



Accountants &  
business advisers

# Newsletter

Building value for growing businesses

PKF PROGROUP - Quarter 3, September 2010, Volume 20



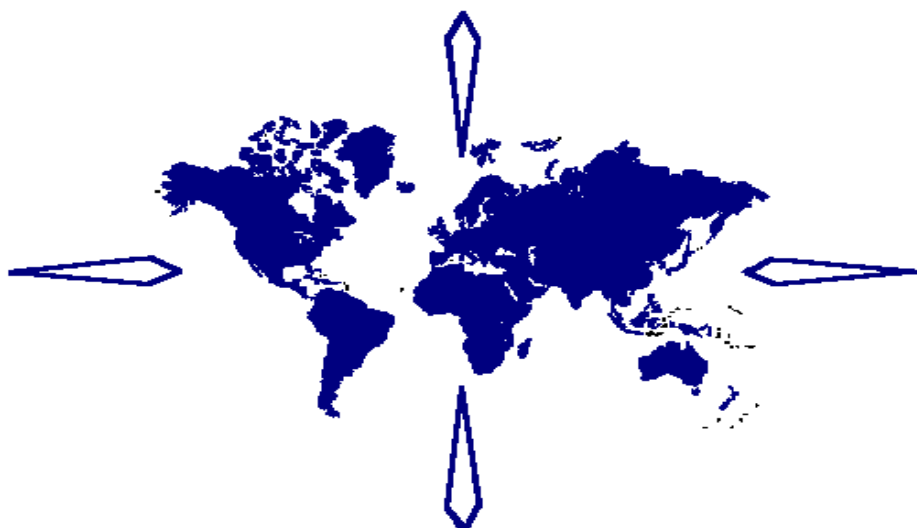
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## INSIDE THIS ISSUE

<b>PKF ProGroup signed a contract with The Downtown Development and Investment Company</b>	<b>2</b>
<b>PKF ProGroup signed a contract with Ma'an Municipality</b>	<b>2</b>
<b>PKF Jordan signed a contract with Millennium Challenge Account</b>	<b>2</b>
<b>PKF ProGroup signed a contract with GloTech</b>	<b>2</b>
<b>Take care of your business</b>	<b>3</b>
<b>PKF ProGroup News</b>	<b>4</b>
<b>Build your team</b>	<b>5</b>
<b>PKF ProGroup signed several contracts with Jordan River Foundation</b>	<b>6</b>
<b>Ten Rules for succeeding in business</b>	<b>7</b>
<b>PKF ProGroup through its offices in Qatar developed several feasibility studies</b>	<b>8</b>
<b>PKF ProGroup signed a contract with El Hassan Science City-Business Park</b>	<b>9</b>
<b>PKF Jordan signed a contract with Al Sharq Company for Development</b>	<b>9</b>



## PKF ProGroup Signed a Contract with the Downtown Development and Investment Company

The project aims to restructure the old downtown area where it is planned to construct commercial units, dwelling units, car parking units, malls, public spaces.

PKF ProGroup was assigned by the Downtown Development and Investment Company to conduct a feasibility study and business plan for the project.

PKF ProGroup's consultants expertise pertain to all of Marketing, Technical and Finance fields; Feasibility Studies are one of the vital edge in our line of business in which this type of studies unveils a broad extent of details that are important to initiate projects and lighten future steps. Studying the viability of a project in advance prevents from big problems later.



## PKF Jordan signed a contract with Millennium Challenge Account

PKF Jordan signed a contract with Millennium Challenge Account to render external audit services for during the second half of 2010 in addition to the year 2011. The Millennium Challenge Account (MCA), established in 2004, is an innovative and independent U.S. agency aiming to lead the fight against global poverty, and it is managed by the Prime Minister in Jordan. The MCA is committed to good governance, economic freedom and investment in citizens.



PKF ProGroup experienced professionals provides assurance on the financial performance and operations of the clients' business and can help them improve their external financial reporting and adapt to new regulatory requirements such as the International Financial Reporting Standards (IFRS).

## PKF ProGroup signed a contract with Ma'an Municipality

PKF ProGroup signed a contract with Ma'an Municipality for the purpose of rendering full feasibility study for establishing solid waste recycling plant in the municipality.

PKF ProGroup's consultant experience in rendering such services in addition to their willing and professionalism in providing services for the local community and governmental entities raise the clients' trust since such types of studies support the clients' decision making process.



## PKF Jordan signed a contract with GloTech

GloTech is a Jordan based firm aiming to be one of the leaders in the information technology Sector in addition to providing exclusive products and services in human asset and human capital management.



The company was established in 2007 and since then it is considered as one of the primary companies in the MENA region to provide broad HR software as well as consulting services that can enable companies to confront complex business challenges head-on.

PKF ProGroup has rendered some professional services to GloTech where full HR system were provided to the company including organizational structure, authority matrices, compensation system, employees job description and HR policies and procedures development.

## TAKE CARE OF YOUR BUSINESS

### *Take Care of Your Company by Taking Care of Your Online Reputation*

Has it ever happened to you when your company has suddenly taking in losses everyday while being clueless about it? How can it be possible? You have done everything right when it comes to your production and marketing strategies. Your business model seems to be viable and your company is fully operational. How come that your company still loses massive sales when everything seems right in the physical world? The answers may lie in the online world. More people and businesses have become heavily involved in everything online: leisure, transactions, you name it. The Internet has become a major part of almost everyone around the globe. The world is at everyone's fingertips with one click with the Internet, making it possible for everyone to know everything about something.

Everything that is found about your company on the Internet will be seen by everyone and can stay there for good. When you search for your company in Google, whether you use your domain name, company name or your own name as the owner, you will always want positive stuff about you and your company showing up in results pages rather than negative ones that may ruin you. It will not help your



company if you find a lot of negative things about your business online, such as blog or forum posts from disgruntled employees or customers, news articles that say negative reviews about your business (probably written by your competitors), or private information about your company's executives that are just plain embarrassing. If there are a lot of sites that say negative things about your company that can ruin its reputation, you're in trouble, especially if it's in the first pages of search engines. People will probably see things written about your company, and it will be a deciding factor whether or not people will continue to do business with you and if you can still attract new customers.

Your company's success largely depends on your reputation and branding. Not only you have to spread your positive brand image to people in the physical realm, but also you have to invest great effort to market your company online. Being successful online means making sure that you can control what is being said about your business on the Internet. Customers must be presented with the good stuff when they search you online.

There are several ways to protect your company's image online. You can engage in monitoring the things people say about your company on the Internet and in taking defensive SEO initiatives to influence the results that appear in search engines when people look for your brand. Also, defend your brand by responding immediately and properly when negative stuff start appearing online.

*Posted in SEO - Search Engine Optimization– Adapted from [www.linkbuildings.com](http://www.linkbuildings.com)*

## PKF PROGROUP NEWS

### PKF ProGroup Members Sharing Party

Along with our core values and team spirit, PKF ProGroup members shared some home-made and ready dishes on August 3rd, 2010.



**Congratulations to Abd Al Jawwad Ibrahim**  
One of PKF ProGroup's members; Abd Al Jawwad Ibrahim got married in July 31st, 2010.

### PKF Jordan's Participation in the PKF International EMEI Regional Meeting 2010

Mr. Mohammad Khattab, Managing Director of PKF Jordan, has attended the regional meeting for PKF branches in Europe, Middle East, and India which was attended by around 68 delegates of management directors and executives from these regions. The meeting took place in the luxurious Sofitel Hotel in Marrakech, Morocco in September. The meeting's agenda was busy and has aimed promoting experiences, business insights, and developments accomplished by the various PKF branches.

The meeting schedule was opened by discussing PKF International developments, regional updates, and insights shared by EMEI representatives. The mother PKF Company has elaborated a lecture on its perspectives, strategies and choices.

Mr. Jean-Pierre Garitte, a past Chairman of the Board of the Global Institute of Internal Auditors, was hosted as an external speaker and has given a brief lecture discussing risk management titled *"Risk Management, a cross border opportunity for the network"*. Committee updates like the Tax, Corporate Finance, and Business Development Committee were presented and discussed throughout the duration of the meeting.

The meeting has also included entertainment and leisure activities which aimed fostering a friendly and bonding environment between representatives of the widely distributed PKF branches. The agenda was concluded by a discussion and closing remarks given by EMEI Regional Board and International Chairman Panel discussion.

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\* *Welcome PKF's New Employees* \*  
\*  
\* **Mr. Fayez Tannous - Partner** \*  
\* Mr. Tanous has a very vast experience in the field of \*  
\* auditing, cost accounting systems, government ac- \*  
\* counting an auditing in addition to corporate finance. \*  
\* **Mr. Sami Hannoun - Senior Manager.** \*  
\* Mr. Hannoun has a vast experience in the field of \*  
\* human resources systems and consulting services \*  
\* through 16 years of experience. \*  
\* **Mr. Abd Al Jawwad Ibrahim- Semi-Senior Manage- \*  
\* ment Consultant.** \*  
\* Mr. Ibrahim is an Industrial Engineer with three \*  
\* years of experience in the field of project manage- \*  
\* ment and consulting services. \*  
\* **Mr. Muhammad Abu Shower - Management Con- \*  
\* sultant.** \*  
\* Mr. Abu Shower is an active team member who \*  
\* holds a bachelor degree in Business Administration. \*  
\* **Ms. Verônica Couto - Corporate Marketing Con- \*  
\* sultant.** \*  
\* Ms. Couto holds MBA in the field of marketing and \*  
\* she has five years of experience in the field of com- \*  
\* munication and marketing. \*  
\*  
\*\*\*\*\*

## BUILD YOUR TEAM

Learning to work in teams has to be inculcated right from the childhood. That's why, we see all schools laying emphasis on team building games for kids to teach them values such as dedication, hard work, patience, discipline and co-operation.

Moving onto the adults, organizations today have realized that in order to increase profits, their employees should work well, with full co-operation, co-ordination and commitment in teams. In fact, many organizations plan special events and days in office, organize seminars, take their employees on family picnics and conduct various games, to keep up their motivation and to improve teamwork. Out of these team building ideas, games are perhaps the most fun and useful in keeping the team members together. Given below is a list of some of the most effective team building games for adults and kids.

### Fun Team Building Ideas

#### **Game Plan**

This is one of those team building games for adults, which helps to instill creativity, at the same time improve co-operation among them. To play this game, divide participants into teams of five to six each. Next, tell them to plan such a game which will help in improving teamwork among the players. Give the teams ten minutes each to come up with the team building activity, after which they come forward and give a presentation on the activity they have planned. This activity is not only a learning experience for the participants, but it will help you to get hold of some unique ideas on team building games too.

#### **Create a Scene**

Another of the creative corporate team building ideas is to conduct this activity named, "create a scene" in which the participants, as a team, have to recreate whatever topic is given to them through their bodies and actions. To carry out this team building ideas for the workplace, divide the participants into teams of eight to ten each. Next, give them a topic, say "forest" and wait for one minute. In this one minute, the team members have to recreate a forest, by some becoming trees, others animals, etc. Likewise, you keep on giving topics and the teams "create a scene" in one minute. This is an excellent game for team building in the workplace as it improves the communication and coordination among the team members.



#### **Crossover**

Crossover is one of the fun office games to play. To play this game, divide the employees into teams of five to six each. Make one leader for each team and blindfold the rest. Next, in an empty space, place sheets of paper in a haphazard manner on which you have written "bombed". Now, the blindfolded team members assemble on one side and they have to cross over to the other side of the sheets, without stepping on them. They will do this by listening to and following the instructions given by their leader. In case a team member steps on the "bomb", the entire team has to start all over again. This winner of this indoor games for team building is the team which crosses over with minimum attempts.

#### **Treasure Hunt**

One of the most popular among outdoor team building games for adults as well as children, especially on an office picnic where family is invited too, is a treasure hunt. To play this game, divide the participants into teams of eight to ten each. Make sure that the number of kids in each group is same. Next, give each of the team a list of things that they have to get. You can include things like – a pink flower, a leaf with more than three edges, names of two birds that you saw while on a treasure hunt, etc. The team which comes first with all the items in the list is declared the winner. You may read more on office party games and ideas.

By utilizing these team building ideas, a manager can improve communication skills, problem-solving skills, decision-making skills as well as team leadership skills of his employees. As everyone knows, there is no better asset for a business, than well-trained, intelligent and co-operative employees, thus proving beyond doubt how effective these team games and activities can be!

*By Aastha Dogra / Published: 9/15/2010 Adapted from [www.Buzzle.com](http://www.Buzzle.com)*



## PKF PROGROUP SIGNED SEVERAL CONTRACTS WITH JORDAN RIVER FOUNDATION



The Jordan River Foundation (**JRF**), established in 1995 and Chaired by Her Majesty Queen Rania Al-Abdullah, is a non-profit Jordanian non-governmental organization (NGO).

JRF aims to promote, in partnership with stakeholders, the development of a dynamic Jordanian society by initiating and supporting sustainable social, economic and cultural programs that empower communities and individuals based on their needs and priorities.

In alignment with the continuous cooperation between Jordan River Foundation and PKF ProGroup, they signed several contracts for the purpose of rendering professional services for five different projects:

- Business Valuation for olive oil production in Kufranja.
- Human Resources System for the Community Empowerment project
- Feasibility Study Development for the purpose of establishing olive pickles plant in Beerain.
- Comprehensive Plan for Development in Debbeen.
- Feasibility study for the water resources recycling in Debbeen- Munya Tourism Company- Jordan Dubai Capital.

The Business Valuation project aims to find out the financial value to support Kufranja cooperation through olive oil production and generation of alternative energy. PKF ProGroup conducted and analyzed the quality of the planning process and implementation of the Project and provided guides and recommendations to maximize project positive results and its sustainability.

The Human Resources System for the Community Empowerment Project of Debeen included the development of job description for the employees, authority matrices, function statements and organizational structure.

The Feasibility Study Development for establishing olive pickles plant included analyzing the viability of the project through analyzing the marketing, technical and financial aspects of the project to determine how feasibility is the project and provide recommendations.

The Comprehensive Plan for development in Debbeen included conducting training courses for the local and community services organizations members in Debbeen where the training courses concentrated on the methodology and the approach to prepare a pre-feasibility study in addition, PKF ProGroup prepared 6 pre-feasibility studies that indicate the market initial indicators in addition to initial cost per each suggested project.

The feasibility study for the water resources recycling in Debeen project included gathering some useful data that may benefit the local community and increase the income for the local community people in addition to protecting the surrounding environment.

## 10 RULES FOR SUCCEEDING IN BUSINESS

*Extracted from "How to be Rich" book written by J. Paul Getty; a wealthy American Industrialist who was once named the wealthiest American alive.*

1. Adequate knowledge of the business: Almost without exception, there is only one way to make a great deal of money in the business world-and that is in one's own business. The man who wants to go into business for himself should choose a field which he knows and understands. Obviously, he can't know everything there is to know from the very beginning, but he should not start until he has acquired a good, solid working knowledge of the business.

2. Commitment to the central purpose of a business: the businessman should never lose sight of the central aim of all business-to produce more and better goods or to provide more and better services to more people (customers) at lower cost.

3. Financial management: a sense of thrift (economy) is essential for success in business. The businessman must discipline himself to practice economy wherever possible, in his personal life as well as his business affairs. "Make your money first - then THINK about spending it" is the best mantra for the man who wishes to succeed!

4. Seek continuous growth through necessary expansion: legitimate opportunities for expansion should never be overlooked or ignored. On the other hand, the businessman must always be on his guard against the temptation to over expand or launch expansion programs blindly, without sufficient justification and planning. Forced growth can be fatal to any business, new or old.

5. You're the BOSS, call the shots: a businessman must run his own business. He cannot expect his employees to think or do as well as he can. If they could, they would not be his employees. When "The Boss" delegates authority or responsibility, he must maintain close and constant supervision over the subordinates entrusted with it.

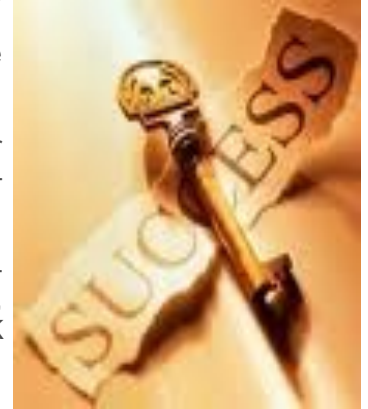
6. Seek continuous improvement: the businessman must be constantly alert for new ways to improve his products or services and increase his production and sales. He should also use prosperous periods to find the ways by which techniques and operational processes may be improved and costs lowered. It is only human for people to give little thought to economies when business is booming. That, however, is just the time when the businessman has the mental elbow room to examine his operations calmly and objectively and thus affect important savings without sacrificing quality or efficiency. Many businessmen wait for lean periods to do these things and as a result, often hit the panic button and slash costs in the wrong places.

7. Take only justified risks: a businessman must be willing to take risks - to risk his own capital and lose his credit and to risk borrowed money as well when, in his considered opinion, the risks are justified. But borrowed money must promptly be repaid. Nothing will write finis to a career faster than a bad credit rating.

8. Seek new business opportunities: a businessman must constantly seek new horizons and untapped or under-exploited markets. Today's shrewd businessman look to foreign markets.

9. Trust is a social capital: nothing builds confidence and volume faster or better than a reputation for standing behind one's work or products. Guarantees should always be honored-and in doubtful cases, the decision should always be in the customers' favor. A generous service policy should always be maintained. The firm that is known to be completely reliable will have little difficulty filling its order books and keeping them filled.

10. You are an instrument of nature: no matter how many millions an individual amasses, if he is in business he must always consider his wealth as a means of improving living conditions everywhere. He must remember that he has the responsibilities toward his associates, employees, stockholders-and the public.



*Adapted from an article by Tito Philips, Jr, published on Ezine articles.com, who works as a business consultant and founder and partner of many organizations aiming at improving businesses and making a difference in people's lives.*

## PKF ProGroup through its offices in Qatar developed several feasibility studies

PKF ProGroup through its offices in Qatar developed several feasibility studies which are; a feasibility study for establishing water bottling plant in Qatar and a feasibility study for establishing gypsum board plant in Qatar.

The main purpose of the above mentioned studies is to appraise a feasibility study for set up the project/plant Qatar. Therefore, it will assist decision makers throughout the decision making process whether to invest or not. The studies covered market study which included marketing analysis, segmentation and market mix. In addition, the study covered the technical and financial analysis of the proposed projects.



## PKF ProGroup signed a contract with El Hassan Science City – Business Park



El Hassan Business Park (EHSC) of El Hassan Science City is one of the main innovation leading institutions in Jordan. EHBP consists of : Queen Rania Center for Entrepreneurship, iPARK business incubator and the Intellectual Property Commercialization Office. With these components, EHBP can provide comprehensive services and consultations to innovators, inventors and entrepreneurs.

PKF ProGroup signed a contract with El Hassan City-Business Park for the purpose of developing Human Resources Management System including Human Resources Authority Matrix, Human Resources Policies and Procedures, Job Descriptions, Job Evaluation and Compensation System, Organizational Structure and Department Functional Statement .

## PKF Jordan Signed a contract with Al Sharq Company for Development

Al Sharq company is a private owned company and was established in 2009 for the purpose of investment, development and trading.

PKF ProGroup signed a contract with Al Sharq Company for Development to undertake an external audit for the period of August 2008 until December 2009 in addition to the year 2010.



PKF ProGroup, member firm of PKF International, is a regional, multidisciplinary consulting firm with industry specific services. PKF ProGroup offers outstanding opportunities, by providing international standard based services, to dramatically position its clients as pioneers in a rapidly growing business environment. PKF ProGroup plays a major role in business advisory within diverse industries.

Areas of experience include finance, taxation, marketing, quality assurance, human resource development, investment, legal, insurance, technology, information management and strategic planning. PKF ProGroup also initiates an added value component where integration, consistency and reliability are effectively enforced. PKF ProGroup high quality services help its clients identify their business needs, improve, excel, cope with business fluctuations and accomplish their anticipated goals.

PKF ProGroup team approach enables operating as integrated cells exposed from diverse industries. Words like creativity, innovation and flexibility, generate great success within the firm's services and culture, where PKF ProGroup promise of quality, accuracy, speed, and value remain applicable in all deliverables.

PKF ProGroup services are designed to look after the best interest of our clients and protect their wealth. Our advisors thoroughly investigate the organization's business cycle to innovate the most rewarding solutions.