

ZEPHORA

CONSULTING

People. Systems. Growth.

Integrated HR, technology and digital solutions for organizations ready to grow sustainably.

HR & People | Operations & Payroll | IT & Compliance | Digital Growth

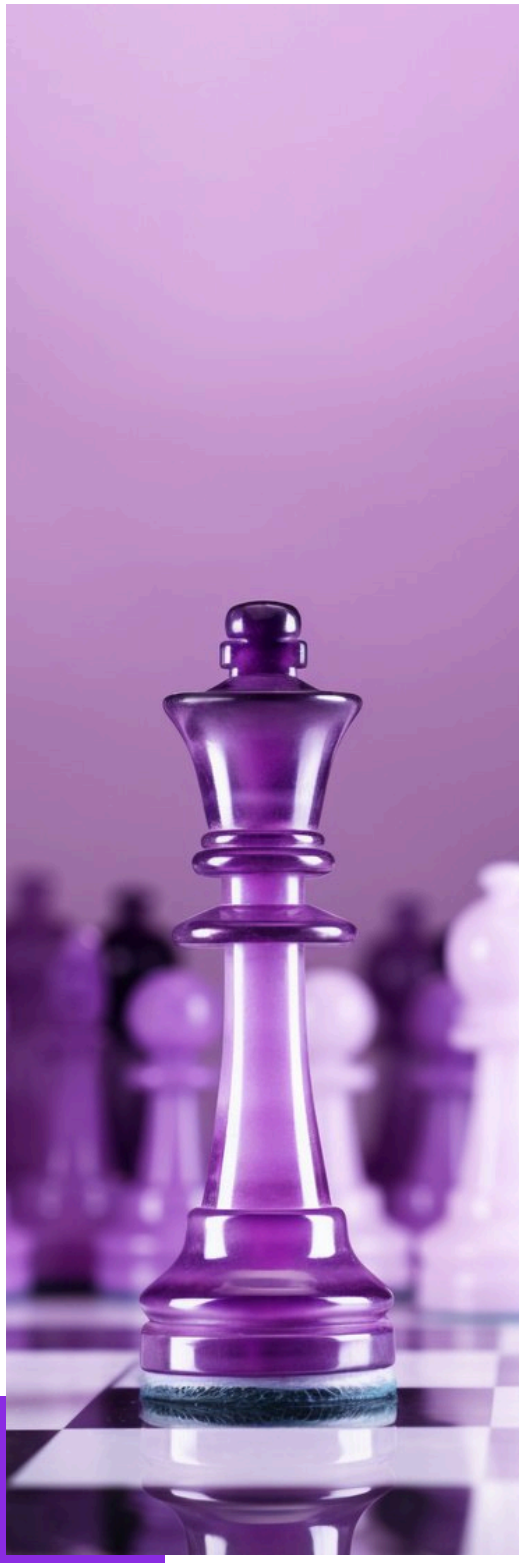
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COMPANY PROFILE 2026

INSIDE THIS PROFILE

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WHO WE ARE

Company Overview

We partner with organizations to turn challenges into growth opportunities through **talent, technology and digital strategy** — bringing people, systems and growth together under one roof.

10+	4	25+	15
Years of industry experience	Integrated solution pillars	Specialist services	Industries served

WHAT DEFINES US

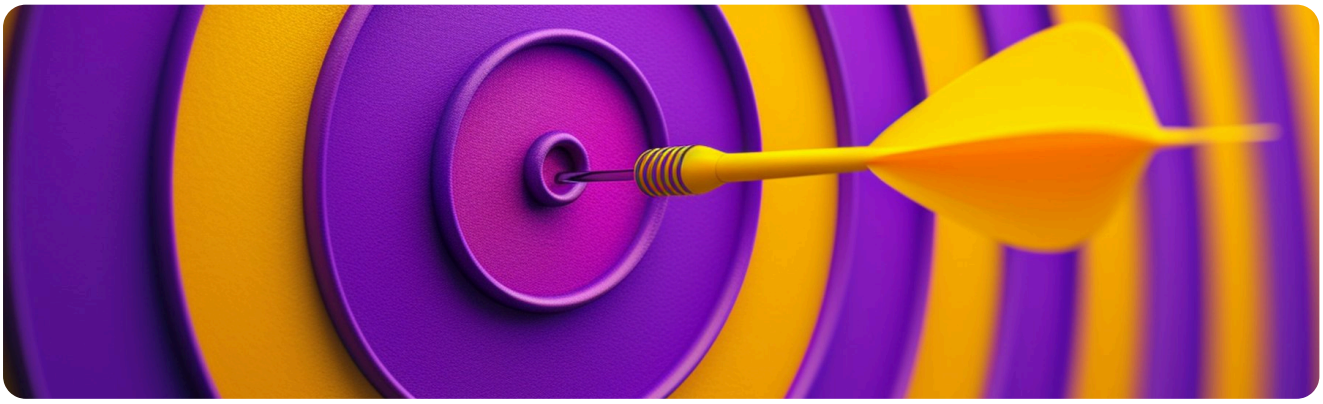
01
Visionary Leadership
We lead with insight, creativity and a passion for redefining what is possible.

02
Global Perspective
Diverse alliances and global reach drive decisions that balance international breadth with local nuance.

03
Innovative Mindset
We foster a dynamic environment where forward-thinking strategies fuel transformation.

04
Integrity & Partnership
Long-lasting relationships built on trust, transparency and mutual growth.

05
Agility & Empowerment
We embrace change and empower clients, teams and communities to thrive.



WHAT DRIVES US

Vision · Mission · Values

OUR VISION

To be the trusted consulting partner that enables businesses to grow through people, systems and innovation.

OUR MISSION

To deliver practical consulting solutions that improve business performance, operational excellence and long-term growth.

OUR VALUES

01	02	03	04	05
Integrity	**Excellence**	**Innovation**	**Collaboration**	**Customer Success**
We do what we say, openly and honestly.	High standards in every deliverable.	Modern thinking applied to real problems.	We work as one team with our clients.	Your results are our measure of success.

OUR PROMISE

People. Systems. Growth.

Three words that shape every engagement — strong people, smart systems and sustainable growth.

HOW WE CREATE VALUE

Our Framework

Four integrated pillars that empower organizations through strategic people solutions, tech-enabled transformation and bold digital engagement.

01

People Solutions

Build a high-performing workforce with integrated HR consulting, recruitment, performance management, OKR implementation, leadership development, coaching, compensation and organizational consulting tailored to your goals.

HR Consulting · Recruitment · OKRs · Leadership

02

Operations Solutions

Improve efficiency with payroll management and outsourcing, employer of record, HR outsourcing, compliance support and operational consulting designed to simplify the way your business runs.

Payroll · EOR · HR Outsourcing · Compliance

03

Growth Solutions

Accelerate growth through brand strategy, SEO, digital marketing, B2B lead generation and digital solutions that help you attract, engage and convert the right customers.

Branding · SEO · Lead Gen · Digital

04

Business Consulting

Our consultants bring over a decade of experience helping organizations strengthen their people, optimize operations and achieve sustainable growth through practical, results-focused consulting.

Strategy · Process · Change · Advisory

People → **Systems** → **Growth**

The right talent, structure and leadership → Efficient processes, payroll and technology → Brand, customers and measurable results

SERVICE LINES

Our Services

People & HR

End-to-end human capital solutions

- ✓ HR Consulting
- ✓ Recruitment
- ✓ Change Management
- ✓ Payroll Management
- ✓ Performance Management
- ✓ OKR Consulting

IT Consulting & Advisory

Systems, automation and compliance advisory under one roof

01
HRMS Solutions
Centralized platforms to manage the full employee lifecycle.

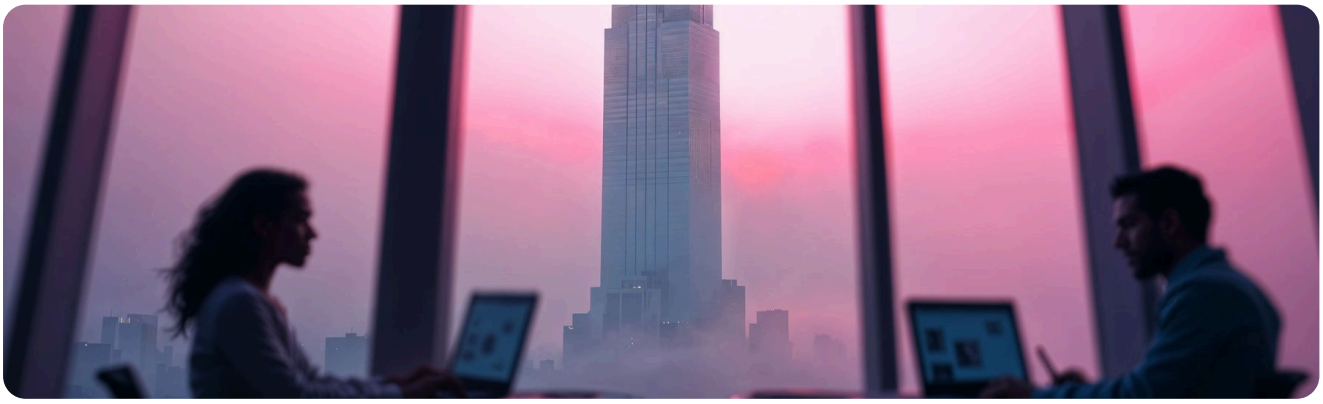
02
Payroll Systems
Accurate, compliant and automated payroll processing.

03
Performance & OKR Platforms
Tools to track goals, reviews and team performance.

04
Business Automation
Streamlined workflows that cut manual, repetitive work.

05
Digital Transformation
Modernized systems and processes for scalable growth.

06
E-Invoicing & Tax Compliance
UAE PINT-AE / Peppol readiness, ASP and ERP integration ahead of the 2027 mandate.



Executive Coaching & Organizational Development

Building leaders, teams and cultures that perform

01
Leadership Assessments & 360° Feedback

02
Org. Development Strategy & Succession Planning

03
Team Coaching & Performance Frameworks

04
Emotional Intelligence & Leadership Effectiveness

05
Culture & Change Management

06
OKR Strategy, Frameworks & Coaching



Our coaching and OD programs combine proven assessment tools with practical, hands-on support — so insights turn into lasting behavior change across the organization.

BUSINESS OUTCOMES

- ✓ Stronger leadership capability
- ✓ Sustainable organizational growth
- ✓ Higher team performance
- ✓ Better decision-making
- ✓ Improved employee engagement
- ✓ Increased leadership confidence

Digital Marketing

Attract, engage and convert the right customers



01

Website Development

Fast, modern websites built to convert.

02

SEO

Rank higher and get found by the right buyers.

03

Corporate Branding

A clear, consistent identity across every touchpoint.

04

Social Media Marketing

Content and campaigns that build an engaged audience.

05

Lead Generation

B2B pipelines that turn interest into opportunities.

ALSO INCLUDED

- Paid Media
- Google Ads
- Content Creation

From first impression to signed client — one partner for your entire digital funnel.

A PROVEN METHOD

Our Approach

A clear six-step method that takes every engagement from first conversation to lasting, measurable improvement.

01

Discover

Understand your business, people, structure and objectives.

02

Assess

Evaluate current processes, systems and performance to identify improvement areas.

03

Design

Develop tailored strategies and practical solutions aligned with your goals.

04

Implement

Execute the plan with structured project management and expert guidance.

05

Enable

Equip your team with the tools, knowledge and support needed for long-term success.

06

Optimize

Continuously monitor, refine and enhance processes to maximize efficiency and growth.

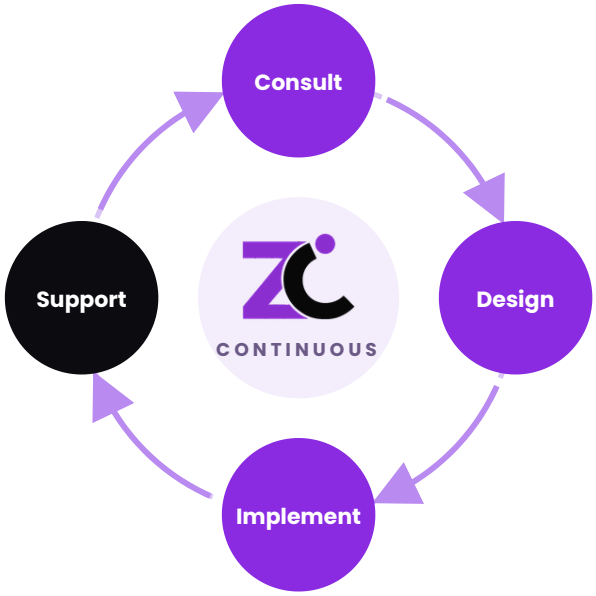
✓ Every step is shared, transparent and measured — you always know where we are and what comes next.

EVERY ENGAGEMENT IS BUILT AROUND

- ✓ Understanding your business
- ✓ Implementing practical solutions
- ✓ Supporting continuous improvement
- ✓ Identifying opportunities
- ✓ Measuring outcomes

HOW WE WORK

Our Engagement Model



Support feeds back into the next consult — engagements are continuous, not linear.

01 Consult
Understand business goals and challenges.

02 Design
Develop tailored strategies and solutions.

03 Implement
Deploy systems, processes and best practices.

04 Support
Provide ongoing optimization and advisory.

THE RESULTS

STRONGER TODAY

A stronger, more efficient business with streamlined operations, empowered teams and sustainable growth.

READY FOR TOMORROW

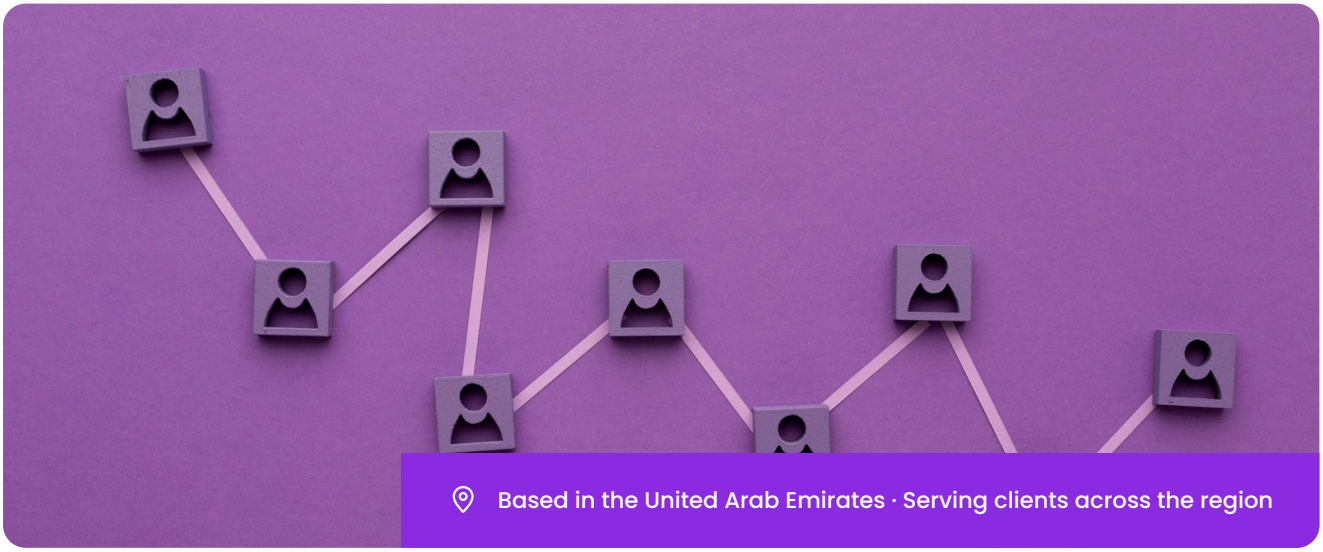
A future-ready business equipped to adapt, grow and succeed in a competitive market.

SECTOR EXPERIENCE

Industries We Serve

From fast-growing startups to established enterprises and public-sector entities, we support organizations across a wide range of sectors.

01 Information Technology	02 Professional Services & Consultancy	03 Food & Beverages
04 Trading	05 Agriculture	06 Retail & E-commerce
07 Healthcare	08 Construction	09 Logistics & Supply Chain
10 Accounting & Finance	11 Hospitality	12 Real Estate
13 Government	14 Education	15 SMEs & Startups



OUR BUSINESS IMPACT

Why Zephora

Delivering value across every engagement.

10+

Years of industry experience

- HR, technology & digital expertise
- Cross-industry practical experience
- Focus on measurable results
- Customized business solutions
- End-to-end project delivery

YOUR GROWTH PARTNER

- ✓ Integrated consulting expertise
- ✓ Tailored business solutions
- ✓ Experienced industry consultants
- ✓ End-to-end implementation
- ✓ Technology-driven approach
- ✓ Client-centric delivery
- ✓ Measurable business outcomes
- ✓ Long-term strategic partnership



THE PEOPLE BEHIND ZEPHORA

Our Leadership Team

Our consultants bring over a decade of experience across HR, technology and digital — and a hands-on commitment to every client we serve.



Nighum T Chaudhry

Director



Shaaf Tauqeer

Chief Marketing & Growth Officer



Maria Safdar

Senior Partner, Organizational Development

HR & People

Workforce strategy, leadership development and organizational design.

Technology

HRMS, payroll systems, automation and compliance-ready platforms.

Digital

Brand, marketing and lead generation that drive measurable growth.

Hands-on senior expertise across HR, technology and digital — on every engagement.

TRUSTED BY

Our Clients

Supporting organizations at every stage — from ambitious startups to established regional brands.

AWS DISTRIBUTION
ABDULWAHED BIN SHABIB DISTRIBUTION
MERIDIAN
TALAL MARKET
IMSC
RMB Contracting L.L.C
Manchester Adv. & Pub. LLC 2003
tada
PERFUME GALLERY
Dermanics Beauty
SS&Co.
IT Zone
MetaVerse Dynamo
SJF FURNITURE YOUR HOME DESERVES
FATIMA FURNITURE
ROYAL ROSE COSMETICS TRADING
NOBLE LAND
PROFESSIONAL DRIVERS
ShadowLabs
بيت اكيتو Akitu House

...and many more organizations across the UAE.

Distribution	Retail	Construction	Media	Beauty
& Trading	& F&B	& Real Estate	& Technology	& Lifestyle



Let's Build Better Businesses Together

People. Systems. Growth.

Tell us where you want your business to be. We'll help you build the people, systems and growth engine to get there.

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