COMPANY PROFILE

KEEZ CONSULTANCY

(SMC - PVT) LTD.

From Insight to Industry.
From Resources to Value.









KEEZ Consultancy is an integrated business, research, technology and technical advisory firm connecting knowledge, resources, markets and technology to create sustainable commercial value.

Business Development | Market Research & Analysis | Technology Solutions | Training & Capacity Building | Material & Mineral Advisory | Trade Connectivity

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ABOUT KEEZ

Corporate Profile

Integrated Consulting for Business, Industry and Natural Resources

KEEZ Consultancy (SMC-PVT) Ltd. provides multidisciplinary consulting and technical services to businesses, industrial organizations, investors, entrepreneurs, researchers and institutions seeking informed decisions, improved processes and sustainable growth.

Our approach brings together business development, market intelligence, applied research, technology, material sciences, mineral-resource advisory, training and trade facilitation under one integrated consulting framework.

KEEZ specializes in translating complex business and technical information into practical strategies.

From understanding a market opportunity and evaluating materials to developing a process, identifying value-addition potential, deploying technology and connecting products with local or international markets, we support clients across the complete value-development journey.

Our network combines the capabilities of experienced professionals and strategic partners in business development, market research, natural resources, technology, industrial advisory and capacity building.

Our Core Strengths

- Multidisciplinary Business Consulting
- Commercial & Technical Research
- Market Intelligence
- Material & Mineral Analysis
- Technology Enablement
- Process Development
- Commercialization Strategy
- Training & Capacity Building
- Data-Driven Decision Support



OUR INTEGRATED APPROACH

Corporate Profile

One Consulting Platform. Multiple Dimensions of Growth.

Turning Opportunity into Commercial Value

Modern business challenges rarely belong to a single discipline. A promising mineral resource may require technical characterization, process development, commercial feasibility, value addition, technology, investor connections and access to international buyers.

Similarly, a growing business may require market research, strategy, digital transformation, workforce development and new market connectivity.

KEEZ is designed around this reality.

We work across disciplines to connect:

RESEARCH → INSIGHT → STRATEGY → TECHNOLOGY → PROCESS → VALUE ADDITION → MARKET ACCESS

This integrated approach enables clients to work with one consulting platform while gaining access to specialized professionals and strategic partners according to the requirements of each assignment.



OUR SERVICE VERTICALS

Business
- Business Development
- Growth Strategy
- Commercial Advisory
- Market Entry

Research
- Market Research
- Data Analysis
- Feasibility Studies
- Competitive Intelligence

Technology
- Software & Digital Solutions
- Automation
- Data Systems
- Digital Transformation

Technical / Industrial
- Material Characterization
- Mineral Classification
- Compositional Analysis
- Process Development

BUSINESS DEVELOPMENT

Corporate Profile

Business Development & Growth Advisory

Building Opportunities into Sustainable Business

KEEZ helps organizations identify opportunities, develop markets, strengthen commercial strategies and establish relationships that support long-term business growth.

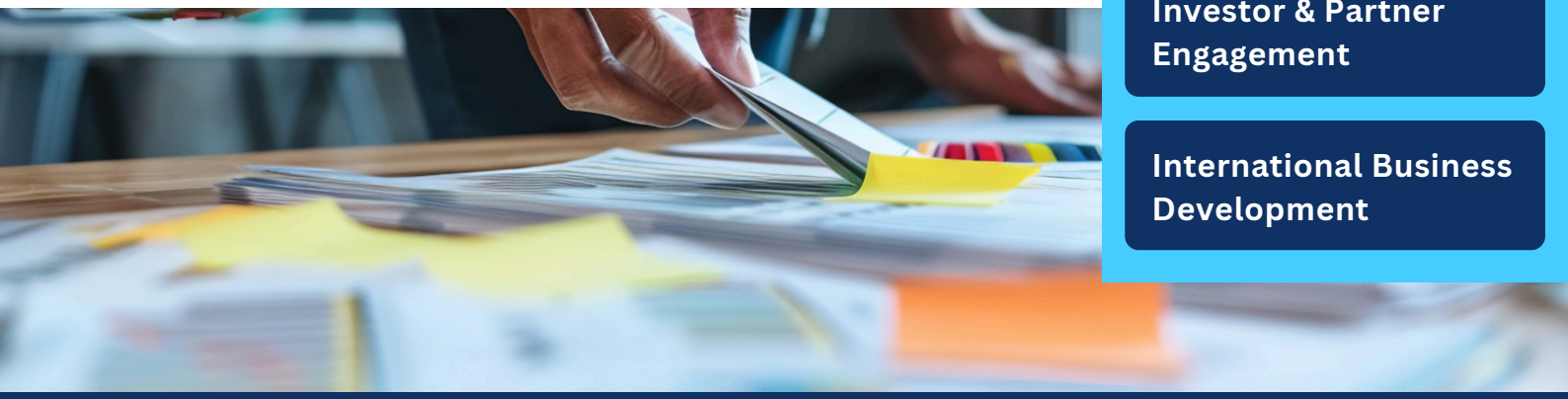
Our business-development services combine market intelligence with strategic planning and practical execution. We work with startups, SMEs, industrial organizations, investors, research institutions and established enterprises to evaluate markets, identify growth opportunities and develop commercially viable pathways.

Our support may begin with opportunity identification and continue through market assessment, business modelling, product positioning, strategic partnerships, investor engagement, sales-channel development and market expansion.

For companies entering new industries or geographic markets, KEEZ can help establish a clearer understanding of customers, competition, commercial risks and potential strategic partners before significant investments are made.

SERVICE OFFERINGS

- Business Growth Strategy
- Market Entry Strategy
- Business Model Development
- Opportunity Identification
- Strategic Partnership Development
- Product & Service Positioning
- Sales Strategy & Channel Development
- Investor & Partner Engagement
- International Business Development



MARKET RESEARCH & ANALYSIS

Corporate Profile

Market Research & Business Intelligence

Better Decisions Begin with Better Information

KEEZ provides structured market research and analysis designed to transform information into actionable business intelligence.

Our research methodology can combine primary research, secondary research, quantitative analysis, qualitative assessment, competitive intelligence and expert interpretation according to the requirements of each assignment.

Research services support businesses considering a new market, product, investment or expansion decision as well as organizations seeking deeper understanding of customers, competitors, industries and emerging trends.

Through our associated market-research expertise, including the research and business-development capabilities contributed by research experts, KEEZ supports evidence-based strategic decision-making across diverse business environments.

SERVICE OFFERINGS

- Market Feasibility Studies
- Industry & Sector Research
- Consumer Research
- Market Size & Opportunity Assessment
- Product Research
- Customer Satisfaction Studies
- Data Collection & Analysis
- Retail & Market Audits
- Research Reporting & Visualization



TECHNOLOGY SOLUTIONS

Corporate Profile

Technology & Digital Transformation

Technology Designed Around Business Objectives

Technology becomes valuable when it solves a real business problem.

KEEZ provides access to comprehensive technology capabilities through its strategic technology ecosystem, with Softseek International serving as Strategic Technology Partner for global markets.

Through this collaboration, clients can access business-oriented software, web, mobile, digital, e-commerce and emerging-technology solutions designed around operational and commercial requirements.

Technology assignments begin with an understanding of the organization's objectives, workflows and challenges before identifying the most appropriate digital solution.

Custom Software Development	Corporate Websites & Portals	Mobile Applications
Web Applications	Process Automation	IoT Solutions



SERVICE OFFERINGS

- Web Solutions
- E-Commerce
- Digital Marketing
- Data & Analytics
- Systems Integration
- Technology Roadmaps
- Technology Resource Outsourcing
- Retail & Market Audits
- Research Reporting & Visualization

TRAINING & CAPACITY BUILDING

Corporate Profile

Training, Skills Development & Capacity Building

Building Capabilities for Sustainable Performance

Successful transformation depends on people as much as technology, infrastructure or investment.

KEEZ designs training and capacity-building initiatives for businesses, institutions, entrepreneurs, professionals, technical teams and emerging leaders.

Programs can be developed according to organizational requirements and may combine classroom instruction, workshops, case studies, practical assignments, mentoring and industry interaction.

Our approach focuses on converting theoretical concepts into practical professional capabilities that participants can apply within their organizations.

Sales & Marketing	Leadership Development	Research Methodologies
Mineral & Material Awareness	Process Improvement	Institutional Capacity Building

KEY COMPETENCIES

- Training Needs Assessment
- Curriculum Development
- Corporate Workshops
- Industrial Technical Training
- Industrial Technical Training
- Management Training
- Practical Case Studies
- Train-the-Trainer
- Skills Evaluation



MATERIAL COMPOSITIONAL ANALYSIS

Corporate Profile

Compositional Analysis

Understanding What Materials Are Made Of

Accurate understanding of material composition is fundamental to research, quality assessment, mineral evaluation, process selection and industrial utilization.

KEEZ supports clients in assessing the composition of materials and interpreting analytical results to identify characteristics relevant to technical and commercial applications.

Depending upon the project requirements, compositional-analysis assignments may support mineral evaluation, raw-material assessment, industrial research, process development and identification of potential value-added applications.

The emphasis of KEEZ is not limited to obtaining analytical information; we help clients understand what the results mean for their operational, research or commercial objectives.

KEY COMPETENCIES

- Composition Assessment
- Analytical Interpretation
- Elemental Evaluation
- Comparative Analysis
- Raw Material Screening
- Technical Reporting
- Application Assessment
- Data Correlation
- Technical Result Interpretation



MINERAL CLASSIFICATION

Corporate Profile

Mineral Classification & Resource Assessment

Converting Geological Information into Useful Knowledge

The commercial potential of mineral resources depends upon accurate identification, classification and understanding of their characteristics.

KEEZ supports mineral and natural-resource stakeholders through classification, analytical interpretation and technical-commercial assessment.

We help clients organize technical information to better understand mineral characteristics, potential industrial applications and opportunities for further processing or value addition.

Our integrated model also enables mineral-related projects to progress beyond classification toward material characterization, process development, commercialization and trade connectivity.

KEY COMPETENCIES

- Mineral Identification Support
- Mineral Classification
- Sample Information Assessment
- Mineralogical Data Interpretation
- Resource Opportunity Assessment
- Industrial Application Identification
- Comparative Mineral Evaluation
- Commercial Potential Assessment
- Technical Documentation



DATA INTERPRETATION

Corporate Profile

Technical Data Interpretation & Decision Support

Transforming Data into Actionable Knowledge

Laboratory results, research findings and business datasets generate value only when they are correctly interpreted.

KEEZ bridges the gap between raw information and informed decision-making.

Our specialists analyze technical and commercial information, identify meaningful patterns and translate complex findings into understandable recommendations.

This capability is particularly important in projects involving material characterization, mineral assessment, market research, product development and process optimization where decisions depend upon information generated through multiple sources.

KEY COMPETENCIES

- Analytical Data Review
- Technical Interpretation
- Comparative Analysis
- Research Data Assessment
- Statistical Interpretation
- Business Data Analysis
- Findings & Recommendations
- Data Visualization
- Decision-Support Reports



PROCESS DEVELOPMENT

Corporate Profile

Process Development & Optimization

From Technical Possibility to Practical Process

KEEZ helps organizations develop and improve processes that convert raw materials, research findings or business concepts into practical outcomes.

Process-development assignments can involve reviewing existing operations, identifying constraints, studying alternative approaches, evaluating material behavior and developing recommendations for improved efficiency or value creation.

Our multidisciplinary framework allows technical process-development activities to be linked with market requirements and commercial objectives.

The result is a more practical pathway between research, process design, product development and market adoption.



KEY COMPETENCIES

- Process Assessment
- Technical Interpretation
- Process Development Advisory
- Workflow Analysis
- Process Optimization
- Technical Feasibility Assessment
- Efficiency Improvement
- Product Development Support
- Scale-Up Advisory

VALUE ADDITION

Corporate Profile

Value Addition & Commercialization

Moving Beyond Raw Resources

Raw materials often represent only a fraction of their potential economic value.

KEEZ works with stakeholders to explore ways in which minerals, materials, products, technologies and research outcomes can be transformed into higher-value commercial opportunities.

Our value-addition approach connects technical understanding with market requirements.

This may involve identifying potential downstream applications, evaluating processing opportunities, conducting market research, assessing target customers and developing commercial pathways for value-added products.

The objective is to help businesses and resource owners move from selling materials to developing solutions and products with stronger market potential.

KEY COMPETENCIES

- Downstream Opportunities
- Value-Addition Opportunity Mapping
- Product Development Strategy
- Commercial Feasibility
- Market Application Assessment
- Processing Opportunity Assessment
- Product–Market Matching
- Strategic Partnerships
- Revenue Opportunity Mapping



INTERNATIONAL TRADE CONNECTIVITY

Corporate Profile

Trade, Market Access & Business Connectivity

Connecting Resources with Markets

A viable product needs access to the right customers, partners and markets.

KEEZ supports businesses, producers, resource owners and industrial organizations in developing local and international commercial connections.

Our business network and collaborative model help facilitate communication among producers, buyers, suppliers, technology providers, investors, researchers and industry stakeholders.

Through business-development and natural-resource expertise, including the professional network associated with Syed Zahid Wasi, KEEZ aims to develop stronger connections between technical opportunities and commercial markets.

We particularly focus on creating pathways for value-added products rather than limiting opportunities to basic commodity transactions.

KEY COMPETENCIES

- Buyer–Seller Linkages
- International Markets
- Supplier Networks
- Partnership Development
- Business Matchmaking
- Cross-Border Connectivity
- Trade Partnerships
- Export Market Research
- Business Delegations & Networking



SECTORS WE SERVE

Corporate Profile

Multidisciplinary Expertise Across Industries

Solutions Adapted to the Requirements of Each Sector

KEEZ's multidisciplinary consulting model allows services to be adapted according to sector-specific technical, commercial and market requirements.

TARGET SECTORS

- Mining & Minerals
- SMEs & Startups
- Technology & Digital Businesses
- Manufacturing & Industry
- Research & Academia
- Trade & Export Organizations

INDUSTRIES WE SERVE

- Minerals
- Mining
- Manufacturing
- Technology
- Research
- SMEs
- Export & Trade
- Public Sector
- Professional Services

OUR ENGAGEMENT MODEL

Corporate Profile

How We Work

Structured Consulting from Challenge to Outcome

KEEZ follows a collaborative consulting approach in which assignments begin with an understanding of the client's challenge rather than a predefined solution.

01 — DISCOVER

We understand the client's objectives, operational environment, resources, challenges and expectations.

02 — ANALYZE

Our specialists assess technical information, markets, data, processes and commercial variables relevant to the assignment.

03 — DEVELOP

We develop strategies, technical recommendations, processes, business models or technology solutions.

04 — CONNECT

Where required, we connect clients with researchers, technology partners, suppliers, buyers, investors and strategic organizations.

05 — IMPLEMENT

We support implementation, technology deployment, commercialization, training or market development.

06 — GROW

Performance is reviewed to identify opportunities for continuous improvement, expansion and further value creation.

OUR APPROACH

- Understand the opportunity.
- Convert information into insight.
- Design the solution.
- Bring stakeholders together.
- Turn strategy into action.
- Build sustainable value.

COLLABORATIVE EXPERTISE

Corporate Profile

A Network of Specialized Expertise

Bringing the Right Expertise to Every Assignment

KEEZ operates through a multidisciplinary network combining technical, commercial, research and technology expertise.

DR. SYED FAKHR-E-ALAM

Technical & Research Leadership

Specialized focus on analytical and technical consulting, material assessment, characterization, research interpretation and development of technically informed solutions.

SYED ZAHID WASI

Business Development & Trade Connectivity

Contributing experience in business development, business transformation, industry relationships, natural-resource connectivity and development of commercial networks.

KAMRAN KHAN GHORI

Technology & Digital Transformation Consultant

With a strong understanding of business processes and technology applications, Kamran Khan Ghori supports KEEZ in identifying suitable digital solutions, aligning technology with business objectives, and developing scalable solutions for local and international markets.

HINA GUL

Market Research & Business Development Expertise

Contributing capabilities in market research, quantitative and qualitative research, strategic analysis, business development, sales strategy, customer insights and commercial opportunity assessment.

OUR COLLECTIVE ADVANTAGE

Science
Technical understanding.

Research
Research Evidence-based insights.

Business
Commercial strategy.

Technology
Digital enablement.

Industry
Practical applications.

Markets
Commercial connectivity.

Together, these capabilities create an integrated consulting ecosystem.

OUR VISION & MISSION

Corporate Profile

Vision

To become a trusted multidisciplinary consulting platform connecting research, industry, technology and global markets to create sustainable economic and industrial value.

Mission

To deliver research-driven, technology-enabled and commercially practical solutions that help businesses and institutions make informed decisions, improve processes, develop value-added products, build organizational capabilities and access new markets.

OUR VALUES

Integrity

We believe lasting business relationships are built on transparency, professionalism and trust.

Knowledge

We use research, data and specialized expertise as the foundation for informed decisions.

Innovation

We explore better processes, technologies and business models that create measurable value.

Collaboration

We connect businesses, researchers, professionals, technology providers and markets.

OUR PURPOSE

- Analyze.
- Understand.
- Develop.
- Connect.
- Transform.
- Create Value.

Value Creation

We focus on transforming knowledge and resources into sustainable commercial opportunities.

KEEZ CONSULTANCY
SMC Pvt. Ltd.

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