Dear Fahad,

As discussed I am outlining the value I can offer to your company.

- With more than 20 years of experience in the IT Field, offer to you my wealth of experience.
- In my 12 years of working here in Bahrain starting out as a Project Manager for Customs and Port of Bahrain handling the Software Development Team in developing a fully customized Electronic Customs Automation System (e-CAS). A Project worth 786,000.000 BD in my stint with Hitech W.L.L.
- After this project I was given a new assignment as Business Development Manager generating new contracts with Central Municipalities for the Deployment of outsourced IT Staff. This project is on a yearly basis worth more than 200,000.000 BD.
- Deployed Several IT Outsourced staff in different Government Ministries such as Ministry of Works, Electricity and Water Authority, Ministry of Justice, Customs and Port Free Zone Authority, GOYS, Ministry of Health and others
- Deployed the Biometric Attendance and Access Control Project at the Ministry of Health worth around 284,000.000 BD. Deployed all the SUPREMA Access control in all Health centers in Bahrain together at the main office in SMC. Designed and implemented all the integration of MoH employees to the Civil service Bureau Payroll which is ORACLE Based,
- As BDM responsible for creating new Partnerships with different Vendors outside of Bahrain. This comprises both Hardware and Software.
- Visit clients to maintain good relationships even if there were no business opportunities at hand. Because of this everytime a business opportunity arises, they call me.
- Always finding a solution to every problem presented to me.
- Very Good at Analysing Problems and issues.
- Made good relationships with clients and vendors that wherever I go they want to work with me.
- As an ERP Consultant and Practitioner i have expertise in implementing different ERP projects in different Areas such as Finance (AR, AP, GL), Supply Chain Management (Order Entry, Purchasing and Sales Modules), HR & Payroll.
- As Sales & Marketing Manager - Trained new sales staff on how to do Telemarketing and Cold Calling in generating new Leads and Prospects.
- Developed new clients for every company i work for
- An expert in preparing Proposal for Tenders.
- I do my own presentation materials and do Demo to prospective clients in which they decide on the solutions I propose to them.
- Talks and Deals directly with Top Management (CEO, CFO, MD) of every company i do Presentation and Demo.
- Highly skilled ifn Vendor Negotiation.
- I have almost 100 Vendors in my list whom I have negotiated with. This includes Top Software Vendors like ORACLE, SAGE, Microsoft, SAP, OSI Soft.
- I have thousands of Clients I have dealt with in my 12 years of working here in Bahrain.

Additional inputs:

1) ERP and other Software Software selling has 4 Revenue Streams
   a) Software License Cost
   b) Implementation
   c) Customization
   d) SLA and Yearly License Renewal

Software that are in my portfolio:

   a) ERP - Enterprise Resource Planning
   b) DMS - Document Management System
   c) SMS - School Management System
   d) HR & Payroll
   e) Construction & Real Estate Management System
   f) Cash Flow Management System
   g) CRM - Customer Relationship Management System
   h) Auto/Car Dealership System - Mobile and Tablet Application with Backend
   i) Hotel Management System
   j) OMNI Channel - for Banking and Finance Companies
   k) Web Design & Development with ECommerce Platform

If a Requirement of a software is not in my platform i find the right partner for it.

Note: Software Selling especially ERP is more difficult than selling Hardware. Hardware selling is a Tangible Product that can be seen, felt by the Hand. Software is an Intangible Product. You don't get the results until you use it. It takes experience to be able to sell a product like this. It is like painting something in a blank Canvass. It takes experience to master this as the only thing you have to paint in this blank canvass is what the Client wants to solve in his business. Meaning - you have to address their pain points, issues that they encounter in their day to day operations plus how the system will solve it.

2) With the Pandemic still ongoing and businesses are badly affected following are potential business opportunities:
   a) **E-Commerce** - i have partnered with an Indian Based company who does this together with Mobile Applications in which we sold to one of our clients who wanted this solution
   b) Another potential is **Web Design and Development**. However, we need to revolutionize this approach and make it more interactive. I know a new Technology called which makes websites more interactive. With an Interactive Website, customers who visit the website have more interaction than just reading text. Reading Text in a website is called Static
   c) **Mobile Application** - as we are living in a Mobile world, we have developed our own Mobile application in which i headed that Team in my previous company. This Is a very good business potential. Mobile applications give you the ability to do business anytime and anywhere in the world.

Should you need more information, we can schedule a call via phone, Zoom or if you prefer a face to face meeting. Kindly advice me one day prior to the scheduled meeting

With my wealth of Experience and revolutionary ideas, I am confident that I will be an asset to your prestigious company. I have attached my CV for your further reference, review and perusal.

I look forward to your positive response and to hearing back from you.

Respectfully Yours,

Michael Schaffel Perez