

**"Think big, think fast, think ahead. Ideas are no one's monopoly."- Dhirubhai H Ambani**

*It is always said that grooming the talent in-house for the big game always reap good results.*

*Under the support of Enterprise Qatar, Carnegie Mellon University and a Qatar-based consortium of higher education institutions and business development agencies had organized a national business plan competition called "Al Fikra".*

*The competition was organized to support Qatar's vision for 2030, to create opportunities for young entrepreneurs having innovative business ideas to convert it into a REALITY.*

*Al Fikra is one of the initiatives to make it happen for these young entrepreneurs having brilliant ideas.*

*We believe Team Spanco GKS is a gifted team which is full of energy and new innovative ideas.*

*One of the idea we have been working for almost 2 years now and it has been accepted and appreciated by Qtel, Vodafone and now Omantel has agreed to launch this with us in partnership in Oman, is Marhaba Dial.*

*This was the perfect platform for us to create awareness about brand Marhaba Dial and also to give them just a teaser of what they are going to experience this year.*

*After all the initial formalities, we formed a team of 5 to ensure we have expertise from all the sides, the team members were Dr. Tejinder Singh Bhatia, Mr. Gurpreet Singh Ahuja, Ms. Aarti Mahajan, Mr. Ashish Kumar & Mr. Zohar Jivan.*

*The 1<sup>st</sup> round was to submit the idea and with its Executive Summary, we successfully cleared this stage and moved on to 2<sup>nd</sup> round.*

*In the 2<sup>nd</sup> round we had to submit a detailed business plan along with the financials for the next 5 years which featured around 243 entries.*

*Since this was a new concept in Qatar, the organizers made sure that the participants had enough information about the competition and were well trained before they take the big step.*

*A couple of sessions were organized with Booz & Company who shared their knowledge on how to make a business plan which helped all the participants in a great way.*

*We ensured that we were on top of it and after working on the business plan for more than a week, we submitted our plan.*

*It is rightly said that if you put in your heart and soul in something that you do it will always give you good results.*

*And that's what happened we were shortlisted out of 243 entries in the top 20 which included 10 students and 10 professionals.*

*Here comes the SEMI-FINAL stage where all the teams were given 10 minutes to present their plan to a group of investors and market leaders who would select top 12 teams for the finals.*

*Before the big day a lot of training sessions and mock presentations were organized by CMU along with Enterprise Qatar who groomed all the teams to present their plans.*

*We presented our idea in such a way that every individual had a proper role to play, the concept was explained by Mr. Gurpreet, Marketing & Sales was done by Mr. Zohar and financials and post presentation Q & As were taken care by Dr. Tejinder Singh.*

*Although we didn't qualify for the finals but the stage was perfect for Marhaba Dial to get famous and known.*

*The best part of the competition was that a couple of investors showed great interest in the concept and wanted to take the plan forward with their individual companies and we are at a initial stage of discussions with them.*

*This was not just it, the organizers also appreciated the concept and said that Qatar needs such kind of service and will eagerly wait for the brand to kick off in the market.*

*And that's not all; the Team was invited for Finals and a Gala Dinner at Intercontinental where they were facilitated with the certificates for making it to the Top 10.*

*We would like to congratulate the whole team for their efforts and wish them all the very best for their project.*

*Regards,*

*Spanco GKS*