

# MENARA PROFILE & ACTIVITIES

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P O Box -112694, 3201, Burlington Tower, Business Bay,  
Dubai, UAE | +971 56 232 5316 | [info@menaraadvisory.com](mailto:info@menaraadvisory.com)  
| [www.menaraadvisory.com](http://www.menaraadvisory.com)



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# About Us

## Menara Advisory

Our management consulting services address the most critical issues and opportunities for our clients: **strategy**, marketing, organization, operations, technology, digital, **transformation**, advanced analytics, corporate finance, and **sustainability**.

The value we deliver to any organization goes beyond boundaries and across silos, as we bring deep, functional expertise as well as a holistic perspective.

***“We use a unique approach to change management to structure, orchestrate, and enable sustained results.”***

## Founder’s Profile

A leading expert in research, finance, consulting, and business management, **Ragunathan Jagannathan** has worked internationally for more than thirty years. Ragunathan has served as the **director** and **CEO** of a number of Private and Public Listed & Subsidiary Companies in India, Sri Lanka and Malaysia.

He has used his extensive knowledge and experience in business development, project management, marketing, strategic planning, branding, client/partner/agent management, corporate communication, government relations and finance. Ragunathan has excelled in various industries such as ACE, ASMEP, Infrastructure, Water and Waste Treatment, Solid Waste Management, Environmental Projects and Facility Management.

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His latest venture includes **Menara Advisory**, a management consulting firm based out of Dubai. An entrepreneur and innovator, Rangunathan is passionate about what he does.

## **MANAGEMENT CONSULTANCY SERVICES**

We provide organizations with **solutions and strategies** to improve their financial and operational health. We base our recommendations on extensive research and data. The success of the consulting project depends on understanding the client's needs. In order to align with the client's objectives, our consultants spend a great deal of time with their management team.

Additionally, several discussions are held regarding the resources that consultants need, including access to financial information and interviews with key employees. Typically, consultants start by creating hypotheses about **potential solutions** and then decide what data they need to test them.

In order to support their hypotheses, our consultants spend time gathering the right data. The process can include reviewing a company's internal financial data, **hosting focus groups** with third parties, reviewing industry research reports, and interviewing employees.

This work typically involves massive Excel files with a large amount of raw data that must be **structured and analyzed**.

As soon as the consultants have the data in hand, they focus on gaining insight. Typically, consultants organize data in Excel and extract **key information** into charts and graphs in PowerPoint. In many cases, visualizations can uncover **unexpected solutions**

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to the case, leading to the case going in unexpected directions. Within the consulting team, there are also many discussions regarding how the data should be interpreted.

The consultants will meet with the client's point persons (usually VPs, Directors, etc.) throughout the project, and by the time the final deliverable is presented, there should be no surprises. Every few days or weeks, consultants provide updates to the point person, who provides ongoing guidance and feedback.

## **PROJECT MANAGEMENT SERVICES**

We maximize the impact of the clients' investments, improve quality, and strengthen their bottom line by optimizing their **business processes and technology**. Documents can be modified or simplified, workflows can be streamlined, multiple software systems can be untangled, or new technology can be evaluated and implemented.

After assessing their current tools, methods, and outputs, we put together a plan and work alongside them to implement it.

We utilize resources, processes, discipline, and leadership to break down functional silos, engage stakeholders, and complete initiatives on time and on budget.

We are responsible for managing your project from **inception to completion**. To get their project back on track, we identify the reasons why milestones are missing or momentum is lacking and implement strategies to fix them.

## **MARKETING MANAGEMENT**

To execute and implement **marketing strategies**, we work with businesses to develop detailed marketing plans, business solutions, and target audiences. By ensuring our

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clients' goals and objectives are met, we help them build **successful and profitable businesses**.

Our services include **project management, brand image consulting, marketing advice, and strategic analysis**. In addition to strategy, auditing, and analytics, marketing consultants focus on implementation and execution.

In order to understand the marketplace and the consumer, market research is crucial. In order to launch a brand and design a business strategy, it is essential to collect useful insights.

Currently, businesses are moving towards **customer-centric models**, which require building an effective customer analysis and linking the online journey of the customer to the customer relationship data.

## **PROJECT DEVELOPMENT SERVICES**

We provide a full range of support services needed to identify, evaluate, select, and implement specific development projects.

We as a team:

- Provide specific support services for each project as an extension of the client's organization.
- Assist with strategic planning, centralized reporting, cost management, and benchmarking.

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- Verify the project's viability by reviewing documentation, approvals, and regulatory analysis.
  - To ensure the project's success, we identify and engage all key stakeholders.
  - Examine the potential risks and methods to avoid and reduce them.

## **INFORMATION TECHNOLOGY CONSULTANCY**

- We identify, utilize, and manage IT assets and resources by providing advice, guidelines, and a road map. Our consultants help organizations solve problems and achieve business objectives with IT solutions and services
- Implement websites, software, network infrastructure, cloud environments, ERP systems, and other IT business solutions.
- Provide solutions and services based on the IT requirements of the organizations and the underlying environment.
- We manage and supervise the implementation process and assist organizations and employees with adapting to the change.

When our clients choose to work with us, they choose competence, expertise, professionalism, and commitment. It is our team's responsibility to ensure that we **meet every expectation** of our clients.