



PKF Jordan & PKF Iraq Newsletter | Q1 2021

PKF

Accountants &
business advisers



PKF Jordan and PKF Iraq are a member firms of the PKF International Limited family of legally independent firms and do not accept any responsibility or liability for the actions or inactions of any individual member or correspondent firm or firms.

Content

[How to Create a Winning Post-Pandemic Business Model](#) [3](#)
[by Jonathan Byrnes and John Wass](#)

[Major Contracts](#) [4](#)

[About Us](#) [5](#)



How to Create a **Winning** Post-Pandemic Business Model

by [Jonathan Byrnes](#) and [John Wass](#)

Summary. Markets change, and business models have to change in parallel. Success depends on constant business model innovation. In order to succeed, you need to get two things right: You have to target a defensible market segment, and you have to create a business model that enables you to win against competitors who are going after your target segment. In developing a high-profit business model to engage your target customers, you have two basic choices: (1) increase your customer value, or (2) lower your cost to serve (or do both). The author discusses six companies that have generated high sustained profits by targeting specific profit segments with innovative business models that either increased customer value or reduced cost to serve.

Read the full article @ <https://hbr.org/2021/03/how-to-create-a-winning-post-pandemic-business-model>

Harvard Business Review | Strategy | <https://hbr.org/2021/03/how-to-create-a-winning-post-pandemic-business-model>

Major Contracts



Royal Hashemite Court



مؤسسة ولي العهد
CROWN PRINCE FOUNDATION



Arab Company for Drug
Industries & Medical
Appliances - ACDIMA



ISASTUR, Ingeniería y
Suministros Asturias S.A.U

About Us

PKF Jordan and PKF Iraq, member firms of PKF International, are regional, multidisciplinary business advisory firms with industry specific services. We offer outstanding opportunities, by providing international standard based services, to dramatically position our clients as pioneers in a rapidly growing business environment. PKF Jordan and PKF Iraq play a major role in business advisory including Consultancy, Auditing, and Tax Services.

Areas of experience include Finance, Taxation, Market Research, Strategic Planning, Organizational Development, Human Resource Development, Investment, Technology and Information Management, Quality Management, and Socio-Economic Studies. We also initiate an added value component where integration, consistency and reliability are effectively enforced. PKF Jordan and PKF Iraq high quality services help clients identify their business needs, improve, excel, cope with business fluctuations and accomplish their anticipated goals and excel.

Our team approach enables operating as integrated cells exposed to diverse industries. Words like creativity, innovation and flexibility generate great success within the firms' services and culture, where PKF Jordan and PKF Iraq promise of quality, accuracy, speed, and value remain applicable in all deliverables. Relying on PKF Jordan and PKF Iraq beliefs makes our caliber professional. And experiencing our services makes clients distinguishable.

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

- **Assurance and Advisory**
- **Tax Consultancy**
- **Corporate Finance**
- **Forensic Accounting**
- **Financial Planning**
- **HR & Management Consultancy**
- **IT Consultancy**
- **Umbrella Services**

PKF Network Worldwide

Around 50 years of experience

21,000 people

440 offices

150 countries

US\$ 2.6 billion turnover

Top 10 assurance & advisory firm worldwide

About Us

PKF Jordan & PKF Iraq deliver a full spectrum of services:

Assurance and Advisory

- Statutory audit
- Accounting services
- Non-statutory audit
- Sarbanes Oxley assurance
- Compilation of financial statements
- International accounting standards
- Assurance engagement
- Internal audit
- Business risk services

Tax Consulting

- Tax planning and tax manual
- Income tax
- Sales tax
- Withholding tax
- Employee's tax

Corporate Finance

- Privatization and Build - Operate - Transfer (BOT) services
- Private placement memorandum
- Business plans
- Finding and securing finance from the most appropriate sources (such as private equity firms)
- Business valuations
- Preparation of financial projections and financial cash flow forecasts
- Investment agent
- Provide ongoing advice and support with flotation, mergers and acquisitions, management buy-outs / buy-ins and disposals
- Due diligence
- Advice on reorganizing and restructuring existing businesses, commercial and tax considerations and fundraising options
- Feasibility studies

Forensic Accounting

- Appraisal of financial losses resulting from fraud
- Appraisal of damage resulting from prejudicial acts
- Preparation of expert opinions and second opinions
- Assisting solicitors in the financial aspects of cases
- Intervention as arbitrators or mediators in dispute resolution

About Us

PKF Jordan & PKF Iraq deliver a full spectrum of services:

Umbrella Services

Financial Planning

- Retirement planning
- Savings and investments
- Medical and life insurance
- Business assurance
- Property purchase

IT Consultancy

- Business process design
- Disaster recovery planning
- Managing Information Technology (IT) expenditure - budgeting and control
- Project management of business requirements
- Packaged software / Enterprise Resources Planning (ERP) selection and implementation
- Information Technology (IT) security and crisis planning
- Risk analysis and management
- Information Technology (IT) policies and procedures

Management Consultancy

- Strategic planning to achieve a sustainable competitive advantage
- Risk - measurement strategies, risk management plans and crisis handling
- Institutional assessment and upgrading plans
- Reviewing business processes for efficiency, control and effectiveness
- Organizational restructuring
- Competency-based human resources management and development
- Performance scorecards and indicators
- Marketing and market communication plans
- Market studies, research and surveys
- Customer satisfaction programs development
- Financial policies and procedures including procurement, accounting, and budgeting
- Corporate governance manuals
- Costing systems
- Internal audit manuals
- Operations manuals
- Quality management services
- Monitoring, evaluation, and impact assessment studies

About Us

PKF ProGroup | Jordan

Shmeisani | 95 Al-Sharif Abdul Hamid
Sharaf Street | Al Waleed Complex |
Amman – Jordan

Tel: +962 65695442/3

Fax: +962 65606344

www.pkf.jo

PKF ProGroup | Algeria

Centre Commercial et Affaires | El Qods,
8ème étage | Chéraga | Algiers - Algeria

Tel: +21321343260

Fax: +21321343260

PKF ProGroup | Iraq

Baghdad | Hay Alwehdah
Erbil | MRF 4 Towers. Complex C.

Tel: +964 7508829873

Fax: +962 6 5606344

PKF ProGroup | Turkey

92 Ekim Cad. | İstanbul | Vizyon Park A-1|

Blok Kat: 8 No: 85

Yenibosna | Istanbul - Turkey

Tel: +90 212 426 00 93

Fax: +90 212 426 84 44