



Our Reference: PMPL/2026/01/2566

From: Mr. Syed Aamir,
Chairman & Chief Executive Officer,
Chartered Accountant – England & Wales,
F.C.M.A (UK), CFA (Canada) | MBA (USA) | MFBA (UK) | FCMA (Pakistan)
LLB, M.A. (Economics),

To : The Chairman & Chief Executive Officer,
The Senior Executive Management & Board of Directors,
Global 500 Companies of the World,
Worldwide.

Subject:

Cost Reduction & Turnaround Advisory to Restore Maximum Profitability as per Organization's potential and capabilities we should not comfortable just to achieve our current Net Profit but try to get maximum Net Profit as per Organizations potential and capability.

EXECUTIVE SUMMARY – BLEEDING OF PROFIT

Profit Maximization (Private) Limited is a specialized cost reduction, profit recovery, and turnaround consulting firm. We support Global, Fortune, and Top-1000 organizations in identifying and eliminating profit leakage arising from operational, financial, commercial, and manufacturing inefficiencies.

Every business transaction generates either positive or negative cash flow. Even minor inefficiencies—when embedded in processes—compound over time and materially erode net profitability. Our philosophy is straightforward: eliminating loss-making activities increases profit without disrupting core operations.

We work closely with Boards, CEOs, and CFOs as an independent advisor to restore profitability, improve cash flow, and strengthen long-term financial sustainability.

OUR CORE OBJECTIVE

Our objective is to maximize net profitability through:

- **Intelligent cost reduction**
- **Structural inefficiency elimination**
- **Cash-flow and working capital recovery**
- **Turnaround and realignment strategies**

We align all engagements with measurable financial outcomes, ensuring cost discipline, margin recovery, and sustainable EBITDA improvement.



PROFIT MAXIMIZATION THROUGH STRATEGIC COST CONTROL

Profit maximization and cost control are inseparable. Rising operating costs, inflation, inefficient processes, and weak cost visibility gradually weaken margins and competitiveness.

Our approach emphasizes strategic cost management, not short-term cost cutting. We analyze:

- **Cost behavior and cost drivers**
- **Value-adding vs. value-destroying activities**
- **End-to-end value chain economics**

This enables organizations to improve margins while preserving operational effectiveness.

COST CURTAILMENT & STRATEGIC COST MANAGEMENT

We deploy proven methodologies including:

- **Value Chain Analysis**
- **Cost Driver Analysis**
- **Activity-Based Costing (ABC)**
- **Contribution and margin analysis**

Our cost curtailment initiatives address:

- **Operating costs (materials, labor, energy, maintenance)**
- **Overheads and administrative expenses**
- **Procurement and supply chain inefficiencies**
- **Manufacturing inefficiencies and yield losses**
- **Capital expenditure and capacity utilization**

Early identification of cost escalation risks allows management to act proactively.

EVALUATION OF PROFIT BLEEDING ACTIVITIES

We conduct enterprise-wide diagnostics to identify:

- **Negative contribution activities**
- **Structural inefficiencies**
- **Inflation-driven cost distortions**
- **Outdated processes and systems**

We assess how changes in operating and capital costs impact competitiveness, pricing, capacity utilization, and market share—enabling management to make informed strategic decisions.

COMPETITIVE & COST STRUCTURE REALIGNMENT



Cost structures differ due to technology, scale, geography, and capital intensity. Rising inflation and capital costs can create competitive advantages or disadvantages.

We support strategic decisions related to:

- Capacity expansion or rationalization
- Market share strategies (hold, grow, shrink)
- Pricing, volume, and margin trade-offs
- Long-term cost competitiveness

TURNAROUND & FINANCIAL REALIGNMENT

For organizations facing margin pressure or financial stress, we provide structured turnaround advisory focused on:

- Cash-flow stabilization
- Cost structure realignment
- Operational and financial restructuring
- Performance improvement initiatives
- KPI and accountability frameworks

Our objective is to stabilize operations and restore sustainable profitability.

HOW WE WORK

- Hands-on, execution-focused engagement
- Early risk identification and corrective action
- Independent, confidential advisory role
- Alignment with board-approved objectives

We coordinate across the organization while maintaining independence and accountability.

WHY PROFIT MAXIMIZATION (PRIVATE) LIMITED

- Independent and trusted advisor
- Enterprise-wide cost and value focus
- Proven cost management frameworks
- Performance-linked, results-oriented approach
- Board and C-suite advisory capability

We act as a single point of responsibility for cost management and profit optimization across group companies, subsidiaries, and associated entities.

OUR SERVICES

- Strategic cost reduction & transformation
- Profit recovery & EBITDA improvement
- Turnaround & restructuring advisory
- Value chain and cost driver analysis
- Financial & management accounting advisory
- Working capital & cash flow optimization



Cost Reduction, Profit Recovery & Turnaround Consulting

- **Internal controls & governance strengthening**
- **ERP and finance function optimization**

BANK & LENDER-FRIENDLY TURNAROUND PROFILE

We support management and lenders by:

- **Stabilizing cash flows**
- **Improving working capital efficiency**
- **Strengthening financial controls**
- **Enhancing transparency and risk management**

Our engagements improve credit confidence and financial sustainability.

INDUSTRY FOCUS

Manufacturing & Industrial

- **Cost diagnostics and efficiency improvement**
- **Capacity utilization and fixed-cost absorption**
- **Energy, labor, and overhead optimization**

Textile & Apparel

- **Product and order-level profitability analysis**
- **Wastage, yield, and process optimization**
- **Margin recovery and working capital improvement**

FMCG & Distribution

- **Supply chain and logistics optimization**
- **Pricing, trade spend, and margin management**
- **Inventory and receivables optimization**

COMMERCIAL TERMS & PRICING

Engagement Model

Retainer-based and performance-oriented consultancy aligned with financial impact.

Annual Consultancy Fee

USD 1,000,000 per annum

Payment Terms

- **50% advance upon signing (USD 500,000)**
- **Remaining 50% payable quarterly or per milestones**

Expenses

All travel, on-site, and operational expenses borne by the client.

Performance Incentives (Optional)



May be agreed separately and documented in writing.

CLOSING STATEMENT

Profit Maximization (Private) Limited partners with Boards and senior management to eliminate profit leakage, reduce costs, and execute sustainable turnaround strategies. Our focus is long-term value creation, financial discipline, and maximizing net profitability without operational disruption.

COST REDUCTION & TURNAROUND CONSULTANCY AGREEMENT

This Consultancy Agreement (“Agreement”) is made on this ___ day of _____ 20___,
BETWEEN

Profit Maximization (Private) Limited, a company incorporated under the laws of Pakistan, having its registered office at C199/13, Block 14, Gulistan-e-Johar (hereinafter referred to as the “Consultant”, which expression shall, where the context permits, include its successors and permitted assigns);

AND

_____, a company incorporated under the laws of _____, having its registered office at _____ (hereinafter referred to as the “Client”, which expression shall, where the context permits, include its successors and permitted assigns).

The Consultant and the Client are hereinafter collectively referred to as the “Parties”.

1. PURPOSE OF AGREEMENT

The Client desires to engage the Consultant to provide cost reduction, profit recovery, and turnaround consultancy services with the objective of reducing costs, eliminating profit leakage, improving cash flow, and restoring profitability across the Client’s organization. The Consultant agrees to provide such services under the terms and conditions set forth in this Agreement.

2. SCOPE OF SERVICES

The Consultant shall provide advisory and consulting services including, but not limited to:

- Enterprise-wide cost diagnostics and profit leakage identification
- Cost reduction and cost transformation strategies
- Turnaround and restructuring advisory
- Profit recovery and EBITDA improvement initiatives
- Working capital and cash flow optimization



- Financial and management performance analysis
- Strategic cost management and value-chain analysis
- KPI design, performance monitoring, and reporting
- CFO-level strategic and financial advisory support

The services may extend to the Client's group companies, subsidiaries, associated companies, and sister concerns, as mutually agreed.

3. NATURE OF ENGAGEMENT

3.1 The Consultant shall act as an independent advisor and shall not assume any management, operational, or executive responsibility of the Client.

3.2 All recommendations provided by the Consultant are advisory in nature. Final implementation decisions shall remain the responsibility of the Client's management.

4. TERM OF AGREEMENT

4.1 This Agreement shall be effective for a period of one (1) year, commencing from the Effective Date ("Term"), unless terminated earlier in accordance with this Agreement.

4.2 The Agreement may be renewed upon mutual written consent of both Parties.

5. FEES & COMMERCIAL TERMS

5.1 Consultancy Fee

The Client agrees to pay the Consultant an annual consultancy fee of USD 1,000,000 (United States Dollars One Million only).

5.2 Advance Payment

50% of the annual consultancy fee (USD 500,000) shall be paid in advance upon signing of this Agreement. Services shall commence only after receipt of the advance payment.

5.3 Remaining Payment

The remaining 50% shall be payable as per agreed milestones or quarterly schedule, as mutually agreed in writing.

5.4 Expenses

All reasonable travel, accommodation, on-site, and day-to-day operational expenses incurred by the Consultant during the engagement shall be borne by the Client.

5.5 Performance-Based Fee (Optional)

Any performance-based or success fee linked to cost savings or profit improvement shall be mutually agreed in writing and documented as an addendum to this Agreement.



6. CONFIDENTIALITY

6.1 Both Parties agree to maintain strict confidentiality of all non-public, financial, operational, commercial, and strategic information exchanged during the engagement.

6.2 Confidential information shall not be disclosed to any third party without prior written consent, except as required by law.

6.3 This obligation shall survive the termination or expiry of this Agreement.

7. INTELLECTUAL PROPERTY

All reports, analyses, presentations, and advisory outputs prepared by the Consultant shall remain the intellectual property of the Consultant, unless otherwise agreed in writing.

The Client shall have the right to use such materials internally for business purposes.

8. LIMITATION OF LIABILITY

The Consultant shall not be liable for any indirect, consequential, or incidental damages arising from the use of its advisory services. The Consultant does not guarantee specific financial outcomes, as results depend on management decisions and external factors.

9. TERMINATION

9.1 Either Party may terminate this Agreement by providing 30 days' written notice to the other Party.

9.2 In case of termination:

- Fees already paid shall be non-refundable
- Outstanding fees up to the effective termination date shall become immediately payable

10. GOVERNING LAW & JURISDICTION

This Agreement shall be governed by and construed in accordance with the laws of Pakistan. Any dispute arising under or in connection with this Agreement shall be subject to the exclusive jurisdiction of the courts of Pakistan.

11. FORCE MAJEURE

Neither Party shall be liable for failure or delay in performance due to events beyond reasonable control, including but not limited to acts of God, war, government actions, or natural disasters.

12. ENTIRE AGREEMENT

This Agreement constitutes the entire understanding between the Parties and supersedes all prior discussions, representations, or agreements, whether oral or written.

Any amendment shall be valid only if made in writing and signed by both Parties.



13. SIGNATURES

IN WITNESS WHEREOF, the Parties have executed this Agreement on the date first written above.

Your sincerely,

**Syed Aamir,
Chairman & Chief Executive Officer,
Chartered Accountant – England & Wales,
FCMA (UK), CFA (Canada) | MBA (USA) | MFBA (UK) | FCMA (Pakistan)
LLB, M.A. (Economics),**

ACCOUNT DETAILS

**Meezan Bank Limited
SWIFT: MEZNPKKAGR
IBAN: PK22MEZN0001040100263241
Beneficiary: Syed Aamir**

CONTACT INFORMATION

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Chairman & Chief Executive Officer,
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