nabeel
PERFUMES

SEEA 2013
SUBMISSION REPORT

NABEEL PERFUME INDUSTRIES (FZE)

A Good Manufacturing Practices (GMP-ISO22716:2007) and ISO 9001:2008 Certified Organization

www.nabeel.com

History of Nabeel:

Nabeel perfumes Pvt. Ltd. located in Sharjah Authority International Free zone is a perfume manufacturing organization. Nabeel was conceptualized with a vision to become the global leader in the fragrance industry & mark its presence by providing quality perfumes to all.

Asghar Adam Ali (Al Attar), who with his charisma, determination and impeccable business sense, gave birth to 'Nabeel' the noble one in 1969. Nabeel was conceptualized in Yemen & from there started a journey crossing its own perimeter and reaching out to the world. He nurtured Nabeel with high and traditional values without compromising on class and quality. Hence bringing forth the Fragrance of the Dunes to a world-class platform.
An aficionado of quality perfumery & creative packaging, he infused sheer hard work with stringent quality measures to create a flourishing business.

We like to define ourselves as a cosmopolitan melting pot of fragrance, where innovation is a proactive attitude and luxury is a commodity to be shared. Our basic corporate concept has taken its roots from how the world's traditions and all its visionary accomplishments, where the past meets modernity and where importance to details and craftsmanship matter. We are proud to state that every single raw material and resource used in Nabeel, from fragrant essences to ideas for bottles to finished packaging is derived from our dynamic surroundings where modern and contemporary Arabia is a link to the majesty of the past and evolves into the futuristic identity of tomorrow.

Nabeel moved to UAE in 1990 and started with manufacturing unit in a shed warehouse. However, sheer hard work & passion of the visionary chairman – Mr. Asghar Adam Ali paid in the long run & today it has reached the worldwide audience. With just one small factory to start with, we have now reached every corner of the GCC and have business in all countries.

Nabeel started with just a handful of employees and as the sales increased every year, so did the employee strength. With the advance in manufacturing technology and the emergence of global trade blocks, businesses today have to be highly cohesive, responsible units in order to survive. Recognizing the challenge faced by other competitors, Nabeel upgraded its technology and manufacturing techniques to be at the edge of competitions. With state-of-art manufacturing unit & Head office in SAIF Zone of Sharjah Airport, Nabeel started its production on a large scale. Automated Perfume manufacturing plant was set up in 2008 and it took almost two years for it to become fully functional & was inaugurated on 19th December 2010.

Information Technology department was upgraded to manage the everyday activities. Several softwares were installed to ease out the manual work of employees and yield accurate data. In-house programs were developed and installed to deliver faster results than depending on third party tools.

Since 1969 till date Nabeel has maintained its perfection in conjuring perfumes that appeal to its uber class clientele. The founder's vision of Nabeel was far ahead of his time and the sense percolated to the work force equally.

With the motto 'Be Daring, Be First, Be Different' Nabeel as a company and a family is a strong runner in the big league.

Facts & Figures:

Over the last three decades, the company has created a solid foundation of pioneering entrepreneurial vigor and has evolved itself as a brand bringing forward some of the best and most exclusive fragrances, which have established a worldwide reputation for quality, luxury and elegance.

Nabeel tried to reach the audience through its quality products at affordable prices. It has 10 counters & showrooms all over GCC (UAE, Saudi Arabia, Oman, Kuwait, Bahrain & Qatar). Our office locations cover the above countries and include United Kingdom as well.

Another unprecedented milestone was the insurmountable success of its Bakhoor label ‘Nabeel’ previously known as “Touch Me” – the flag bearer of the Nabeel spirit in the Occidental range of perfumes. All products are made with natural oils & unique ingredients from natural resources.

Products are exported to more than 100 countries across the globe through a strong distribution network, supported by a 67,550 sq. ft. state-of-the-art manufacturing facility in Sharjah Free Zone. An additional 6738 sq. ft. has been created in Sharjah for Occidental fragrances and deodorant lines. There is a distribution center set up in 2010 for transporting goods from one facility to another, which is 3414 sq. ft. in area and enables easy inter-change of goods.

The Head Office is located in the Emirates of Sharjah – Sharjah Airport International Free Zone area that is one of the most sought-after locations for businesses today.

Apart from the Head office, there is an automated perfume manufacturing plant along with a warehouse for raw material & finished goods storage in SAIF Zone measuring 32,245 sq. ft. and built up area of 18,815 sq. ft. set up in 2010. This also acts as a dispatch point and loading of export containers. We have a fleet of 35 cars & delivery vehicles valued at around 3.8 million for quick deliveries and for employee usage. An ISO 9001:2008 certified organization with Current employee strength of 426 currently; it has functional offices in United Kingdom & USA apart from the Head Office & Manufacturing plant in Sharjah, UAE. Our products range from mass-market perfumes to elite range and are distributed all over UAE in hypermarkets and individual kiosks & showrooms as per their category. We also have a separate Bakhoor range called “Nabeel” and are distributed in wholesale markets.

Going forward, we plan to increase the strength of the existing warehouse by an additional space of 53,704 sq. ft. adjacent to the current space of 200,000 sq. ft.

Nabeel believes in innovation & preaches to ‘Be Daring, Be First & Be Different.

Nabeel's Value System

The company aspires to become a global leader in the fragrance industry taking research & development along its way.

Mission:

Our mission and objective is to create the best quality of perfumes with quality packaging at value for money prices. Our

core initiative is in building strong relationships with our customers and ensuring their satisfaction.

Vision:

Our goal is to sustain Nabeel as a leading name in the world of fragrances, which stands for quality and prestige.

Nabeel's strive for excellence is reflected through its employees as well, as Nabeel firmly holds the view that employees are the face of the organization & should be well nurtured.

Nabeel strives to create value that can be sustained for a long time by meeting customer needs for fragrances. Every day millions of people across the globe show their trust & confidence in us by choosing to buy Nabeel. This comes from the quality & service that we provide to our customers.

We make sure that our quality management system is embraced by the whole organization. We employ talented engineers, technicians, and executives and provide them with state of art tools along with regular trainings and continuous improvement in all resources and processes.
All our employees are dedicated to provide high quality products within affordable cost to achieve customer's delight.
Quality at Nabeel is comprised of the following:

- Customer satisfaction by consistently providing a quality of service that meets or exceeds customer expectations.
- Adherence to standards & safety measures for customers & staff
- Zero Defects & No waste
- Commitment to Continuous Improvement

Our drive for quality to achieve our mission and objective is mainly accomplished by Quality control at 3 major sections in the operation:

1. Incoming
2. Online Production
3. Pre dispatch

1. **Incoming:**

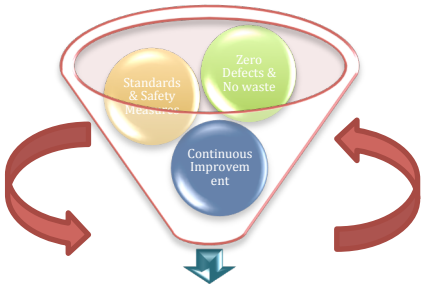
Incoming QC checking plays a vital role in adhering to our strict quality tolerances. Our suppliers are picked after careful audit and survey, yet each and every Incoming consignment is thoroughly sampled and decision is taken accordingly to accept or reject the raw materials. Incoming sampling of the goods is carried as per the **pre-defined incoming QC procedures**. Incoming sampling is ensuring the incoming goods meets predefined parameters before clearing & confirming the received consignment.

2. **Online:**

Online sampling is essential and prevents any defective product being manufactured and packed. The feedback from the online checks helps in correcting a minor flaw becoming major, leading to rejection. Online inspection is ensuring quality at each level of the process. Online check is as per the **set quality parameters and the customer requirement**. Online inspection is ensuring the produced FG should be free from all major functional & aesthetics defects.

3. **Pre-Dispatch:**

Pre Dispatch sampling is ensuring finished goods being dispatched to our esteemed customers meet all quality & customer requirements. Pre dispatch checking is to ensure the FG quality & respective orders meet the customer requirement and defined quality norms.



Customer Delight

Challenges & Organization Strategy:

Every organization goes though the ups and downs several times during the course of its existence. Nabeel also faced the challenges of making a mark in the industry and making its presence felt. There were several players in the market and making a difference was a challenge in itself. We focused on Quality at affordable prices as our main goal and strategized around it. Our main concern was to give our customers the best quality at affordable prices. We marketed our brand for mass consumers. Since we were making products for mass consumers, marketing extensively was not an option for us. Therefore we marketed our products through our employees and word of mouth.

This helped us in creating awareness about our brand and gradually our sales went up. We also took in to consideration the customers feedback while making and implementing new strategies for different products. The world was moving at a faster pace than usual in UAE and so did we by venturing into modern trade outlets like Carrefour and Lulu. We set up several kiosks in all supermarkets apart from having retail showrooms in other shopping mall. We strategized to increase our sales by keeping our customers satisfied and took each of their complaints seriously and addressed them promptly. This created a bond of trust with our customers and then we initiated several promotions and loyalty schemes to keep up the sales going.

Secondly, as the profits were going up, the workload was also increasing. The manpower increased and we started framing strategies with employees as important asset for the organization. Employee friendly policies were made and leadership was changed from authoritative to distributive.

Management at Nabeel:

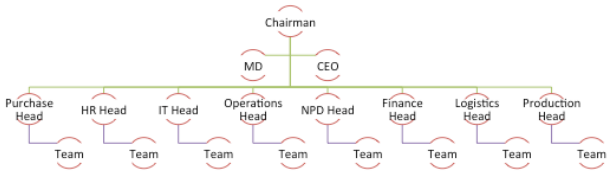
Chairman - Asghar Adam Ali (Al Attar) The pioneering force, who with his charisma, determination and impeccable business sense, has given birth to 'Nabeel' the noble one. He nurtures Nabeel with high and traditional values without compromising on class and quality. Hence, he brings forward the “Fragrance of the Dunes” to a world-class platform.

MD - Mustafa Adam Ali is carrying forward the legacy his father has created & has added a modern touch to the fragrance world and making the brand more competitive.

CEO - Murtuza Fakhruddin has reigned over the operations since the inception of the organization. He has managed the day-to day operations seamlessly across all departments & has succeeded in making Nabeel a commendable place to work.

HOD's – Every department has their respective HOD who directly reports to the MD or CEO as per the organization chart. HOD is directly responsible for the performance of his team and managing the everyday tasks for his department. HOD's are also members of the scrum team that meets once every month to overview the progress and strategize for any failures faced in past month.

Team Members – Team members in every department comprise of supervisors, Sr. officers, middle level officers as well as junior staff. They are allotted their everyday tasks by their immediate supervisor or HOD respectively.



Operations, Partners & Suppliers:

In 2010 Nabeel Perfumes set up a new state-of-the-art manufacturing plant in Sharjah in order to keep up with the region's increasing fragrance demands. Strategically located in SAIF Zone area and built at a total cost of AED 20,962,691, the **67,550** square feet facility houses manufacturing units, a fully automated packaging division and an extensive Research and Development (R&D) wing. Nabeel's plant serves as the fragrance house's main source for its complete product range including oriental and French fragrances as well as other oil products. One of the best of its kind in the region, the plant explores new techniques to produce creative, quality raw materials and fragrances to meet changing customer preferences and current international trends.
State of art GMP- ISO22716: 2007 certified comprehensive facility, equipped with the latest European technology for key processes such as blending, filling and packaging, has the capacity to produce approximately 130,000 bottles of fragrances per day and meets the demands of the company's network of retail and distribution outlets across the world.

Research & Development:

Set up in 1991, the Research & Development department of Nabeel works from conceptualization to the final product. After the idea of a new perfume is conceived, it is passed over to Nabeel's R&D wing, where a series of trials and tests are conducted so as to optimize formulation as per international and local safety regulations. Over the past 30 years, Nabeel Perfumes has emerged as an outstanding organization in terms of manufacture and development of perfumes, not only in the region but also in markets such as Africa, Europe and the America.

Nabeel takes great pride in the fact that, till date, all its fragrances have been conceived, created, developed and manufactured in house. The raw materials sourced for the various perfumes that the company manufactures are sourced only from internationally renowned suppliers, known for their high-quality standards. Similarly, with a view to ensuring that the

packaging of its fragrances are in line with international standards, Nabeel Perfumes sources glass bottles from several internationally renowned manufacturers.

Using highly advanced quality control equipment, the chief perfumer the chairman himself then ensures that the quality of the blends conform to internationally recognized standards or those set by regional bodies such as IRFA (International Fragrance Association) and country-specific organizations such as SASO (The Saudi Standards, Metrology and Quality Organization).

Product Profile:

Nabeel prides in the knowledge acquired over the years to truly bear itself as a fragrances house. We create modern essences that entwine signature Nabeel accents. This enables us to appeal to the contemporary consumer at the same time retain our signature within the blends. Aromatic, fresh, earthy, invigorating - at Nabeel, we realize that well-crafted fragrances say a lot about you and the way you exude your self. Nabeel proudly presents a bouquet of the finest contemporary fragrances. Adorn yourself with mesmerizing scents, shining out from within, a reflection of self, a mirror image of you. It takes a strenuous 6 to 18 months to develop a perfume from conceptualization of a project to its launch and it is with pride we state that on average 15 new perfumes are launched each year.

Nabeel Perfumes has nearly 3 decades of expertise in crafting some of the most enchanting and enticing Oriental fragrances. We have perfected the science, art and craft of oriental perfumery and are delighted to present our creations to you. These selections appeal to modern connoisseurs who are also deeply rooted in traditional values. These concentrated perfume oils and eau de perfumes offer discerning consumers a truly memorable experience and that too at affordable costs. We build up round the clock quality improvement measures on daily basis that helps us serve our customers in an effective way.

- Nabeel, the flagships brand bringing sophistication, elegance and an oriental line of contemporary fragrances to the elite.
- Chris Adams, a famous and top selling trendy and innovative line of long lasting French fragrances for the masses available today in more than 100 countries.
- Creation de Paris, a fun and happening fragrance line in cool eye candy packaging for the masses.

Our Perseverance:

Continuously striving to be No 1 in the areas of Quality, speed, service and innovation concentrating on cost-effectiveness without affecting the class-apart quality. Nabeel continuously supports and motivates the employees in the organization throughout their career to realize their highest potential. Nabeel's dream is to achieve the zenith of success, initiate diversified global expansion and penetrate into the 'Luxury accessories' space and become an active participant in the 'World Consumer's space'.

The Process:

Nabeel has a large investment asset covering manufacturing facilities and a strong R&D unit. We started of with a manufacturing plant in Yemen, which is still existing today a second factory of 10,000

square feet of manufacturing space setup in 1992 in the industrial area of Sharjah, U.A.E. where we now excel at manufacturing oriental perfumes comprised of Bakhoor (Arabic incense), oils and sprays packed in premium and innovative quality packaging which caters to the surrounding G.C.C. markets. From there we have expanded into a new state of the art manufacturing facility recently, which has commenced operations, spread over a cosmic area of 80,000 square feet at the Sharjah Airport International Free zone (SAIF), comprising of a massive production unit, R&D facilities, storage and workshop space, a fragrance preparation room equipped with 50 maceration tanks and chilling units, filtering units and silk screen printing workshop with self – operating pads. Here is where we create medium and high range occidental perfumes in beautifully packed international packaging, which caters to the remaining Indian, African, East European and North & South American Markets.

Creation:

Market research is thoroughly conducted by the marketing department, at the initial stage of product creation. With their knowledge, the marketing minds conceive new ideas for products and establish innovative concepts.

Development:

The design team and Graphics visualizer then creates the bottle and packaging with the information provided. In collaboration with our partner in France, our in-house perfumer creates the fragrance, which is tested among the consumer targets and re-worked until the perfect blend is achieved.

The Choice of Partners:

With the fragrance and the design selected, the development team chooses the best suppliers of glassmakers, plastic injectors, and packaging manufacturers for the initial stages of production.

Art of Production:

At Nabeel, we fully control the entire manufacturing process; both Production units in the U.A.E. consist of sophisticated machines that automate every aspect of production into an organized and controlled system. There are automatic machines for spray filling, packing and crimping of bottles, then there are machines for the printing or labeling of each bottle which include pad printing, silk screen, foiling machines and automatic labelers. The perfect synchronization of the preparation, production, storage and logistics and a total production capacity of 60,000,000 bottles annually have given us the edge among competitors. Once these bottles are complete they are neatly packed into boxes and then wrapped by the Cellophane/Heat Sealing machines and finally packed into shippers. This ensures Nabeel to have a level of Reliable Quality and the quickest delivery schedule in each of the countries where our products are distributed. And also promotes us as reputable private labeling contractors

Corporate Social Responsibility:

Environment:

As part of its commitment towards the CSR initiatives, Nabeel started with contributing towards the Environment by using packaging made of recyclable materials, use environment friendly raw materials in all the products ensured reduces carbon

points. Even the shopping plastic bags are biodegradable.

Education:

To boost the level of literacy in the country, Mr. Asghar Al Attar has started a charitable trust in Yemen and recently in India. The trusts provide free education, medical aid, and scholarships and collaborates withe NGO's for social issues. The center aims at providing basic education to the needy. The Trust even grants scholarships and subsidized assistance to deserving students, those who wish to pursue advanced studies.

Vocational Training:

In order to alleviate the educational & learning experience of our employees, the organization provide counseling and training to the managers that reflect in our innovations and product improvements.

Nabeel has come a long way in its journey towards continuous improvement and still believes that there is more room to excel in this industry. We are striving everyday to become better and our competition begins with our own performance to start with. Our future plans include expansion of the existing facility & renovate the Head office to match the uber infrastructure of multi-national organization. We want to perform better every year and become a consumers delight. We will keep our struggle going in order to be the best in the industry.

Leadership:

LEADERSHIP				
Approach Reference	**Approach Title**	**Description of the Approach, Deployment, Assessment & Refinement**	**Evidence Available**	**Linkages & Key Results**
1a.1	Quality Policy	The vision & mission of the organization is clearly defined in the Quality Statement of the organization. The management abides by the law to enforce rules & regulations. They preach by practice & revise the policies to align them with goals of the company.	Quality Statement & Employee Handbook.	2d.1, 8a,
1a.2 & 3	CSR	The vision & mission along with quality policy is communicated and available to all employees through website & employee handbook. This also involves Corporate social responsibility initiative of the organization.	Company Website, Photographs, Relevant docs	8a, 8b, 6b
1a.4	Distributive Leadership	We believe n distributive leadership rather than authoritative. All departments have their own HODs who are responsible for their teams and their performance. Within the teams are members who are delegated different tasks & take the ownership of those tasks. This strategy is clearly communicated to all leaders during the monthly scrum meetings & they are empowered to take the initial decisions on everyday work.	Scrum Moms	2c
1b.1 & 2	Balanced Scorecard	Performance reviews are influenced by the Balanced Scorecard method. Progress is reviewed on monthly basis through internal department audits. Priorities are discussed & communicated to the managerial team in the scrum meetings keeping in mind the stakeholders interest.	Scrum Moms	2c.4, 3b,

1b.3 & 4	Continuous Improvement	Analysis of results is done and suggestions for improvements are taken to sustain. Continuous improvement is implemented though gap analysis of existing processes. Benchmarks are decided based on the current performance of the organization & industry standards.	Scrum Case Study	2c.4, 2d.1, 3e
1c	Partner Engagement	Leaders engage in discussions with partners to understand their needs & the market. This helps in providing the much needed products when in demand.		4a.4
1c.2 & 3	Value Chain Creation	Value-add is done through communication. Customers are made aware of the ethics, culture & policies of the organizations through brochures, Newsletters & website. This creates an environment of trust and integrity.	Newsletter	4a, 3c
1d	Center of Excellence	COE is established through the medium of Kaizen, which means continuous improvement. This initiative targets the involvement of employees and other stakeholders to send valuable suggestions for improvements in various processes. New ideas are generated & implemented on monthly basis. These ideas are also rewarded.	Kaizen emails & awards	3d, 3e, 7a, 4a.6
1e	Evolvement	The organization is not only customer centric but people centric as well and has an open door policy to hear the concerns of its employees. Exceptions are made on case-to-case basis in times of need to accommodate the employees & retain them. Necessary changes are made in procedures & policies to make them employee friendly & flexible.	Employee Handbook	2d.6, 3b.1, 3d.1, 4a.4

Strategy:

STRATEGY				
Approach Reference	**Approach Title**	**Description of the Approach, Deployment, Assessment & Refinement**	**Evidence Available**	**Linkages & Key Results**
2a.1	Nabeel understands the needs and Expectation of its stakeholders	Nabeel understand the stakeholder expectations and requirements through various market analysis techniques, building potential partnership with stakeholders and timely selection and delivery of appropriate supporting policies and adopted strategy improvements. Customer Surveys are taken regularly to get the feedback about quality, price, service etc. Also the Product Comparison with other brands is done by Sales & Marketing Dept. to be competitive in the market.	Self Assessment Data available, Internal Audit Reports, Reviews, Corrective Action Data available, Customer Feedback, Product Comparison, Market Analysis Data available.	6b, 4a
2a.1.1	Community	Our objective is to create a climate of excellence not only in our products and services, but also for our employees, persons affected by our activities and the environment. We are passing Social Awareness messages through leaflets, which is inside out products. We use eco-friendly bags for the better environment. We are giving medical, educational aid and charity to the needy.	Environment Policy, Charity records, Bags	8b, 4a

2b	Strategic Management at Nabeel.	Every single raw material and resource used in Nabeel, from fragrance essences to ideas for bottles to finished packaging is derived from our dynamic surroundings where modern and contemporary Arabia is a link to the majesty of the past and evolves into the futuristic identity of tomorrow. We have done the Market Analysis in 2012. Based on that we have collected the data from our stakeholders. Based on that we are introducing new products to the market.	Market Research data, Supporting Policy revision data available.	5b, 6b, 9a
2b.1	Process Evaluation	Key Performance Indicators are in place as well as the internal process assessments done through scheduled audit procedures. The Standard Operating Procedures are frequently evaluated. Employee performance evaluation, department wise internal audits are conducted frequently. ISO & GMP Training has been given to the key personnel by authorized external agency.	Self Assessment Data available, Internal Audit Reports, Reviews, Corrective Action Data available.	3b, 7a

2b.3	Technology at Nabeel	We have updated new technologies for internal communication and for the speedy work. We have an internal messenger system through which we can communicate, share files and it keeps the history log for these messages. We created a virtual library where all the forms, SOP's, Training Materials, magazines are kept and everyone can access the same. Also there is a program made internally called "Task Manager" which helps to assign task to respective employees and can track the time taken for completing the same which later helps for Performance appraisal. We have made a Parcel Service program to track the document/parcel sent from one location to another. Also all-important documents are kept as soft copy along with the entry through DMS.	IP Messenger, Nabeel Library, Task Manager, Parcel Service, DMS	4d, 4e, 9b
2c.1	Distributive Strategy	Strategy is defined keeping in mind the vision & mission of the organization. The organization believes in distributive leadership and communicates its plans to the respective stakeholders clearly through monthly scrum meetings. The strategy to achieve the mission is continuous improvement through trial errors.	Strategy distribution Chart available	1a, 9a

2c.2	Market Sustainability & Strategy	Nabeel has been able to sustain itself all these years due to its non-compromising strategy on Quality of all its products. Designing our processes and procedures to suit our stakeholders and customers simultaneously creates value chain. All departments work in sync to deliver the resources required to achieve the defined results. . Nabeel is an active participant for the last 5 years in the world's premier Trade fair - Cosmoprof, held at Bologna, Italy in March every year. The cost of the stall is in excess of Euro 75,000/- and along with the travel and lodging costs works out to around Euro 110,000/- every year. At this event we showcase our latest offerings to existing and potentially new customers who either walk into our stall or arrive on invitation. There we also meet all our international suppliers who introduce their new fragrances and packaging products. The fair also gives a personal insight into future trends and developments that help shape the company's future production & marketing strategy and plans.	Market Research data available	5a, 5b, 5c, 6b
2c.4	Risk Management	Strategic Risks are identified through market research and trends. Case studies are analyzed to identify different strategies and their risks & consequences.	Strategy comparison data available	1b, 4e, 8b

2c.5	Key Enablers	Key enablers of our organization like marketing team, research & analysis team as well as Quality team add value to our progress on an ongoing basis and makes it possible for us to move near to our goal every day.	Self Assessment report available	3a, 5d, 8a
2d.1	Continuous Improvement	Our objective is to create best quality perfumes with quality packaging and value for money prices. Standard Operating Procedures are implemented at every departments & stages to achieve the Mission & Vision. These Procedures are reviewed regularly for improvements. We do the assessment of this approach through frequent internal audits, external audits and with business results.	Quality Policy, SOP, QC Records, ISO & GMP Certification, Audit Reports, Customer survey	1a, 9a
2d.6	Communication	We have introduced a virtual Library where all the SOP's, Quality Policy, Forms, Training details, Magazine are kept which can access by the Management as well as each and every employee. Also having SCRUM Meeting every month with every department managers.	Nabeel Library, News Letter, Scrum mom's	1e, 9b

People:

PEOPLE				
Approach Reference	**Approach Title**	**Description of the Approach, Deployment, Assessment & Refinement**	**Evidence Available**	**Linkages & Key Results**
3a	Appraisal Policy	The Appraisal Policy at Nabeel clearly defines the criteria & required performance level from the employee to pass that criteria & be eligible to achieve maximum points. This policy is made with the management & is aligned with the strategic goals of the organization.	Appraisal Policy	2c.5, 3b.2
3a.1	HR Connect	Employee Forums are formed & they are given the opportunity to engage in discussions on various topics of their concern. They are encouraged to send in their suggestions for improvements in the organization. All policies & decisions are put forward for employee feedback & comments are welcome.	HR connect sessions & emails	2c, 3c
3a.2	Recruitment Process	Recruitment is done through advertisement, job portals & references. A request form is sent to HR from the concerned department & then the posting is put in different portals to start the search. Once the candidate is found, interview is scheduled with the manager. Interview Evaluation form is filled for every candidate during the interview. The opening is closed after approval. No discrepancy is made on basis of cast, creed or nationality.	Recruitment Request Form, Interview Evaluation Form	2c, 3b
3a.3	Employee Feedback	Employee feedback is taken on bi-annually basis & report is presented to the Sr. Management. Sr. Management	Employee Feedback Form & Report	7a

		then addresses the issues through one-on-one discussions with employees.		
3b	Key Job Responsibilities	KPRs are defined for each profile when the candidate joins the organization.	KPR	3a.2, 2b.1
3b.1	Employee Retention Plan	Employees voice is heard & they are given the appropriate platform to bring out their concerns. Trainings are provided to enhance the skill level of employees.	Training Data	
3b.2	Appraisal Policy	Appraisal is done on yearly basis in December & is applicable form the next year. Employees are given the feedback & rating as per their performance on pro-rata basis.	Appraisal Data	3a
3c	HR Connect	Employees are encouraged to participate in HR connect session & communicate across departments to put their views across & become the voice of the organization. They are also made a part of the monthly newsletter by writing articles on various topics. Employees are empowered to a great extent by including their opinions in most decisions of the company.	News Letter, HR sessions	3a.1, 4a.7
3d	Kaizen	Employees are motivated to send in suggestions through Kaizen. This platform was introduced to enable employees to give suggestions and bring out their concerns to the management.	Emails	4a.5, 4d.2
3d.1	Open Door Policy	The Management encourages two way communication & discussion. Communication is clear across the organization through HR & is sent on time for every matter.	Employee Handbook	

3e	Employee Benefits	Designation & Salary matrix is created as per the skill requirement for every job posting.	Remuneration Matrix.	3a.2, 3b, 4a.5, 4a.6
3e.2	Employee Feedback	Different ideas & suggestions are brought forward through various means such as Kaizen & HR Sessions.	Suggestion & Grievance Box	3a.3, 4a.6
3e.3	Rewards	Employees are rewarded on monthly basis for the outstanding performance & hard work. Awards are designed in a way so as to benefit their families as well.	Award mails & announcements.	7a
3e.4	Unity in Diversity	Employees are hired from different nationalities suiting to different roles in the organization to maintain the unity in diversity and encourage cross-cultural environment.	Employee List	Graphs

Partnerships and Resources:

PARTNERSHIPS & RESOURCES				
Approach Reference	**Approach Title**	**Description of the Approach, Deployment, Assessment & Refinement**	**Evidence Available**	**Linkages & Key Results**
4a. 1	Buyers records for Export & Local Buyers	All Nabeel buyers after a due process of verification for genuineness and creditworthiness are listed & their details are coded in the Accounting system. Sales to the buyers are tracked periodically to ensure planned volumes are being met and all possible products are being marketed in an equitable way as regards quantities and price.	Sales Reports item wise, customer wise, period wise, etc.	2c, 2d, 6a
4a. 2	Buyers' needs	Constant feedback is taken by all Sales Managers as regards the quality of our products as related to its price. Market comparisons for similar products are undertaken to ensure competitiveness in the marketplace. Segmentation is ensured at production stage to ensure costs are kept within range as well as at sales stage to place the product so as to achieve desired visibility and availability. Quality drawbacks if any however small, reported by any buyer is immediately attended to and future avoidance of similar mistakes are ensured.	Sales Reports, personally calling buyers and market feedback forms	2a, 5b, 6b
4a. 3	Supplier records for Import & Local suppliers	Suppliers are shortlisted for every major purchase of Raw Material items. Only reputed suppliers with a good quality record are chosen so as to maintain the standards of our products being sold. Supplier details are also coded in the system so as to generate reports of purchase volumes from each supplier in quantity & value. These reports help on price negotiation and quicker delivery time.	Purchase reports, supplier wise, item wise, period wise, etc.	2c, 9a,

4a. 4	Supplier & supply chain update	Wherever possible suppliers have been replaced to take advantage of local supplies to save delivery time. Nabeel staff has visited countries from whom we import personally to source cheaper and better alternatives. Perfumery compounds both existing and new are personally inspected for fragrance, lasting quality, etc. by our company Chairman who is one of the most experienced perfumers in the country today. Only after his approval they are sorted and finalized for production.	NPD department layout and records. Fragrance workstation of Chairman at SAIF Zone office. Travel records showing Areas visited and amount spent on each trip	1e, 2d, 9b
4a. 5	Employee benefits	Employees of Nabeel can proudly and positively confirm that they have always received their monthly salaries on time. Payroll & HR staff co-ordinate closely at month end to ensure that monthly attendance from all H.O.D's are received in time. Figures are then inputted into the in-house Salary program aptly called 'MATRIX' and salary figures for each location is determined accurately. All figures are rechecked and approved by Management before online and physical distribution is sanctioned. This timely and accurate disbursement of salaries ensures Employee retention and satisfaction.	MATRIX' records, Attendance records, Salary payment vouchers.	1d, 2a, 3e, 7a
4a. 6	Employee overtime benefits	All Employees who are required to work overtime hours are well compensated in emoluments by providing snacks/food during overtime break-hours and ensuring safety through company transportation to their residences after close.	Overtime registers, 'MATRIX' records, overtime payment vouchers.	1d, 2d, 3e, 7a,
4a. 7	Safety standards and upgrades	All production workers, Line supervisors and Lab technicians are provided clean, hygienic work apparel and safety gear such as Uniforms, helmets, safety shoes, dust avoidance shoe covers, computerized entry badges, etc.	Visual proof, photographs & payment records	1d, 3c, 7a

4a. 8	Meeting quality standards	A comprehensive approach was taken to acquire ISO & GMP (Good Manufacturing Practices) certification and the same was achieved instantly. This was due to the approach towards high quality by all Departments in the company at each and every level, right down from the Owners to the Management to the lowest ranking worker on the shop floor.	GMP - ISO22716: 2007 and ISO 9001:2008 Certificates	1b, 2d, 5e, 9b
4a. 9	Meeting Industry standards	One of the Industry's biggest Retailers worldwide as well as in UAE, Majid Al Futtaim (MAF) Carrefour Hypermarkets visits our premises periodically to observe quality standards as we are one of their foremost suppliers of perfume and perfume related products. They were highly impressed with the high level of our production standards and besides placing regular orders for our products they have also contracted us to package their own branded products.	Carrefour Audit report (Internal Memo - Private & confidential) discuss *if we can mention this or use it with a disclaimer*	5e, 9a
4a. 10	Shareholder satisfaction	Sales targets are set at the beginning of every year keeping in mind market realities. Nabeel has always exceeded market expectations and performed over and above the targets set. Thus shareholders are delighted with the year-end results as their profitability is maintained even though recessionary conditions are in play worldwide and especially in our business field.	Audited Financials	1b, 5a, 7a
4a. 11	Community contributions. Corporate social responsibility (CSR)	The company through its owners religiously ensures that a major part of their personal wealth is redistributed for society's needs and good causes without expecting anything in return. Medical, Educational and similar charitable causes are taken up and need-based contributions effected after a due process of verification. These are ongoing throughout the year.	Clinic records, Charity receipts, Overseas remittance records, Appreciation certificates.	2a, 8a
4a. 12	Government as stakeholder	Nabeel has regular interactions with all Government bodies such as Chambers of Commerce at Sharjah and Dubai, SAIFZONE authorities & other regulatory bodies to ensure compliance with all	Licenses, Product registration Certificates	2a, 8a

		government regulations		
4b.	Financial Management	Finances of the company are managed on two main fronts. Receipts & payments	Audit Reports	1b, 9a
4b. 1	Receipts	Incoming receipts are monitored to check if payments are being received on time as per the defined guidelines for maximum period of outstanding collections.	Outstanding reports prepared and discussed with Salesmen every month	1b, 9a
4b. 2	Payments	Purchase Manager and Senior Management first approve payments. Invoices, Packing lists, etc. are matched with the LPO/IPO (Local/Import Purchase orders) and then authorized by Finance Department before payment is made.	LPO/IPO, Invoices, Purchase Vouchers, payment vouchers	1b, 9a
4b. 3	Funding for growth	Management puts forward their needs for increased funding to the Finance department whenever the need arises. The same has been organized successfully year after year as the company shares an excellent rapport with all Middle East Bankers with its impeccable repayment record of all bank loans and advances whether it is for Capital expenditure or daily working capital.	Bank statements and Trade Facility Letters	1e, 9b
4c. 1	Capital Additions to Manufacturing Plant	Additions to Plant & machinery are periodically planned & budgeted, and then purchases are affected to keep the speed & efficiency of production lines up-to-date as required by our Import buyers and wholesalers. Meanwhile an in-house qualified Repair & Maintenance team ensures the servicing of each Machine, which keeps output at a maximum, and no work stoppage. The life of the machine is also thus enhanced and this reduces cost of replacements.	Plant and Machinery statement. Engineering dept. logbooks.	5d, 9b
4c. 2	Capital Additions to distribution network	As Nabeel has grown over the past few years we have invested in new properties for Production units, Warehousing, staff residences, etc. The capacity of the plant	Working Area sheet that lists place & space utilization	2c, 9a

		has been upgraded by introducing automation in all critical areas where it was needed. Finances have been arranged for all up gradation from in-house resources as well as external stakeholders2c, 5b		
4c. 3	Cost optimization for profits	Cost sheets & B.O.M (Bill of materials) for all finished products are created and perused by Chairman himself keeping in mind all relevant input costs. Sale prices are then determined for the different sale points such as Retail, Wholesale & Export markets.	B.O.M files	2c, 5b
4c. 4	Space optimization for maximum productivity & output	Management has a continuous approach towards optimum usage of space utilization. Warehousing needs have been upgraded whenever required. Time & motion studies are visually undertaken on an ongoing basis to streamline production processes and quicken output. Kaizen ideas to reduce output time are implemented	Working Area sheet that lists space utilization	5d
4c. 5	Stock optimization	Stock records of Finished products with an ageing analysis are periodically prepared and reviewed by Management. Older products are phased out and newer, fresher products are introduced. Raw material inventory is managed based on expected orders and delivery cycles from supplier to our premises. A proper check is kept on inventory to ensure J.I.T (Just in time) production	Stock statements	5d
4c. 6	Kitchen setup and functioning	With a view to saving Employee time in preparing and bringing food to the workplace, the Management with necessary permission from the SAIF Zone office, initiated a program of setting up a full fledged kitchen in one of its owned premises. Specialist cooks & drivers were hired to prepare hygienic, tasty & varied meals. Breakfast, Lunch & Dinner are prepared freshly everyday and delivered on time at all locations of the company.	Kitchen expense statements, snapshots of kitchen premises, Related Purchase bills.	3e

4d.	Technology usage	Nabeel has an In-house I.T Team consisting of 2 software specialists, 2 Hardware specialists and 1 overseas-based Web Developer who work under the overall supervision and guidance of our CEO who himself is a qualified I.T Engineer with a trained eye for detail. Being at the helm of affairs he is aware of the processes required at all stages of the production-to-sale cycle and thereafter till collection. He has pioneered an in-house Accounting package called 'BAMBOO' which provides solutions for all Financial, Inventory and Logistical needs.	Bamboo package features can be demonstrated during site visit	5b
4d. 1	Upgrades	With continuous feedback from all departments, the IT team regularly provides upgrades to the 'BAMBOO' package	Bamboo versions since inception till date	5d
4d. 2	Process improvements	With the use of smaller programs that are then linked to the master database, the company keeps track of real- time packing & production data on a timely basis. Daily production reports, sales reports are then generated to check scope for improvement in all aspects of the supply chain.	Reports	5d, 9a
4d. 3	Technological upgrades	The IT team regularly sources for technological upgrades available to improve processes. To name a few - Task Manager (To track tasks delegated to other staff internally) Parcel service (To track docs/parcels sent from one location to another) Trademark repository that shows every country where each product/brand has been registered and its validity status, Document repository that has all licenses, certificates, agreements, etc. that are needed for ready reference.	Refer to website link that contains further linkage to individual sites. http://gateway.nabeel.com	2b, 9a

4d. 4	IT enabled Display to regulate timelines	The production area at Nabeel is fitted with Monitors that are linked to the process of filling and packaging of perfumes. These monitors display real-time data of each production line and updates the Total number of cartons/pcs packed in every Batch as soon as the carton is packed. This also helps in controlling predetermined timelines during production. Barcode scanners are used in the process. At the end of each production cycle these records are filed for future reference. Similarly barcode scanners are deployed at every sales terminal to ensure accuracy of sales records.	Monitors and bar coders visible in production area, loading area, distribution centers and showrooms	2c, 9a
4e.	IT enabled information	The IT processes are enabled to accurately give information on all data that has been entered from various locations worldwide. The accounting entries are passed at all locations within the UAE on-site such as the showroom itself or the distribution center or at the company's warehouses. Branch Managers post sales Invoices, delivery orders, Expenses and stock movements at their overseas branches itself. All data thus uploaded at different locations are then automatically merged at the Main server located at the SAIF Zone office every 2 minutes.	Invoice and Voucher records.	2d, 9a
4e. 1	Dissipation of information	Each registered employee at Nabeel is given a user name and passcode that enables him to access real-time data as well as to post data online. This access is restricted on a need-to-know basis and is judiciously monitored by Senior management at all times.	Master database control center	2d, 3c, 9a
4e. 2	Retrieval and usage of information for M.I.S reports	Every manager has the necessary access to reports that show data for any given period for planning, improvement & implementation. Sales data area wise, salesman wise, territory wise, purchase data supplier wise, product wise, individual expense heads data, stock data are all retrievable at a click at the office or	Reports, Email	2d, 9a

		by logging in from any remote location since the package is a web-based application. Internal E-mails too can be accessed from anywhere.		
4e. 3	IT enabled confidentiality	In order to maintain confidentiality as to processes, profitability data, sales turnover, product formulations, etc. no single user has been given access to all functions of the organization even at Managerial levels. The owners are thus assured that any staff to third parties for a benefit leaks no information.	Master database control center	2d
4e. 4	IT enabled training facilities	The company has a full-fledged Conference room that has facilities for in-house training for staff and workers. Projectors, whiteboards, video cameras and comfortable seating are provided. Smaller meeting rooms are also available for small batches and External Auditors' use	Conference and Meeting rooms can be observed during site visit.	2c, 3c, 9a

Process, Products & Services:

PROCESS, PRODUCTS & SERVICES				
Approach Reference	**Approach Title**	**Description of the Approach, Deployment, Assessment & Refinement**	**Evidence Available**	**Linkages & Key Results**
5a.1	Nabeel's Frame Work -Key Process	Customers, employees, suppliers, investor and the community - who are the key players in our organization and the organization, understand their needs and concerns. We are successful in creating a value: Our investor is realizing a superior return on his investment. Our customers and suppliers are benefiting from our business relationships. The communities in which we operate value our citizenship. Every employee starts each day with a sense of purpose and ends each day with a sense of accomplishment.	Financial Records, Performance Analysis available. Supplier & Customer Feedback available. Recognition & Appreciation Certificates available. Employee Feedback available.	3a.3, 3e.2, 4a.1.1, 6,7,8b, 9a
5a.2&a.3	Process Management at Nabeel	Clear roles and responsibilities for managing processes exist with Nabeel Operation team. Cross-functional teams, trained in process improvement, are in place. A system of recognition and rewards is in place and is aligned with process performance measurement. Timely selection and delivery of the appropriate collaborative decision making methodology at the appropriate time. GMP, ISO 9001 standard plus an adaption of SIX SIGMA, lean manufacturing principles and Nabeel practices to the end-to-end design process.	A Good Manufacturing Practices (GMP-ISO22716: 2007) and ISO9001: 2008 Certification. IFRA, EU, ASEAN Standardization.	2d.1, 7a
5a.4&a.5	Critical Success Factor (CSFs) & Data Analysis	Department wise Key Performance Indicators are in place and periodically reviewing the same through Self Assessment.	Self-Assessment Data Available.	

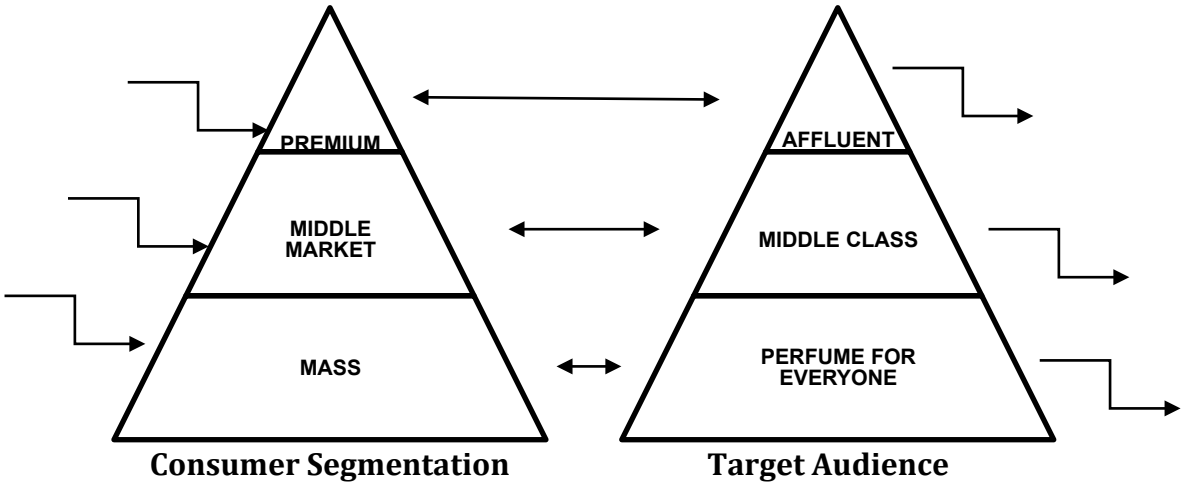
5b.1 - 5b.4	New Product Development (NPD)	In-house NPD team for selecting "Critical to Quality" products; sourcing Suppliers; selecting Solutions; optimizing Bottom Line reporting etc. **Generating Idea**: Utilizing internal and external data analyses, as well as current marketing trends. Screening The Idea: Stick to the agreed criteria. **Testing The Concept**: consumer understands, need, market data analysis. **Business Analytics & Marketability Tests**: Input metrics, such as average time in each stage, as well as output metrics that measure the value of launched products, percentage of new product sales and other figures that provide valuable feedback. **Technicalities + Product Development**: Global Supplier & Material Sourcing. Production & distribution planning, Marketing planning, Finance planning. **Commercialize & Post Launch Review and Perfect Pricing**: We continuously differentiate consumer needs as our products age, forecast profits and improve delivery process are being perpetuated. **Product Launch, Sales & After Sales Service:** As per GMP, GSP Standards.	New Product Development SOP available. Market Analysis Report, Reviews available. Product launch, After Sales, Customer Feedback data available.	2a.1, 2b, 6b
5c.1- 5c.4	Sales & Marketing	The Group Brand portfolio comprises of; **Nabeel**- the heritage brand specializing in Oriental fragrances, **Chris Adams**- the brand focusing on French line fragrances, **Creation de Paris**- this brand offers trendy, hip fragrances in mass range. The group is backed by an extensive clientele list comprising of every nationality, age group and class, we plan to make Nabeel a global leader and are sure that with the enthusiastic zeal that we incorporate we will reach the zenith of success. The group has a wide product portfolio which ranges from Concentrated oil Perfumes, EDPs, EDTs, Air fresheners, Deodorants, Hair gels, Mukhamaria, Cosmetics and toiletries, Gift sets to Incense products like Bakhoor and Oudh. Nabeel's approach towards marketing	Sales, Marketing & Product Promotion data available.	6b, 7b

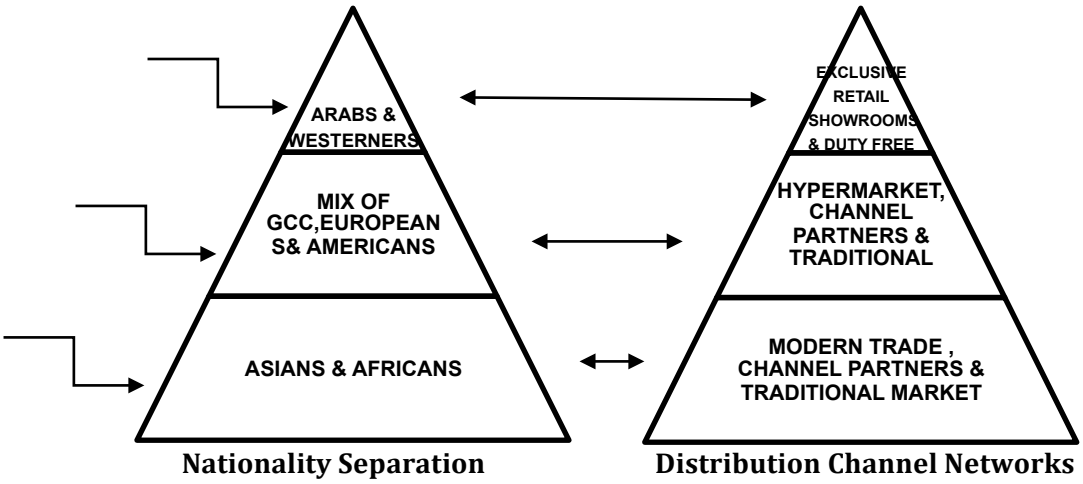
		is targeted on generating strong demand across our brands. We emphasize on competitive positioning for each brand and ensure that our brand positioning is represented across all consumer touch points. We promote our Brands through magazine print advertising, billboards and social media platform. We participate in prestigious international events like Airport retail conference,Hong Kong and Cosmoprof Bologna, Italy. Locally we have been part of Middle East Exclusive and Made in Sharjah Expo. We sell our products through showrooms, kiosks around UAE and Kuwait. We are available at all major retail chains in GCC like Carrefour, Lulu, Safeer all cooperatives. We have recently established our presence in Dubai Duty Free and we are looking forward to sell our products across airlines. We are currently selling in more than 100 countries.		
5d.1, 5d.2, 5d.3&5 d.5	Operation s	We are proud to state that every single raw material and resource used in Nabeel, from fragrant essences to ideas for bottles to finished packaging is derived from our dynamic surroundings where modern and contemporary Arabia is a link to the majesty of the past and evolves into the futuristic identity of tomorrow. The production facility comprises of manufacturing of alcoholic perfumes, attars, aerosols, bakhoor and Oudh. The plant comprises state-of-art technology with fully automated machines, R&D facilities, storage and workshop space, a fragrance blending room equipped with 50 maceration tanks and chilling units, filtering units and an automated silk screen printing workshop, which are monitored by highly skilled personnel. Organization concentrates its resources on designing and monitoring operations as the main driver of business success. We aim at efficiency by using absolute minimum amount of resources to meet our customer needs without compromising on the quality of products and services. We recognizes the	Proof of Infra Structure, Training manual and other supporting documents available at the time of site visit.	7b, 6b, 9b

		importance of understanding the competition as well as customer demand by determining how to deliver superior stakeholder value and also through its excellence in getting all the business functions to work together to provide value to our products and services.		
5d.4	Safety & Environmental Policy	Our objective is to create a climate of excellence not only in our products and services, but also for our employees, persons affected by our activities and the environment. Reduce to a minimum unnecessary use of materials, resources and energy. Reduce to a minimum the environmental effect on all future developments and carry out an appraisal of the environmental effect of sourcing of raw material. Minimize and adverse environmental effects caused as a result of our activities, products / services adopting the principle of BATNEEC (Best available techniques not entailing excessive costs).	Environment Policy, Environment Data Analysis available.	8a, 8b
5e.1 - 5e.5	Customer Relationship & Satisfaction	Our core initiative is in building strong relationships with our customers and ensuring their satisfaction. To achieve our goal to sustain Nabeel as a leading name in the world of fragrances which stands for quality and prestige. Customer satisfaction by consistently providing a quality of service that meets or exceeds expectations.	Customer Feedback, Customer Relationship Analysis Report available.	6a, 9b

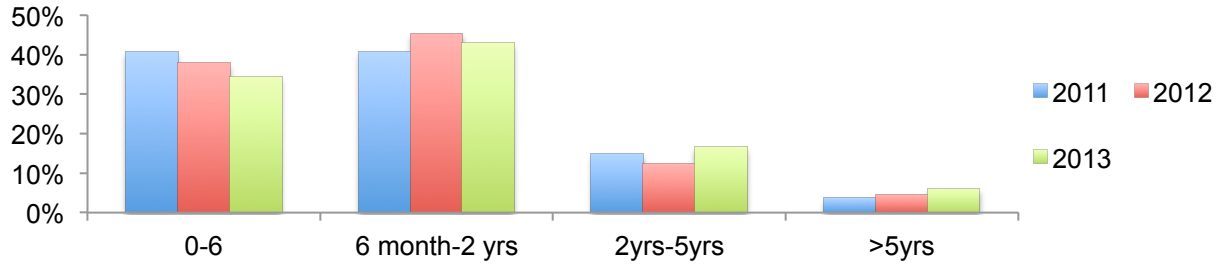
6. Customer Results

Brands & Markets Segmentation

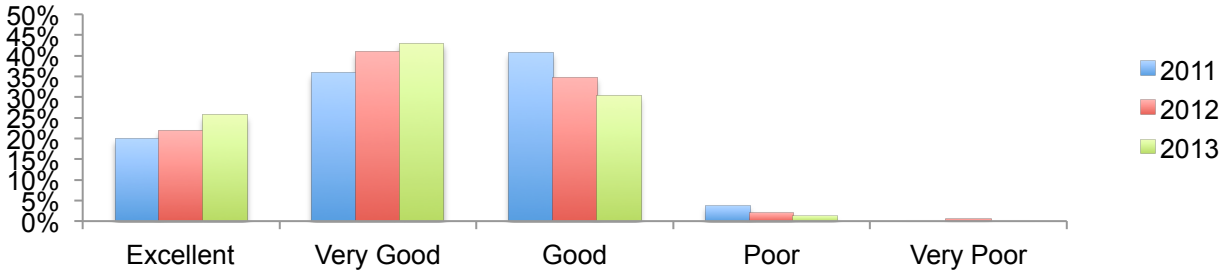




For how long have you been using Nabeel/Chris Adams products?

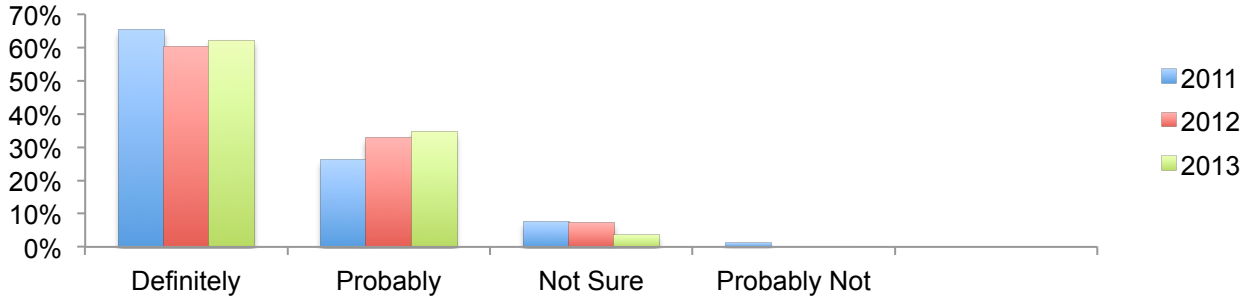


Compared to similar products offered by other competitors/brands, how do you grade Nabeel/Chris Adams?



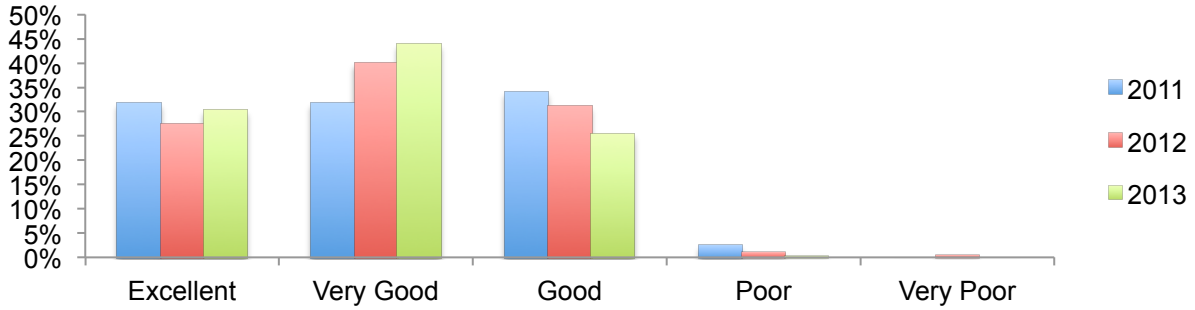
Since it is difficult to get readily available data on sales and strength of our competitors products, we used this survey to gauge the mood of the general consumer as regards the study of our product in the marketplace.

Would you continue to purchase/buy/use Nabeel/Chris Adams products in the future?

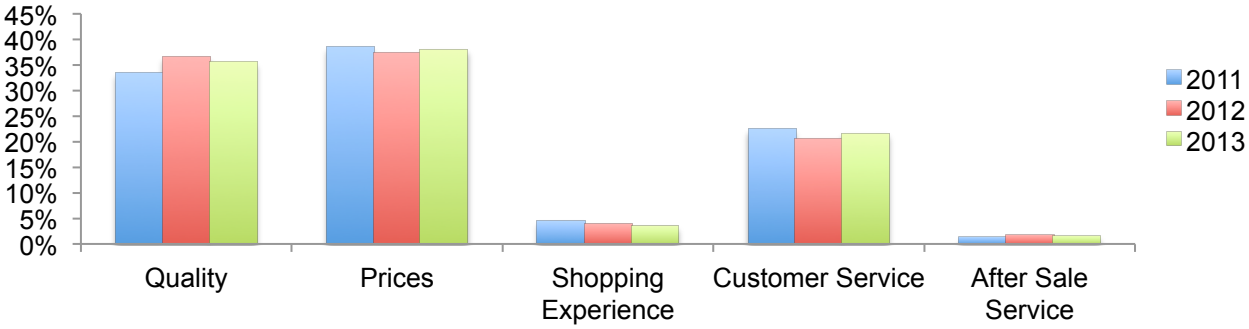


The survey further gets on to the responders on their present and future loyalty standings, which is positively reflected in the attached graph.

Are you satisfied with all the Nabeel/Chris Adams products provided to you? How do you like to grade them?

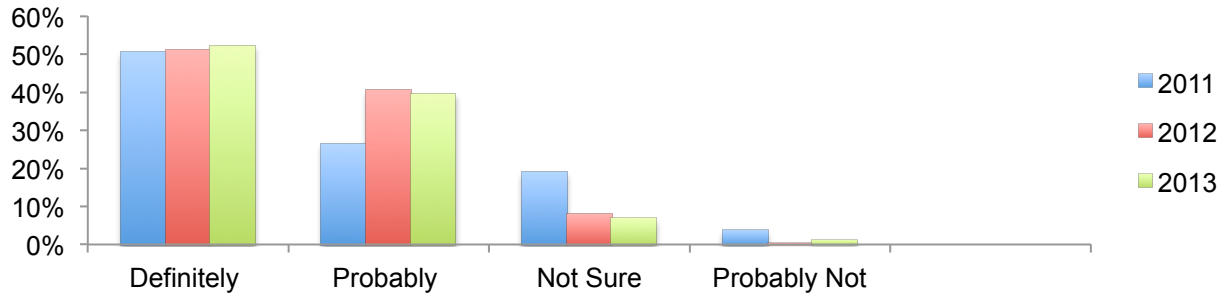


What impressed you most about Nabeel/Chris Adams?



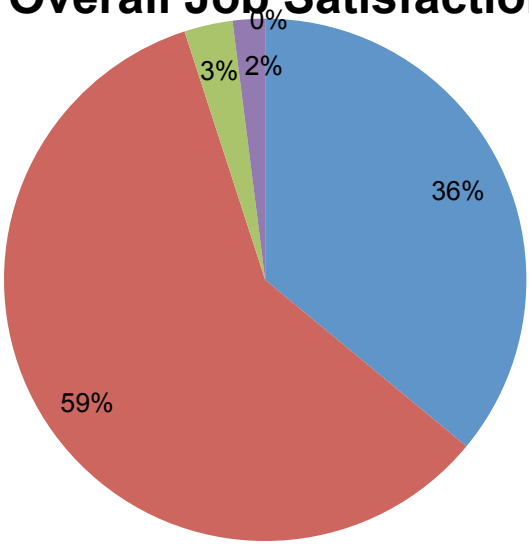
A random survey of 548 consumers was conducted across all nationalities, age group, and income level groups to assess their main reasons of buying our products. These included regular customers as well as first time buyers.

Would you recommend Nabeel/Chris Adams products to others?

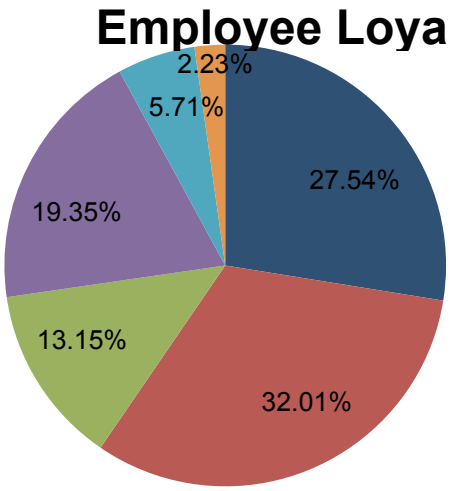


This graph was intended to find the possibility of using word of mouth , spreading of awareness of our products besides other advertising methods

7. Employee Results

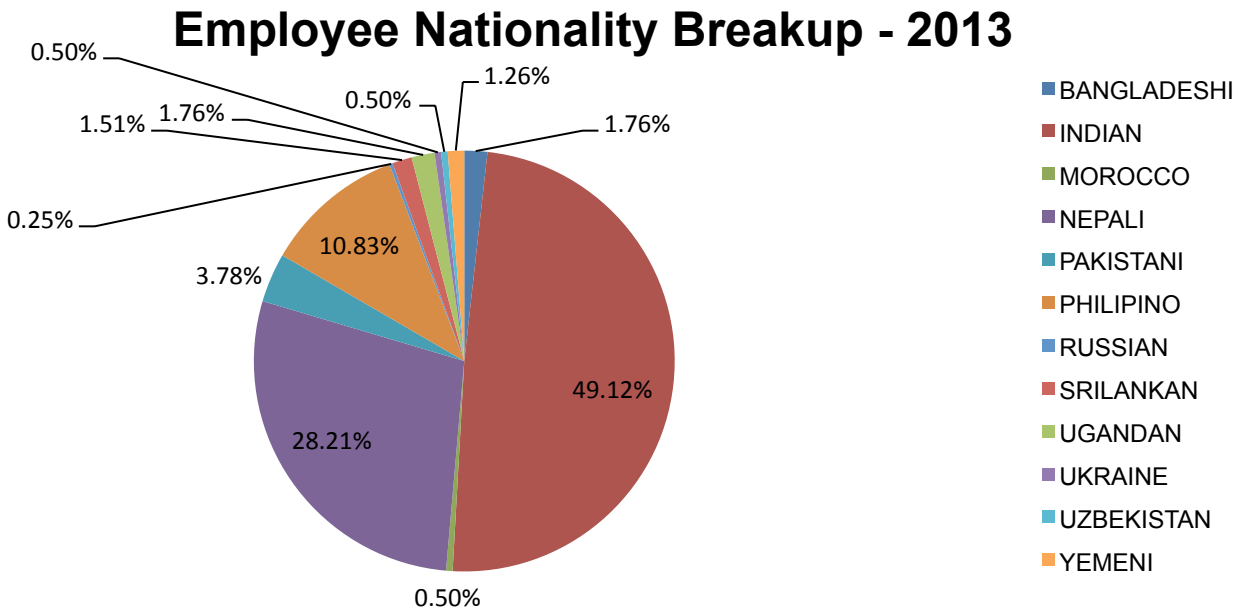


The graph gives a very positive outcome of the survey among all the staff as regards their agreement on job satisfaction on account of their present duties and their relationship with the management and vise versa.



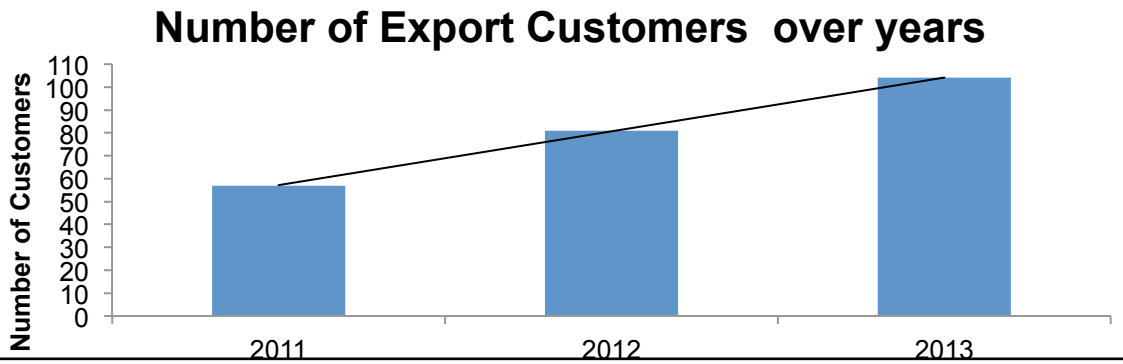
Data up to 30.09.2013

The graph above illustrates a commendable employee retention in the company. More than 38% of the employees have stayed with the company for more than 5 years which shows that the company's policies are employee friendly

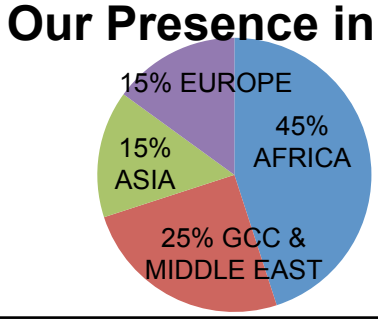


The company initiated a policy welcoming all nationalities to work with us, irrespective of race, class or gender. This is reflected in the multinational spread visible in the chart above.

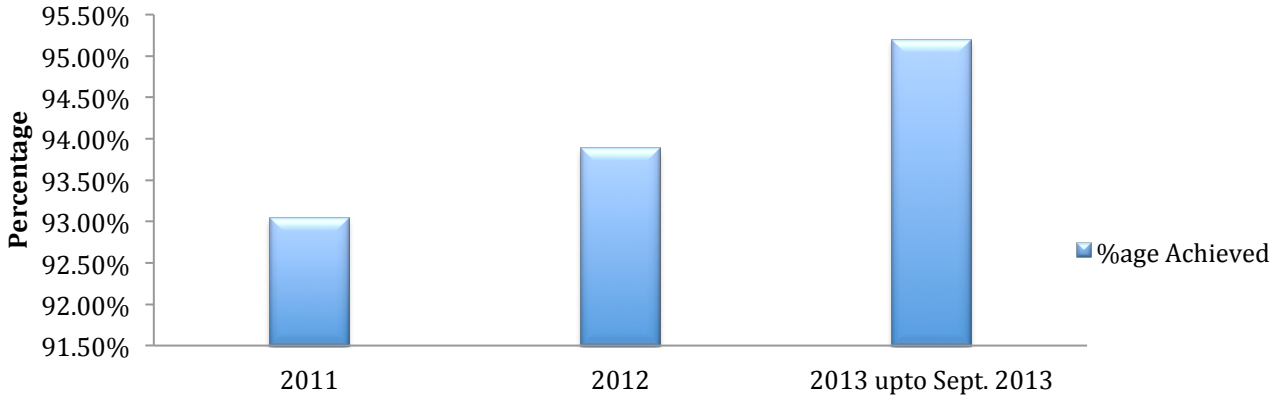
9. Business Results



We have undertaken a thrust to increase our export network geographically, In this connection we have deployed our export sales managers to travel frequently to explore new countries and customers worldwide. The graph attached shows how our export penetration has increased in the last two years by almost 80% from 57 customers in 2011 to 104 customers in 2013.

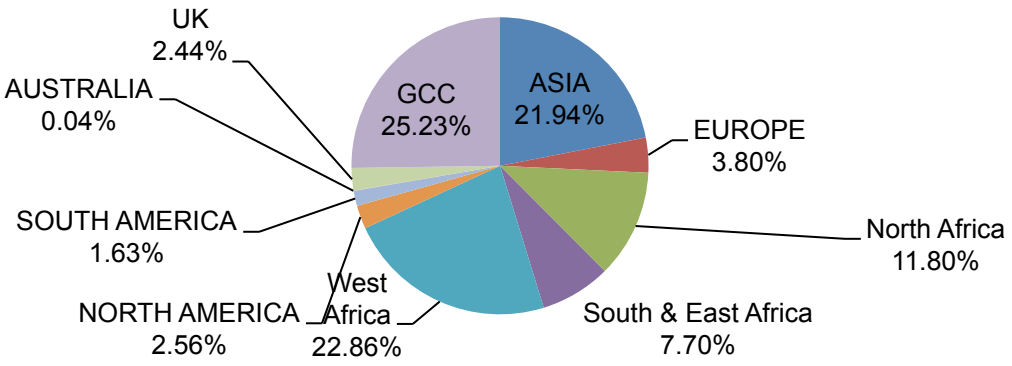


Our export team has covered almost all major countries in and around GCC. The present major buyers are in the African continent as sean in the chart above. We also had a mid coverage of buyers in Europe, Asia,UK and USA besides the GCC and Middle East.

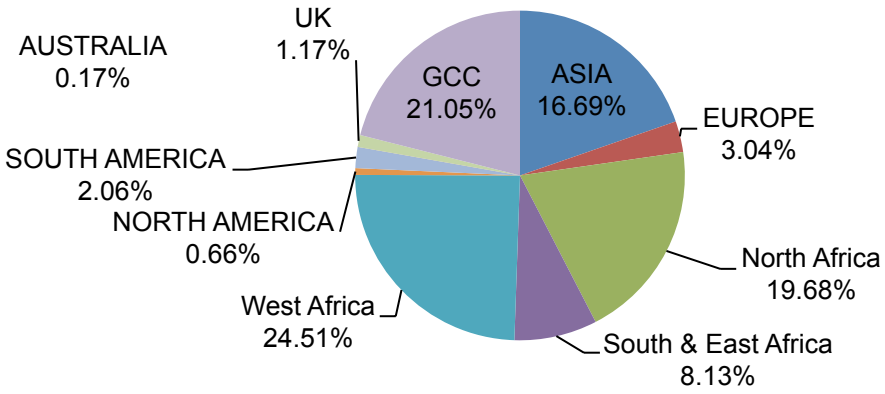


The Graph shows the percentage achieved over budgeted turnover for the last three years

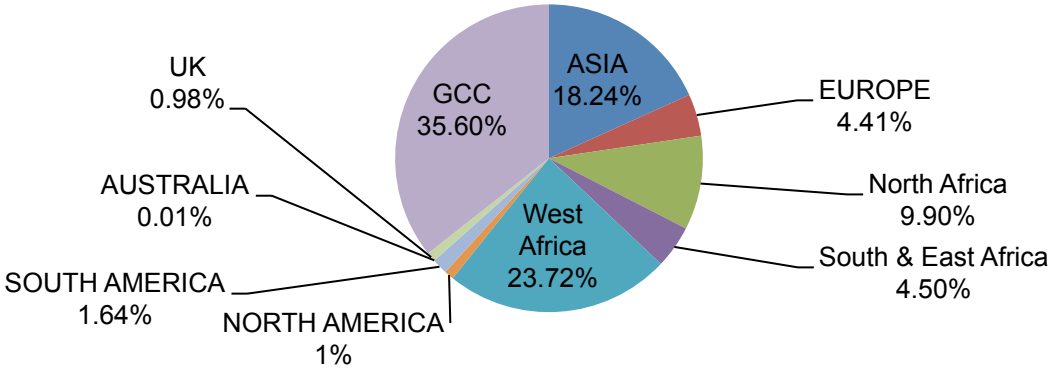
Continent wise sales upto Sept. 2013

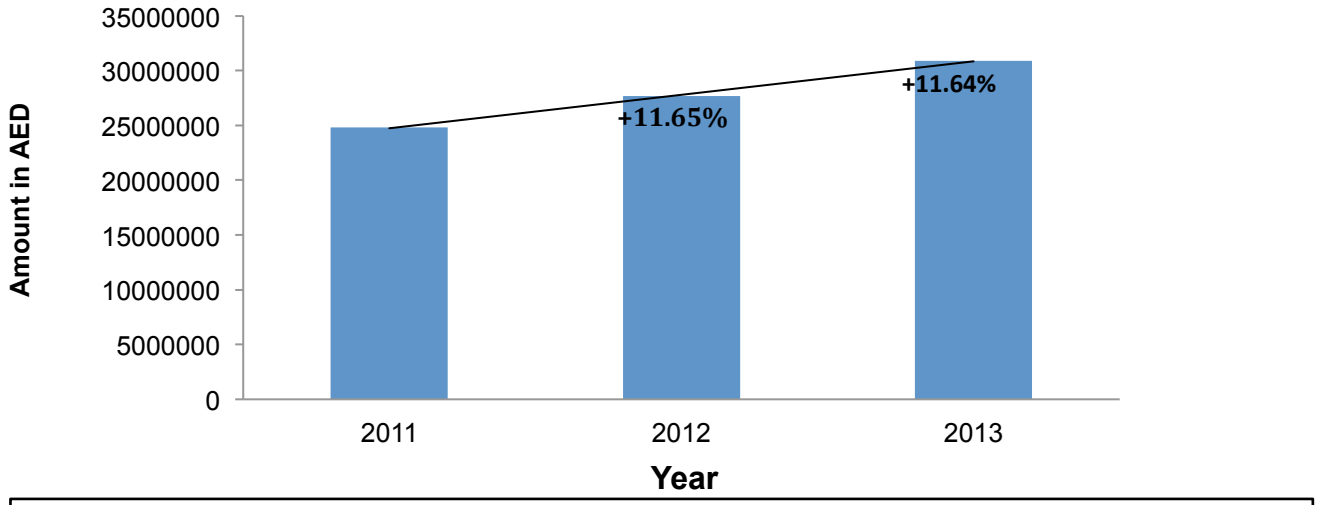


Continent wise sales for 2012

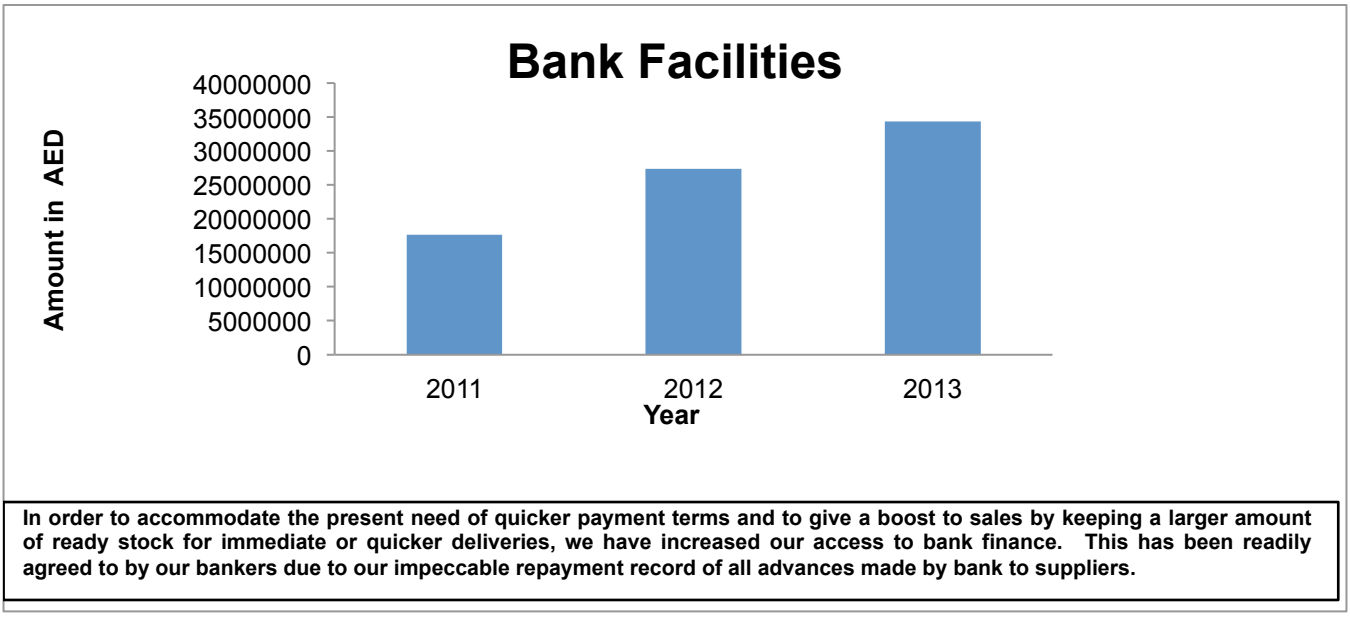


Continent wise sales for 2011

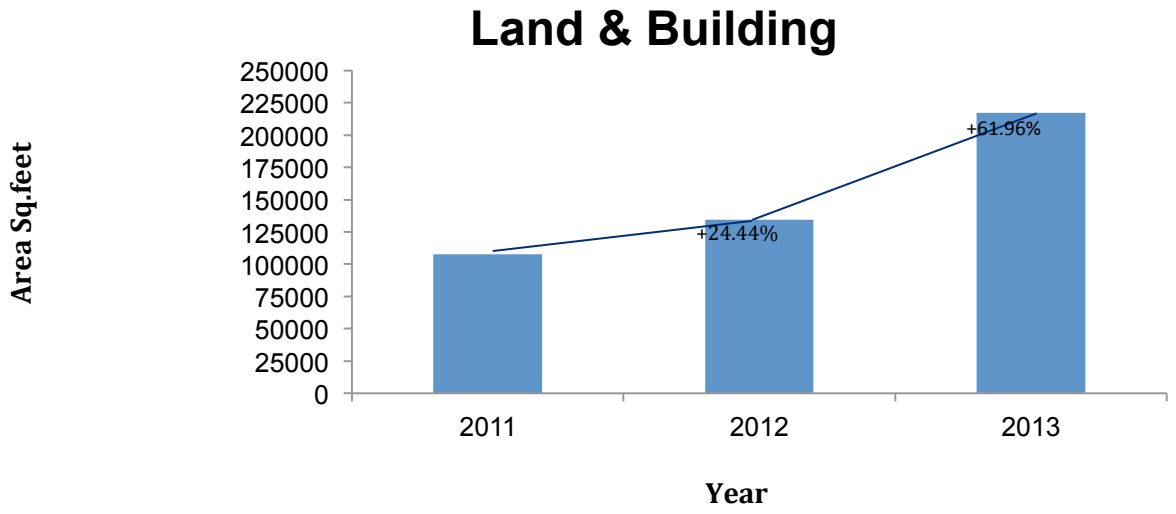




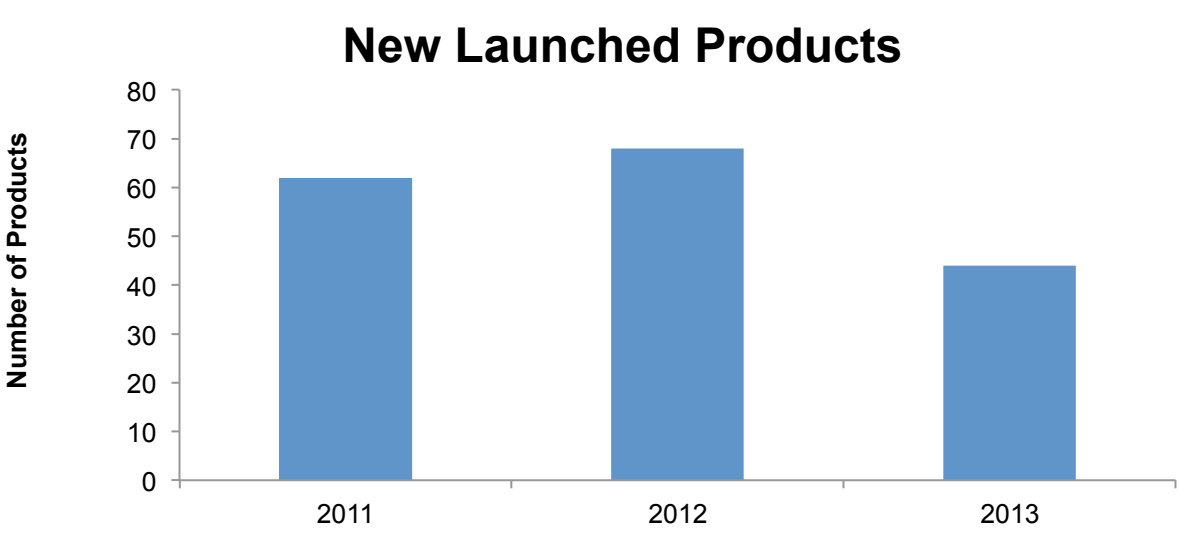
The company's investment in overall assets has increased by around 11% every year. The overall increase is to the extend of 24.65% from 2011 till mid 2013.



In order to accommodate the present need of quicker payment terms and to give a boost to sales by keeping a larger amount of ready stock for immediate or quicker deliveries, we have increased our access to bank finance. This has been readily agreed to by our bankers due to our impeccable repayment record of all advances made by bank to suppliers.



The graph illustrates the growth of space acquired as the company to accommodate the increasing needs for office and warehousing. There is an incremental growth in the year 2013 towards warehousing in particular as the group strives for increased sales ahead.



The business of selling perfumes always demands the introduction of new products to excite consumer interest. It is imperative therefore to launch new packaging and new fragrances in new bottling designs. This chart shows the amount of new products launched by us in the last 3 years. We expect to launch a few more products in the last quarter of 2013 which we will introduce at the upcoming Cosmoprof fair at Bologna in early 2014.

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