



**FJS CONSULTING**  
**CORPORATE PROFILE**





## ABOUT US

FJS Consulting is an advisory firm specializing in economic, social, financial and management consulting services. Our core team comprises of experienced consultants with strong academic and professional backgrounds. Our collective strength and personalized relationships with our clients has allowed us to work closely with esteemed private, government and international clients over the years.



# OUR VALUES

## CLIENT-CENTRIC

We believe that the value of our services lies in being able to provide personalized, intimate service to our clients. The most important step to developing a personalized solution is to understand a client's specific needs. We achieve this by ensuring that our clients are closely engaged with our consultants, every step of the way. The result is a customized solution, and a lasting relationship.

## INNOVATIVE

At FJS, being productive is not just about finishing things on time. We believe in constantly refining our ideas and seeking better solutions. We pride ourselves on being able to analyze complex situations and come up with innovative solutions that are both practical and timely. The success of our engagements is based on a well thought-through planning process which defines our approach to each engagement. This ensures that there are no surprises along the way, and that each client stays happy.

## PROFESSIONAL

We thrive on professionalism and never compromising quality for quantity. Hence, we accept only as many engagements as we are able to ensure dependable, quality service for. This also means that we will only accept work that we believe will enable us to provide value for our clients.

# MANAGEMENT TEAM

## HAMID SODIQUE

Chief Executive Officer & Managing Director

Hamid has over fifteen years' experience in business management and business advisory services. In addition to advising businesses in strategy development and marketing, he has worked with a number of government departments and international developmental organizations.

Hamid is a visiting lecturer of Corporate Strategy at the MBA program offered at Maldives National University. He has an in-depth understanding of the tourism sector after having worked in the senior management of one of the largest hotel chains in Maldives. Hamid has previously held senior positions in the public sector including the Head of International Relations Section of the Ministry of Education and the Secretary-General of Maldives National Commission for UNESCO and has served on the Boards of Maldives Pension Administration Office and Housing Development Finance Corporation.

## FAREEHA SHAREEF

Director

Co-founder of FJS Consulting, Fareeha has over fifteen years' experience in strategic management, financial and business planning, auditing, training and socioeconomic research. Fareeha has worked with major organizations such as the State Trading Organization Plc, Maldives National Shipping Ltd, Maldives Tourism Development Corporation Plc, Housing Development Corporation Ltd, Bank of Maldives Plc and international developmental agencies including UNDP, FAO, IFAD, WHO, the World Bank and the Asian Development Bank.

Fareeha is a Fellow Member of the Association of Chartered Certified Accountants (UK), and a member of the Institute of Internal Auditors (USA). She was formerly the President of the Certified Practicing Accountants of Maldives (CPA Maldives), and served on the Boards of Directors of the Maldives Housing Development Finance Corporation Plc and Maldives Pension Administration Office. She also served as the Chairperson of Bank of Maldives Plc.

## JUWAIRIYA SAEED

Director

Juwairiya has over eighteen years' experience in business advisory services. Previously Juwairiya headed the Public Enterprise Monitoring and Evaluation Board (PEMEB) of Ministry of Finance and Treasury. She played a key role in public sector reform and restructuring of a number of SOEs including Maldives Industrial Fisheries Corporation and Hulhumale' Development Corporation Limited.

Whilst working in the public sector Juwairiya served on a number of SOE corporate boards appointed by the government including the Board of Island Aviation Services Limited, Housing Development Finance Corporation Ltd, the Maldives Ports Authority and as Chairperson of Dhiraagu. She currently serves on the Boards of the Maldives Islamic Bank and the Institute of Corporate Directors and Secretaries.

## AHMED FAYAZ

Director, ICT

Fayaz has over sixteen years of experience in the ICT industry, and has led several major ICT related engagements across a wide range of areas, including web and graphic design, animation, networking, programming, security and hardware issues. He has worked with a number of public and private organizations, including the Maldives Tourism Development Corporation, the State Trading Organization, United Nations Development Programme, the Maldives Tourism Promotion Board, and the National Centre for Information Technology, Maldives.

Fayaz is a Microsoft Certified Systems Engineer, and also a Cisco Certified System Administrator. He is also experienced in the area of multimedia design, including 2D and 3D animation, character design and illustration.





# EXPERTISE AT A GLANCE

## SECTORAL

- Hospitality and Tourism
- Fisheries and Agriculture
- Private Sector Development
- Social Sector

## FUNCTIONAL

- Strategy
- Information Communications Technology
- Risk Management
- Human Capital Management
- Corporate Finance
- Foreign Investments
- Marketing and Sales
- Operations
- Environmental Sustainability
- Training and Capacity Building
- Business solutions

# SECTORAL

## HOSPITALITY AND TOURISM

Our hospitality and tourism related services enable our clients to stay ahead in a dynamic and competitive business environment. Our roots in Maldives, one of the world's most exclusive tourist destinations, gives us an edge in advising hospitality and tourism service providers to deliver consistent quality, develop innovative products and use resources effectively and efficiently. We work with many clients in the hospitality and tourism sector to help them devise and implement successful business strategies.

Our expertise:

- Investment advisory
- Project planning and conceptual development
- Development finance
- Design and build projects
- Operations Efficiency
- Marketing and distribution
- Revenue management
- Human resources
- Hotel ICT infrastructure

## FISHERIES AND AGRICULTURE

We are engaged with the fisheries and agriculture sectors to develop and manage sustainable businesses. We provide advisory services to a wide range of clients from rural fishing and farming communities to state organizations.

Our expertise:

- Business strategy
- Value chain development
- Training and capacity building
- Marketing

## PRIVATE SECTOR DEVELOPMENT

We have worked in formulating economic growth strategies and consistently engage with public and private stakeholders to formulate practical approaches to addressing economic issues, especially in developing economies.

Our expertise:

- Public-private partnerships
- Value chain development
- Business development
- Business environment reform

## SOCIAL SECTOR

We have become a leading advisor to many organizations involved in promoting social sector development in the Maldives, and our engagements in this area have enabled us to work with NGO's and international organizations on a variety of themes.

Our expertise:

- Economic development
- Employment
- Sustainability
- Gender equality

# FUNCTIONAL

## STRATEGY

Keeping sight of overarching business goals while being immersed in the daily operations of a fully functional business continues to be a challenge to many. We assist our clients to formulate business strategies and align their business operations to their long-term strategy.

Our expertise:

- Business unit strategy
- Corporate strategy
- Global forces
- Growth
- Innovation
- Reputation, government and regulatory strategy

## RISK MANAGEMENT

The dynamics of today's business world ensure that the presence of risk is the only certainty in the marketplace. We help our clients identify and manage these risks to ensure sustainable growth and productivity for their businesses.

Our expertise:

- Business and commercial risk management
- Financial risk management
- Operational and reputational risk
- Organization and governance
- Regulatory risk and compliance
- Strategic and enterprise risk management

## CORPORATE FINANCE

Our team has a collective wealth of over 50 years' experience in the financial industry. We have assisted some of the largest public and private enterprises in the Maldives weather difficult economic and political times by ensuring that solid financial strategies are formulated through emphasis on in-depth research and effective implementation of processes.

Our expertise:

- Financial and performance analysis
- Capital markets
- Merger and Acquisition Transactions
- Financial planning
- Asset Valuation

## FOREIGN INVESTMENTS

Doing business in unknown terrain presents many challenges. Our expertise on local Maldivian laws, regulations and compliance matters enables us to provide in-depth advice to foreign corporations and individuals wishing to do business in the Maldives.

Our expertise:

- Investment advisory
- Company registration
- Government relations

## INFORMATION COMMUNICATIONS TECHNOLOGY

Streamlining business operations today requires keeping up with trends in business technologies.

Our breadth of expertise in information communications technology enables us to provide a wide range of solutions to enrich business operations for our clients. From website design to complex network infrastructure setups, our team of consultants is able to assist across a range of ICT related services.

Our expertise:

- Website design and development
- Content management systems
- Web application development
- E-commerce solutions
- Network security and threat risk analysis
- Network support and maintenance for Windows, Mac and Linux based systems
- Enterprise level hardware and software installations
- Sourcing and configuration of hardware systems
- Cloud computing services

## MARKETING AND SALES

The abundance of information available to consumers in today's global marketplace requires that businesses strive harder and harder to stand out from the competition. We assist clients to uniquely position themselves through market research and innovative marketing and sales strategies.

Our Expertise:

- Market research
- Branding
- Digital marketing
- Copy writing
- Pricing and Revenue Management
- Online and offline media production
- Interactive visual merchandizing

## OPERATIONS

New perspectives can often provide useful insights when it comes to improving business performance. FJS provides in-depth advice on improving the efficiency of your business operations by providing cost reduction strategies and ensuring the best use of available resources.

Our expertise:

- Capital productivity
- Manufacturing
- Product development
- Purchasing and supply management
- Service operations
- Supply chain management

## HUMAN CAPITAL MANAGEMENT

Finding, recruiting and managing talent can be a great challenge in a competitive market. We assist our clients to attract qualified personnel, formulate effect retention policies and to ensure that talent is utilized in an efficient manner in compliance with employment laws and regulations.

Our expertise:

- Human resources strategy
- Labour relations and compliance
- Training

## TRAINING AND CAPACITY BUILDING

Nurturing an effective workforce is one of the key elements of business success. From identifying key skill gaps to formulating and implementing training programs, FJS offers a plethora of services for businesses looking to build a strong, dynamic team:

Our expertise:

- Leadership and business development
- Governance, risk and control
- Accounting and auditing
- Marketing and sales
- Customer service

## ENVIRONMENTAL SUSTAINABILITY

Environmental sustainability is no longer just a buzzword. In planning for the long term, businesses are increasingly turning to environmentally sustainable solutions that help conserve resources for the future. We assist our clients to run environmentally friendly operations while improving profitability.

Our expertise:

- Environmental best practices
- Renewable energy
- Climate change
- Production and resource management

## BUSINESS SOLUTIONS

Our advisory services are further complemented by our bespoke business solutions. Our in-depth knowledge of the business environments that we operate in ensures that we are able to assist our clients to tailor their business operations to the local context.

Our expertise:

- Company registration
- Secretarial and Compliance Services
- Government relations
- Hospitality solutions
- Accounting and auditing services



# CLIENTS

- Adam Smith International, UK
- Asian Development Bank
- Astech Maldives Pvt Ltd
- Bank of Maldives Plc
- Bridal Maldives Pvt Ltd
- Brothers Motor Company Pvt Ltd
- Business Development Service Centre, Ministry of Economic Development
- Centre for Community Health and Disease Control
- Centre For Research and Management Consulting SRG Bangladesh Ltd
- Dhiraagu Plc
- Ermes Pvt Ltd
- F & B Evening Store Pvt Ltd
- Food and Agricultural Organization, United Nations
- Fresh from the Sea Pvt Ltd
- Galaxy Enterprises Maldives Pvt Ltd
- Gimshe Holdings Investments Pvt Ltd
- Greater Male' Industrial Zone Pvt Ltd
- Hatton National Bank Plc, Sri Lanka
- Heavy Force Pvt Ltd
- Housing Development Corporation Ltd
- Hulhumale' Development Corporation Ltd
- Inner Maldives Holidays Pvt Ltd
- International Fund for Agricultural Organization
- Kaimoo Travels and Hotel Services Pvt Ltd
- Local Government Authority
- Maldives Broadcasting Corporation Ltd
- Maldives National Chamber of Commerce and Industries
- Maldives National Oil Company Ltd
- Maldives National Shipping Ltd
- Maldives National University
- Maldives Tourism Development Corporation Plc
- Maldives Transport and Contracting Company Plc
- Male' Health Services Corporation Ltd
- Male' Water and Sewerage Company Pvt Ltd
- Ministry of Economic Development
- Ministry of Education - Thauleemee Fund
- Ministry of Finance and Treasury
- Ministry of Fisheries and Agriculture
- Ministry of Higher Education, Employment and Social Security
- Ministry of Housing and Environment - Regional Development Project Phase 2
- Ministry of Tourism, Arts and Culture
- Noomadi Resorts Pvt Ltd
- Ooredoo Maldives Plc
- Our Source, UK
- Shore Investments Pvt Ltd
- Silver Sands Pvt Ltd
- SRG Bangladesh
- State Electric Company Ltd
- State Trading Organization Plc
- Sultans of the Seas Pvt Ltd
- The Nielsen Company UAE
- The World Bank

How can we help you?  
Get in touch with us

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