhead, etc)
- ▶ Promotional materials (brochures, flyers, rollups, etc)
- ▶ Website banners (static and animated)



## PROCUREMENT SERVICES

The level of success a business achieves largely depends on how well-prepared it is to handle any work that comes its way, and an ill-equipped workplace can negatively affect productivity and company morale. That's why, from the outset, it's important to have everything in place – like furniture, equipment and other supplies – to support your company's operations and provide a comfortable and suitable working environment. If you are new to the market, however, finding reliable vendors and contractors with affordable rates can be a long 'hit and miss' process.

Our professional procurement services can dramatically reduce the learning curve, by helping you find what you need right away. Using an extensive database of suppliers and contractors, we will supply a list with the complete contact details of the three best options as per your specifications.



# RECRUITMENT SERVICES

Recruitment is a key process in any organisation – as a company grows, more and more employees are required to handle the increasing workload. But finding the right people can be a difficult, and like most business owners, you probably don't have a lot of time to devote to hiring. If your only option is to outsource recruitment, and you're looking for an affordable alternative to the solutions offered by expensive HR consultancies, then Mazeed has just what you need.

We deliver high quality, tailored recruitment services to meet your unique hiring needs. Our experienced recruitment team employs a range of candidate search techniques and follows the recruitment process every step of the way, from the initial consultation to candidate screening, interviews and contract negotiations.

## Recruitment Services:

- ▶ Job descriptions
- ▶ Candidate search / screening
- ▶ Job interviews and contract negotiations



## TRAINING SERVICES

Because a business's productivity is directly related to the efficiency of its staff, the skills and expertise represented in your company's workforce are among its most valuable assets, and training and developing personnel to handle new functions is critical to its success.

Whether you require basic training for new hires or wish to build the skills of existing staff, our cost-effective training services are designed to fill all your needs and provide strategic training and development support.

We offer focused, individualised and state-of-the-art programmes through RAK FTZ's 'Injaz Training Center'. These include both one-to-one and classroom-based, tutor-led courses as well as several e-learning solutions. Our standard courses can be customised to address the explicit needs of a company or audience. We also provide training materials, testing and university placement services.

### Training Courses and Services:

- ▶ Language courses
- ▶ Business communication
- ▶ Information technology (IT)
- ▶ Human resources (HR)
- ▶ Quality
- ▶ Marketing and sales
- ▶ Business management
- ▶ Leadership
- ▶ Team building
- ▶ Customised courses
- ▶ Corporate needs assessments
- ▶ Training facility/venue rental



## ADVERTISING SERVICES

As a new business owner, you know that spreading the word about your company is vital to its success – if not its survival – and where better to start than home base?

If you're looking to create a buzz about your products or services in your immediate community – the RAK FTZ network – we offer a variety of advertising options on our award-winning website and in our bimonthly Free Spirit Magazine, which is produced both in print and as an e-magazine and distributed to our clients and partners, government offices, hotels and tourism companies – among other selected offices and locations – and is also available for download on the RAK FTZ website.

Reach the local community and beyond and increase exposure for your brand with our special combined advertising packages, which give (free or heavily discounted) banners on our website along with the purchase of Free Spirit advertising space.



## INSURANCE SERVICES

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Any new or existing business is under constant pressure to perform well, grow, expand and – ultimately – make money, but heavy investments must also be made to ensure that all runs smoothly and all possibilities are explored and accounted for.

In today's world, insurance – for staff, property and equipment – is a necessary (but costly) business investment. For small companies, however, which don't qualify for bulk rates, it can be extremely difficult to find affordable options.

If you are looking for the security and peace of mind that comes with good insurance coverage, look no further. RAK FTZ now offers insurance for clients at competitive rates. Available exclusively to licensed clients through Mazed Service Desk, these specially discounted packages can help you find the peace of mind you need to focus on building your business.



## EVENT MANAGEMENT SERVICES

Planning a party or business gathering? As any event organiser will tell you, a lot of work goes into pulling off a successful affair. All the details and arrangements that require attention can make it a much more time-consuming and stressful ordeal than you anticipate. Go it alone, and you may find yourself in way over your head.

Why waste your precious time, when you can let someone else plan your event for you? If you think you can't afford the services of an event planner, think again. Mazeed Service Desk offers A to Z event management solutions to RAK FTZ clients at very special rates. Our experienced team will take care of everything – from venue rental, invitations and transportation to catering, entertainment and any other requirement you might have – so you can sit back, relax and enjoy the time with your guests.







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