BEHINDSCENE

EACH PROJECT HAS A STORY BEHIND

DUBAI | LONDON

PROJECT MANAGEMENT   COST CONTROL & RISK MANAGEMENT   MARKETING MANAGEMENT

PROJECT MANAGEMENT

● **Portfolio Management**

- Assisting companies in developing their projects with strategic alignment to maximize the efficiency of their time, talent, and budget;
- Identifying the strategic business drivers that influence the prioritization of one investment over another;
- Assessing the optimal approach for implementingnew strategies;
- Supporting companies in making informed decisions on capital allocation and program selection;
- Managing investments to ensure they achieve the desired outcomes.

● **Corporate Finance & Project Finance**

- Developing a prioritized implementation plan aligned with the client's strategic vision, while assisting companies in addressing funding sources, capital structuring, accounting, and investment decisions;
- Providing stability and objective leadership in an environment of complexity and change.

● **Capital Management**

- Overseeing capital improvements throughout their duration, mitigating risks while maintaining strict control over scope, schedule, and budget;
- Managing the full lifecycle of projects, from developing the business case to project management, design, planning, and execution, ensuring the project delivers the expected value.

● **Business Management**

- Implementing continuous improvement methodologies combined with change management approaches to secure stakeholder buy-in;
- Supporting companies in engaging stakeholders and ensuring new or refined business processes are clearly defined and sustainably integrated throughout the client's organization.
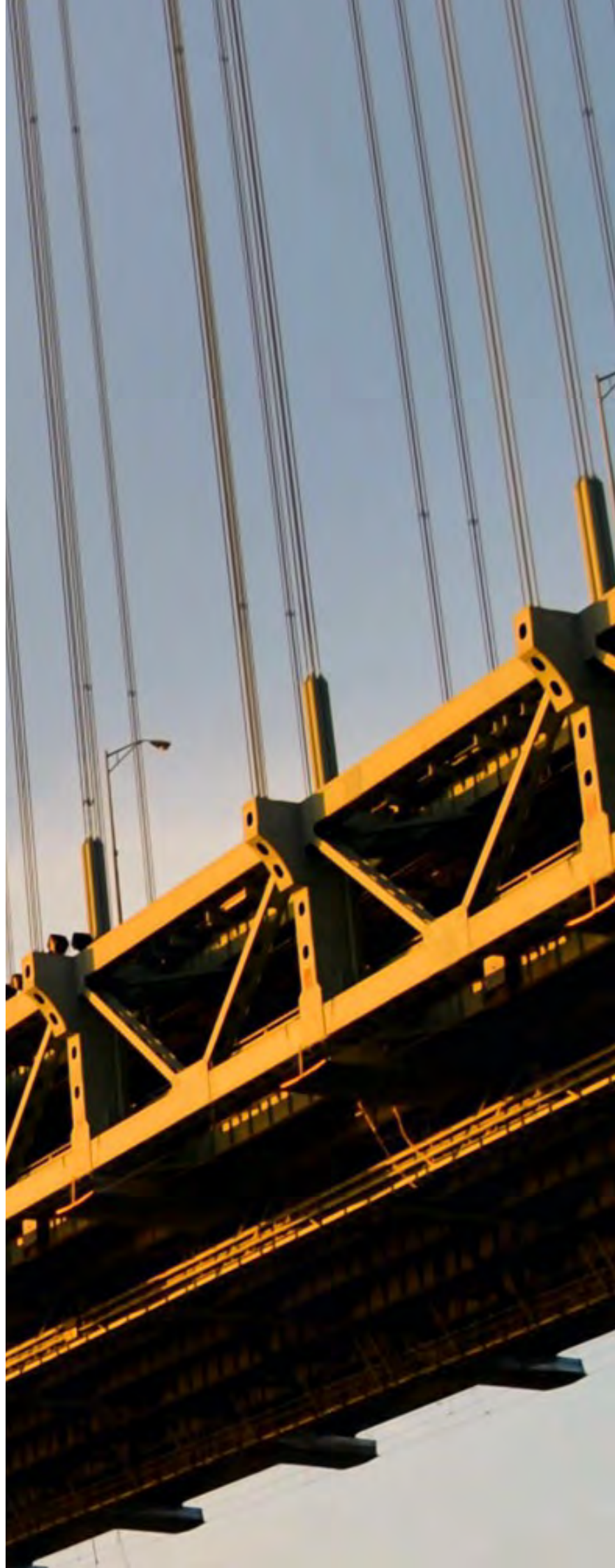
COST CONTROL &
RISK MANAGEMENT

● Business Plan & Financial Projections

- Conducting research, analysis, and market studies;
- Assessing key business elements, including market opportunities, financial projections, and project timelines;
- Establishing a baseline for evaluating project performance;
- Assisting in structuring accurate funding assumptions, cash flow needs, and expenditure forecasts.

● Design Development

- Defining project scope, requirements, and timelines; Managing regulatory approvals and compliance;
- Overseeing design development across all phases;
- Drafting and executing key project contracts;
- Integrating contractual terms into project requirements;
- Managing procurement, bidding, and contractor selection;
- Developing and enforcing project schedules and cost estimates;
- Conducting drawing reviews and value engineering.

● Procurement

- Conducting market analysis to identify and prequalify the best contractors and vendors;
- Evaluating and negotiating proposals to secure the most competitive terms, ensuring alignment with project scope, budget, and timeline;
- Implementing procurement strategies to optimize cost efficiency, quality control, and risk mitigation;
- Managing contract compliance, supplier performance, and material sourcing to prevent delays and cost overruns;
- Establishing procurement reporting systems for transparency and financial oversight throughout the project lifecycle.

● Cost Control & Risk Management

- Developing comprehensive risk mitigation strategies, including insurance programs, bonding, and subcontractor default coverage;
- Establishing robust cost management frameworks to monitor and control expenditures across all project phases;
- Implementing detailed cost tracking, forecasting, and variance analysis to ensure financial discipline; Standardizing reporting procedures for real-time budget oversight and decision-making;
- Conducting financial risk assessments to anticipate potential cost overruns and implement corrective measures;
- Aligning projected expenditures with funding sources to optimize cash flow and financial sustainability.

MARKETING MANAGEMENT

- **Market and customer analysis**

  - Conducting in-depth market and customer research to identify opportunities and define target segments;
  - Developing strategic roadmaps that align business objectives with market positioning and competitive advantage;
  - Designing and implementing marketing programs that integrate business dynamics, consumer behavior, and industry trends;
  - Enhancing customer retention through data-driven strategies that optimize engagement, satisfaction, and brand loyalty.

- **Strategy Development & Execution**

  - Defining clear marketing goals and actionable strategies to drive business growth and market penetration;
  - Establishing structured processes for campaign design, execution, and performance measurement;
  - Implementing customer-centric initiatives that enhance brand perception and maximize lifetime value;
  - Ensuring continuous optimization of marketing efforts through performance tracking and agile adjustments.

- **Monitoring and control**

  - Measuring the effectiveness of marketing initiatives and refining strategies to meet business objectives;
  - Conducting ongoing customer and market research to refine segmentation and targeting approaches;
  - Managing third-party partnerships, event coordination, and cross-department collaboration for marketing execution;
  - Overseeing budget allocation, ensuring cost-effectiveness while maximizing marketing ROI.

04 THE
TEAM

Behind Scene is a strategic advisory firm specializing in project management, cost control & risk management, and marketing management across multiple industries and global markets.

Our multidisciplinary team, with over 25 years of experience in 16+ countries, particularly in Africa, Asia, and the Middle East, helps clients streamline project execution, optimize resources, mitigate risks, and enhance operational efficiency. From strategic planning to implementation, we provide tailored solutions that ensure financial sustainability, regulatory compliance, and long-term growth.

AREAS OF EXPERTISE

01	02	03	04	05
SUSTAINABLE ENERGY SOLUTIONS	TRANSPORTS & LOGISTIC CHAINS	REAL ESTATE DEVELOPMENT & INFRASTRUCTURES	INDUSTRIES: - MINING OIL & GAS HEALTH	CORPORATE FINANCE & PROJECT FINANCE

INTERNATIONAL EXPERIENCE

SOUTH AMERICA

- Brazil

ASIA

- China
- Macau
- Singapore

EUROPE
- France
- Germany
- Netherlands
- Italy
- Portugal
- Spain
- United Kingdom

AFRICA

- Angola
- Congo
- Mozambique
- South Africa

MIDLLE EAST

- United Arab Emirates

BEHIND SCENE

THE STORIES BEHIND HISTORY

DUBAI
United Arab Emirates

LONDON
United Kingdom