



THE EDELWEISS FLOWER

Just like the cactus thrive in extremely dry environments, the Edelweiss also known as "**The star of the snows**" thrives in the high, inaccessible altitudes in harsh mountain climates, making it a rare flower that is very difficult to obtain. The Edelweiss is not only associated with the Alps rugged beauty, but also regarded as a national symbol in Switzerland. In German "**edel**" means noble and "**weiss**" means white – the small white blossoms represent daring or noble courage.





WHO WE ARE

We are a unique combination of an explosion of creativity, self-driven industry smarts, exceptional designers, curious minds, and courageous storytellers who are allempathetic with a twist of business-savvy brought together by passion and drive to cater for each unique client's wants within the start-ups, and small to medium-sized enterprises.

We wear multiple hats, paired with strong human values such as empathy, respect, and honesty – regardless of our position in-house. We filter through various perspectives coming from bosses, clients, coworkers, competitors and more to ensure we deliver the best results. We work with, not against, the differing perspectives and that's why we are unique hardcore business competitors.

• MISSION

Our mission is to build long-term relationships with our clients and to provide exceptional, impactful and value-driven services by pursuing business through innovation and creativity.

• VISION

We aim to create, produce and manage innovative services and solutions that capture the imagination of the people and set a trend for the industry.



OUR VALUES

• PROFESSIONALISM

Our professionalism is deeply ingrained in our corporate culture – it is evident in the culmination of competence, knowledge, resourcefulness, quality, attitude, and cooperation related to how we provide our professional services. At Edelweiss we strive to provide our clients with not only a superb finished service, but also with an exceptional experience over the entire course of a project.

• CREATIVITY & INNOVATION

We inhale, exhale and speak creativity and innovation. We produce clever work, but always keep the objective of each project top of mind. Basically we take the conventional solutions approach to foresee and seek out new possibilities and solutions, warranting great success. Our desire is to share our solutions with others so that they grow into the conventional solutions of tomorrow.

• TEAMWORK & COLLABORATION

Teamwork creates the Dream Work. After thinking and creating together, we combine our strengths to give you a superior, more versatile solution. We intentionally maintain a collaborative environment where each team member's voice is heard, valued, and respected so that their ideas benefit you. We look beyond job titles because we understand that complementary skills and resources can multiply results beyond the wildest expectations.

• INTEGRITY

Keeping our promises to you demonstrates our integrity. We recommend tactics that make sense, and seek to maintain a spirit of transparent honesty in everything we do. We integrate honesty, integrity and business ethics into all aspect of our business functioning and that obligates us to tell you when we believe an idea is not in your best interests.

• INSPIRE & EMPOWER

We aspire to inspire. Much like a trusted friend, we're ready to go the extra mile. We are here for you, striving to empower youthrough leading by example. We hope to share what we know in an attempt to make those around us better than ourselves. We seek to inspire others, help and encourage them to find their points of awesomeness by giving them respect, responsibility, and control over their own tools so that they can begin to create and innovate for themselves.



OUR SERVICES

The truth is we are here because we love what we do!

Our team works with you to plan for sustainable business growth by identifying the issues unique to your business, developing a plan and making it happen. Our advice is based on a deep understanding of the stages of business growth from start-up through to maturity and diversification. We have a dedicated team of partners and staff with the experience and expertise to help you realise your growth potential.

TRADING

Need anything? We can find it!

Our extensive global network of manufacturing and trading partners will help us supply you with the best products on time and at reasonable prices.

Together we identify your desired range of products, and then we take up the hassle of sourcing for quality and delivering them to you.

MANAGEMENT CONSULTING

Edelweiss is equipped with specialist consultants in multiple disciplines, who desire to provoke ideas and reactions, and constantly explore new opportunities that will elevate and push your business beyond imaginable boundaries and grow their revenues and profits- faster, better and more sustainably than anyone else.





BUSINESS PLANNING

We dive into your industry, dig into the data, the metrics, and market assessments, and write your plan from scratch. Edelweiss never gives clients a cookie-cutter business plan. Our plans provide a market analysis, tailored strategy and a financial analysis for your personal insights or to get you the funding you need to thrive. We even go an extra mile and give you feasible recommendations! We've helped start-ups, small and medium businesses excel, and our funding rates and success stories prove it.

FUNDING GUIDANCE

We don't just write your business plan; we can also assist you in getting the kind of funding that is right for your business. Our team can help you with the loan application process (e.g. with QDB) and prepare all the specific, required documents to speed up the case submission.

The potential investors or lenders want to see your unique strengths and what they can expect in payback. With a tailor-made business plan and complete set of documents, you can be confident you'll get financed!

PROJECT IMPLEMENTATION & EXECUTION

It doesn't stop at consulting! We help implement the projects with you. Because we believe that any analysis, concept, or strategy is only successful if it's realized properly. Through following a disciplined methodology and employing seasoned business professionals, we delve right to the heart of your business needs and objectives.

We pick up the right talent for you because we know your business has the best chance of success if you hire the right people to work for you.



BRANDING

At Edelweiss we believe that creating brands is more than just graphics on a page; a brand is like a person, they walk amongst us; interact through printed cups, bags, magazines and billboards. Therefore, we sit down with the clients to understand their goals, then we consider every aspect of a brand's visual and verbal language and work hand in hand with you to build and strengthen emotional connections between your brand and your target audience.

We understand that branding should be one of your strongest assets, communicating the essence and aspiration of your business.











MARKETING

It is critical to our client's success that they understand, communicate and connect with their target audience on a personal level. We pride ourselves in truly understanding, analyzing and paving the way when it comes to Marketing. From epic content creation to data monitoring and analysis, we believe we have the best creative & analytical talent with the right experience.



WEBSITE DEVELOPMENT

We develop websites that tell your brand story...

We're all curious people, and innovation excites us! Our passionate for websites that engage and inspire encourages us to collaborate with our clients, push the boundaries of what's possible then create websites that help your brands speak to your audience contextually.



FOOD TRUCKS

We offer full service mobile food solutions that help you move your brand.
How do we get and keep you moving?

CONSULTATION

Focused on turning amazing ideas into functional and profitable food truck concepts, and rethinking the operations of distressed trucks, we provide you with a breadth of services after listening to your needs.

CONCEPT

We tailor your food truck's concept, look & feel and functionality to match your marketing and sales objectives, culinary demands and budget.



FOOD TRUCKS

DESIGN

In the design phase, experience and functional design go hand in hand. We offer design services, help with picking the right kitchen equipment, and even provide you with top food truck wrap designs, alternative options, and our recommendation.

EXECUTION

We then liaise with our team of expert professionals to ensure that your design is realised, equipment are installed and your food truck arrives in the country on time.



OUR BUSINESS SET UP PROCEDURE FOR START-UPS



BUSINESS PLAN

We listen to your concept, outline the type of business, conduct a market assessment and competitor analysis, and provide you with a complete financial forecast including the required start-up capital.



TRADING/IMPORT

We source, identify and bring you the best products you may need at an affordable price and on time.



FINANCING

From the business, we determine how much startup capital is needed and guide you on how to obtain other funding/loan.



RECRUITING MANAGEMENT

From screening applicants to identifying the right passion, we pick up the best talent for your new business.



INTERIOR DESIGN & FIT OUT

In co-operation with our sister company Euro Fit Designs, we design your interior to match your desired business profile.



ACCOUNTING

We know what start-ups need from their accountants and we know how to obtain desired outcomes and create value for our clients



WHY CHOOSE US?

Because we do it the Swiss way!

We don't compromise; rather, we strive towards the highest standards of excellence in all our services, and always emphasize our values such as hard work, innovation, attention to detail, quality and punctuality.





OUR FEES

We offer fixed fee services so you know what you're paying from day one. We stand for transparency and honesty, and we offer exceptional value that creates returns for our clients in the short, medium and long term.

Swiss have a deep-rooted respect for saving. Therefore our aim is to offer competitive prices to all start-ups, small and medium businesses, to help you succeed!





OUR CLIENTS

Seeing our clients succeed is the best award for us!



SMART SPORTS

Smart Sports is a proactive and dynamic sports event organizer based in Qatar. Smart Sports creates, manages and implements sports events, providing complete assistance at every organisational level.



EURO FIT DESIGNS

Euro Fit Designs is an exclusive interior design studio and contractor in Doha with experience in interior design, furniture supply, procurement and fit-out. Euro Fit Designs has completed a vast array of projects throughout residential and commercial interior design sectors including restaurants, retail shops, office solutions, luxury villas and apartments.

