

the jungle beat

quarterly newsletter

Tribal Roundup



respective value propositions and to revise their strategies in line with new market trends. Makabu has emerged from this market correction stronger than before. The Makabu team had anticipated this slowdown and as a result we shifted our focus to the European markets and were successful in developing relationships with a number of clients in UK. Additionally, Makabu also concentrated its efforts in developing our internal processes and project management protocols to world class standards. To achieve this, constant fine-tuning of processes is required and Makabu has (continued on page 4)

Inside this Issue:

Makabu Implements Best Practices	2
Farrukh Qureshi	3
Adnan Kareem	3

Latest Events:

Weekly **"Lunch & Learn"** sessions have been initiated to ensure that team members can share their experiences with a view to enhancing overall knowledge capture within the team.

Makabu has completed an expansion of its development center on June 30th, 2001 to cater for its growing 'tribe'.

The last six months at Makabu have been spent in challenging and invigorating circumstances. The fallout from the stock market crash

resulted in a number of closures primarily of Internet based companies. Moreover, many players in the market were forced to revisit their



King of the Jungle :



This new section has been introduced to feature our 'client of the quarter'

Kwik-Fit, a wholly owned subsidiary of Ford, is one of the world's largest supplier of automotive parts and repair services with over 2500 retail outlets in Europe. In 2001 it had embarked on an initiative to use the Internet as an additional sales channel. Makabu's expertise in developing direct marketing and retail applications in the e-business environment helped secure Kwik-Fit as a client.

Makabu's consulting and technical team visited the Kwik-Fit headquarters to understand its Internet vision and define the development and implementation plan for the first project, an online intelligent motor diary and repair/maintenance scheduling facility for private motor owners in the UK. Soon afterwards the Makabu team was awarded its second project, which was to provide a similar solution for the fleet

(corporate motor owners) management side of the business. The Makabu team designed & implemented a Microsoft based solution which included MS SQL Database Server running on a MS Windows 2000 platform. The web-pages were developed using VBScript and HTML, while the database and web-page access used ASP & MS ADO technologies.

Makabu implements Best Practices

Methodology:

At Makabu, we have defined comprehensive Project Management processes to ensure that all projects are handled in a professional manner. From the time of first contact with the Client (when we receive a Request for Proposal, the RFP) till the time the final solution is delivered to the client, we have Best Practice processes for each step.

Proposal Process:

It all starts when the client sends us the RFP. A Client Relationship Manager (CRM) and a Project Manager (PM) are assigned and become the Makabu's points of contact with the client. The RFP is analyzed and if needed, additional information is gathered from the client to identify the development methodology. On the basis of this methodology, PM identifies the development team by matching their skill set with the project requirements. Once this has been done, the PM makes the work plan and writes a proposal, which is priced by Sales and sent to the client. If the proposal is accepted, the process of Project Development is started. And if the client rejects the proposal, the reason why it was rejected is captured in a knowledge

management database. Here the rejection reasons are carefully analyzed to enhance organizational learning.

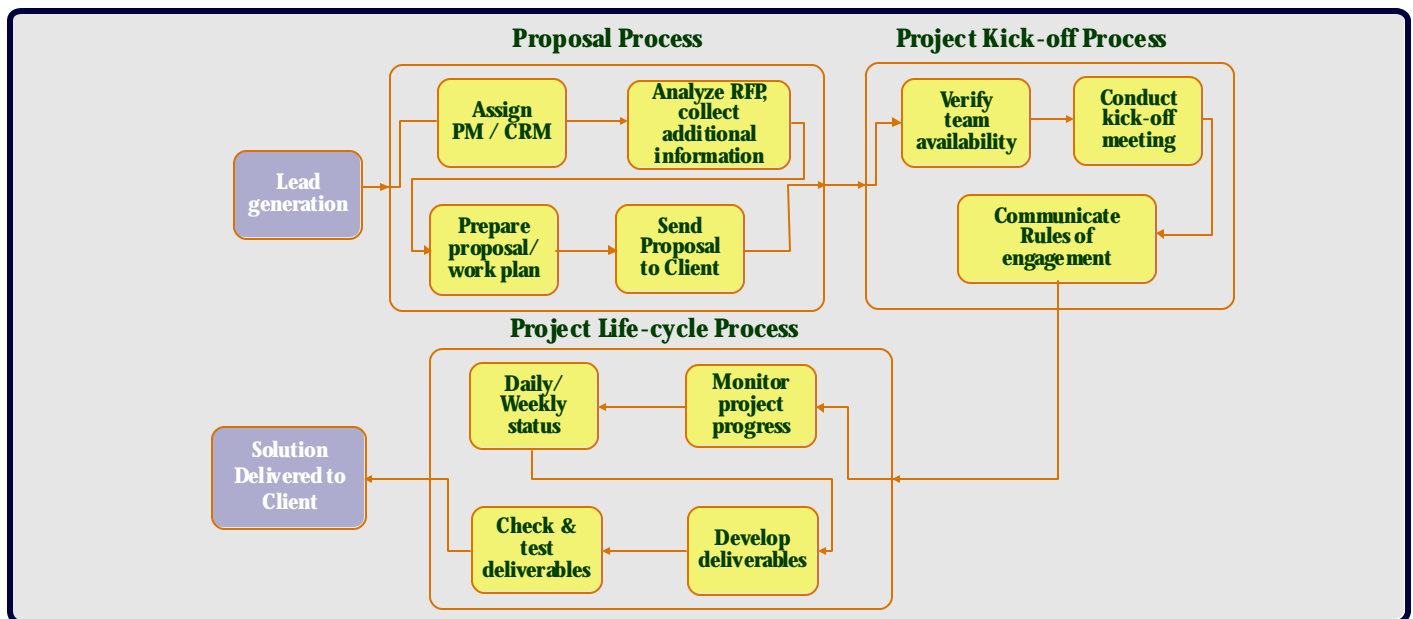
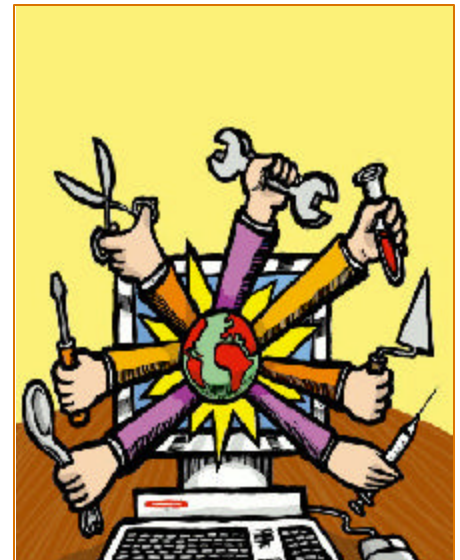
Project Kick-off Process:

Once the project is confirmed, a new set of activities starts. The assigned PM verifies the availability of the team members and then convenes the project kick off meeting. In this meeting, the PM clearly defines the roles and responsibilities of the team members, discusses deadlines and communicates the rules of engagement for the project. In order to give the team a clear idea about the importance Makabu places on developing and maintaining client relations, the PM also gives them a briefing about what the client is all about, his business and the impact of this project on his future business growth.

include conducting daily and weekly meetings (attended by the development team, VP Client Services and the Marketing Manager) and periodic quality control. The Project Development process is designed to ensure visibility to higher management as well. At Makabu, we believe in team work and make it a point that all the stake holders in the project namely PM, Developers, CRM and Marketing are actively involved in the project to produce the best results for their clients.

Project Life-cycle Process

Makabu has put in place efficient Project Management practices to ensure on-time delivery of quality products. These processes ensure dynamic tracking of all the activities conducted during product development. These processes



The Makabu Tribe

Farrukh Qureshi

Farrukh has been an integral “think tank” on the Makabu team since its inception. His quiet demeanor permits many a tribe member to forget about his existence as a co-tribe member. However, his silence can be quite misleading, as with workhorse type work ethics, Farrukh quietly and efficiently churns out software solutions for our clients. Moreover, Farrukh’s vast experience and academic background allow him to provide invaluable assistance and support to some of the younger tribe members from a technical and project management perspective.

Farrukh like other Makabu employees has both depth and breadth of technology experience and is one of our most qualified and eager senior system analysts. Recently, Farrukh worked on developing a complex BidWire system that consists of web search, download, conversion and

transformation of the bidding information into a standard XML format and populating the database designed for this purpose. Apart from this, Farrukh has also been a pioneer in developing certain pilot projects for the Government of Pakistan.



One such project was the design and development of the computerized “Land Information System”. This project involved linking of the base maps to the database, development of the various GIS modules and design of the output/input query screens. Through the development of this system, Farrukh made it quite clear to “higher authorities” that a computerized Land Record Management system can be developed to replace the existing manual systems. In addition, Farrukh has created a variety of MIS systems for hospitals, IT training institutes etc.

Farrukh has an MS in Computer Sciences and a MSc in Applied Mathematics. He also possesses certifications in e-commerce, Computer Programming and PostGraduate Training in Computer Systems Hardware/Software.

Adnan Kareem

Adnan is one of the new members initiated into the Makabu tribe. In a very short timeframe, Adnan has stamped his influence on the tribe and has become one of the key team members. Infact, his vivacious and friendly demeanor has allowed him quick acceptability into the tribe. Adnan has been appointed as a key member in the Sales & Marketing set-up and is integrally involved in all proposal building and relationship management activities. Infact, his hard negotiating style with the project managers has quickly earned him the title of “Adnan the mole” as team members are convinced that he is on our client payroll and is working specifically for their financial well being. Anyways, regardless of his allegiances, Adnan has been able to infuse a high level of professionalism in the proposal building process through greater reliance on due diligence and better estimations of resource involvement. This has directly impacted our ability to deliver projects earlier than before, thereby reducing the overall cost to our clients.

Adnan graduated in 2001 as one of the leading graduates in his class from the Lahore University of Management Sciences, which is rated as one of the top 25 business schools in Asia. Prior to that, Adnan had completed his Bachelors degree in Electrical Engineering. Adnan worked with IBM as a Customer Engineer for 3 years during May 1996 to February 1999 before deciding to pursue higher



education in Business Administration, primarily focusing on Marketing. At IBM,

Adnan was involved in relationship management and providing technical support to IBM systems installed in the Lahore region.

Adnan also maintains an interest in horse riding and infact, captained his college horse riding team. He has also received a military training as he was enrolled in Cadet College, Kohat. This interesting aspect of his background also tends to improve his “strategic” negotiation skills, as most tribe members are aware of the lethal combat training provided to the cadets there. Adnan also pursues an active interest in Essay writing and has been awarded a variety of accolades in this arena. We are confident that Adnan will be a critical component in Makabu’s success, going forward and we are glad to welcome him aboard.

Adnan has a Masters in Business Administration and a Bachelor in Electrical Engineering. Adnan has also attended various IBM seminars in Pakistan and abroad.

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Makabu participates in the new economy by providing a low cost but highly skilled software development house; a professional services team that partners with clients globally; and a development team that builds applications and database solutions for a variety of clients across various industries.

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...Tribal Roundup

(continued from page 1)

devoted a lot of energy to ensuring that customers are dealing with a professional, worldclass organization for their software development services. Moreover, Makabu has also taken steps to increase the technical depth of its 'tribe.' We have hired consultants and developers that have provided us extensive expertise in providing a range of management solutions to our growing list of customers. The improvements in project management protocols together with greater technical expertise in-house, have positioned Makabu to be a worldclass service provider to its global customers who in a bid to maintain profitability are going offshore for their development needs in greater numbers than ever before.

During the first six months of 2001, Makabu has continued to break new marketing frontiers as our marketing team takes advantage of the newly found acceptance to the offshore model in the US. Marketing arrangements have been

executed with business partners in Texas, Virginia, New York, Ireland, South Africa and the UAE. Moreover, new clients such as Kwik Fit (Europe based wholly owned subsidiary of Ford); Ikonami (UK based consultancy); People Business Network (web based HR management company) have been added to the client roster. Additionally, many new marketing leads have been generated (big 5 IT consulting firm) and focused efforts to convert these leads into actual projects are being made. This effort is likely to receive a major boost as Makabu places a permanent marketing resource in the US starting August 15, 2001.

Feedback from our clients with a view to implementing best practices, has been transformed into concrete internal process reengineering aimed at improving Makabu's project management protocols.

These have been incorporated into our overall proposal and project management processes and is a first logical step in ensuring that a credible operation rating (ISO & CMM) is achieved by Makabu within the shortest possible time frame. Positive rating of operational capability, combined with a new look marketing campaign (which includes US presence)

is expected to realize positive gains on the revenue side. Additionally, Makabu has also been successful in creating a very positive perception based on its in-house professionalism. This positive branding has allowed Makabu to attract some of the best skilled local talent in this industry despite the fact that we are an eight month-old company under the new management team. Recently, Makabu was successful in hiring 2 new graduates (MBA/MSc's) from Pakistan's premier business school, Lahore University of Management Sciences. These new members of the Makabu tribe will be groomed into project management positions whereby they will be able to professionally manage projects and maintain quality service standards expected by our clients. Makabu has also hired trained consultants and together with MBAs as our Project Managers, we can not only deliver solutions but also analyze, design, advise etc. Over the coming months, as the market situation improves, Makabu will be looking to expand the tribe size by inducting more professionally trained high quality resources. We wish to welcome our newest tribe members!