



Happy Anniversary!!!

December 2010, Edition 01

It gives me great pleasure to announce the 3rd anniversary of BUZ. Three Cheers to us!

And on this momentous occasion for BUZ, I am thrilled to launch our first edition of the Internal Newsletter – **BUZ Buzz!**

The past three years have given us many rewarding moments and opportunities to capitalize on, and that has ensured a steady growth for BUZ. Nonetheless, nothing can substitute our hard work and the effort put into the successful fruition of each project undertaken.



What makes the third anniversary of BUZ special is that we have consistently managed to deliver a balanced scorecard of goals while offering the best service to our customers, despite the economic downturn.

A Time to Reflect

The year 2009 and much of early 2010 saw a very tumultuous phase for most businesses in Dubai and UAE. There was immense stress, challenge and change in the air. And not to forget, cut throat competition. But we survived them all.

A customer centric business model combined with a disciplined execution of ideas by our talented team, ensured that we delivered with a punch.

When world over businesses were Googling “How to survive the recession?”, we at BUZ were creating headlines. Our success stories ran from the corporate events to educational causes.

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2010 – An Odyssey of Success!

2010 saw most businesses across Dubai and neighboring Emirates either shutting shop or cost cutting in extremity.

But for BUZ, it was business as usual. We continued to course smoothly up the path of lucrative and industry defining business opportunities. Although, we did lose some key players in the process, the year also saw a return in form with the entry of fresh talented faces.

We celebrated the new year with the successful execution of the DSF 2010 India Road Show in Mumbai and Bangalore. The gala events were followed by the launch of our very first website project under our new division - 'BUZ Interactive' – www.mydsf.ae

BUZ with its talented team of contributors revamped a plain static site into a dynamic, user friendly and informative site. It was a shot in the arm for brand Dubai Shopping Festival - the digital boost was tremendous, with over 250,000 hits under one month.

The website success was replicated over and over again during Dubai Summer Surprises & Eid in Dubai.

While our interactive division was busy creating virtual waves, the PR and Events department was setting benchmarks with industry defining events such as SportAccord International Convention Dubai, DSMG Promotions during DSS 2010, Pearl Essence Exhibition, Water for Africa and Cologne-Photokina tour.

BUZ HR had its fair share of wins too with the smash success of GITEX 2010 promotions and the MasterCard Promotions.

"For BUZ, it was business as usual. We continued to course smoothly up the path of lucrative and industry defining opportunities."

Baiju Kurieash, CEO & Managing Director



A New Beginning

With success comes responsibility. Credibility can be lost sooner than gained. Hence, it becomes imperative that we don't rest on our laurels. We need to leverage our past success with new ideas and channel them into new projects.

Our objective is to achieve predictability in the path to long term sustainability and profitability.

The first step that we took to making this vision a reality was to move into a bigger, better and brighter office at Sama Tower.

And I sincerely hope that our success and aspiration will rise to match the values of the tower – strength, sturdiness, creativity, uniqueness and a panoramic view of the world!

I look forward to your continued support in BUZ's exciting journey to the top.

With my best personal regards

A handwritten signature in blue ink, appearing to be "Baiju Kurieash", written over a horizontal line.

Baiju Kurieash

Managing Director & CEO



Notes From the HR Desk

Dear BUZ Colleagues,

Three years ago BUZ started as an idea and today not only has it become a reality but is cruising along striving to be one of the top consultancies providing 360 degree solutions to some of the most prestigious clients in the region.

Managing the BUZ HR portfolio has been a challenging as well as a fulfilling experience. Being a service oriented organisation our people are our Key Assets and @ BUZ our employees are also our partners who play a key role in our Business strategy & vision.

“Each and every employee of BUZ contributes to business in their respective area of operation and thus every employee is very important to BUZ.”

Kripali Shanker, HR Head

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The milestones achieved by some of our key members are commendable and has lead to a BUZ growing dynamically in the last 3 years .

We have grown in team size as well as moved to a better and bigger office which is a proof of what the future has in store for BUZ!!!

Best Regards

Kripali Shanker

HR Head

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BUZ Key Milestones of 2010

January  DSF 2010 India Road Show.....  www.mydsf.ae.....
February	...  www.mydsf.ae..... Consumer Rights Campaign
March  Oasis: Water for Africa.....
April  Dubai SportAccord International Convention.....
May
June  www.mydsf.ae.....  DSMG Promotions.....
July	...  www.mydsf.ae...  DSMG Promotions...  MasterCard BTL....
August  www.mydsf.ae.....  DSMG Promotions.....
September  Photokina-Cologne...  Pearl Essence.....  eidindubai.ae.....
October  Gitex Promotions.....
November  www.eidindubai.ae.....



Anniversary Wishes



My only wish for BUZ is prosperity & abundance... being a part of the company's growth is satisfaction and achievement to me personally. BUZ WILL ROCK YOU!!! 😊

Heintz – PR & Events Manager & BDM



My vision for BUZ as a newbie is to show the same enthusiasm that is shown while getting the deal till we sign off... (maybe even after that..!) Wishing BUZ all the very success in the forthcoming years.

Nisha – PR & Events Manager



I wish all the very best for BUZ. I am grateful for being part of this wonderful organisation. I am thankful to all the people concerned who have given me this opportunity. I wish BUZ success.

Melody – Customer Support Officer



Happy 3rd Anniversary BUZ!!! Though I am just few months old here, the things that I have learnt in my brief time spent at BUZ is phenomenal. Like the tag line for ADCB – here’s wishing the same for BUZ – “Long Live Ambition!”

Aparna – PR Manager



Wishing BUZ a fruitful and successful third anniversary! Long Live BUZ!!!

Frank – Accounts Manager



Three cheers to the management and buddies of BUZ, for its 3rd running .Wishing BUZ much more success in the years to follow. Way to go!!!

Divya – HR, Promotions



BUZ Gets a Brand New Address

It's futuristic. It's classy. And it heralds BUZ's arrival amidst the corporarchy of Sheikh Zayed Road.

On its 3rd birthday, BUZ received a fabulous gift – A Brand New Address at Sama Tower on Sheikh Zayed Road.



Visible from an extended distance, the Sama Tower is one of the iconic skyscrapers that dots the Sheikh Zayed skyline. It represents UAEs futuristic vision of growth, creativity and commitment.

Classy exteriors and surrounding combined with chic interiors and not to forget a roomful of sun shine gives the new office an image of reckoning and positivity.

A delicious piece of property can give even a hardcore minimalist a strong case of Adjectivitis (using innumerable 'wow' adjectives to describe a pretty place, person or event). So don't blame us if we can't stop gushing about our new office.

It's welcoming, positive (didn't we mention that before? Oh well, for added effect), roomy, gorgeous view, and with an excellent neighbourhood of good food joints to satiate the foodaholic brood at BUZ – Ah! The divineness oozes from its pores.

The shift in our address is metaphoric to the shift in our perspectives and our vision of success. BUZ sincerely hopes that the move compliments each of its members to achieve the best that they are capable of.

Here's a toast to ingenuity and success!

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BUZ Concludes Eid in Dubai Website Successfully

The month of November has been exceptional for us in more than one way. Not to say that our shift to the new place was uneventful. It was in fact the icing on the cake. And the cake - was our successful completion of the Eid in Dubai website project, undertaken by BUZ on behalf of the DSF office.

BUZ began the full fledged functioning of its new department – iBuz with the mysdsf.ae website. The three consecutive shopping festival seasons finally came to an end last month with the Eid Al Adha Celebrations.

Timely commitment by the BUZ team to get the website up and running error free and with live updations made this project a smash hit among the web audience. The social media management along with competition ideas from our content team, ensured that we don't give the hits a miss.

And what an exceptional figure it was! Over 150,000 hits every season. Not a mean feat, considering that the site handed over to us was static, with down in the dumps Alexa ranking and web analytics that are best left confidential.

We at BUZ would like to take this opportunity to thank the Web development team, our partners Lal Nallath & Manjit Mohan for their unflinching tech support, creative ideas and a great sense of humour to work on those last minute demands and turn them into a workable solution.





Meet the Buzzers!

Name: Nisha Karat

Designation: PR & Events Manager



Your Birthday Falls on: 3rd August

You are a (Zodiac Sign): LEO (Watch me ROAR!!!)

BUZ Says: Bow wow! 😊

5 things you like about BUZ (Note: Your performance for the year will be rated based on this answer) 😊

The entire team, challenging roles, the client profile

BUZ Says: Ahem! We like the three points, therefore, omissions overlooked.

2 things you want to improve in BUZ

I, Me, Myself (Priority)

BUZ Says: Is thy middle name 'Diplomacy'? 😊

Your favourite "Pass the Time" hobby when you are Hard(ly) at Work?

Singing , PS3

BUZ Says: Simbly South Indian! 😊

You are inspired by

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My Mom

BUZ Says: Mommy's Baby!

What's Your Favorite Spam Subject Line?

I humbly request you to get alive with liviagra (grrr)

BUZ Says: Spill the truth – didn't you register for that mail? ;)

Which movie could you watch fifty times in a row?

None.. 50 is too much. Probably 25 : Transformers, and Twilight

BUZ Says: Bellaaaaaaaa stop this Tortureaaaaaaaaaaaaa!

A book / movie/ song you swear by

Twilight series, Kite runner/ My sister's keeper/ Have you ever really loved a women by Bryan Adams

BUZ Says: Another one slurps the mush :P

What can most people do that you cannot?

Be fake

BUZ Says: Cough, cough, cough, cough, cough

Which fictional character would you like to eat and why?

THE VAMPIRE IN TWILIGHT. EDWARD CULLEN... sigh ☺ the why part is censored.... lol

BUZ Says: We asked why not howsave the gore, tell the lore

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If you got the chance to be the CEO of BUZ for one day, what change will you bring in first?

SATURDAY'S HOLIDAY!

BUZ Says: We were expecting 'World Peace.' Sorry, you miss the crown! 😊

If you got a chance to be a part of Donald Trump's reality TV series The Apprentice, what will you do to ensure that you win the competition?

Do a complete research on Donald, and step into his shoes and do tasks as he would have done...

BUZ Says: His shoe size is 8, only his current trophy wife fills that one out. Psst ... he doesn't do his tasks, he has assistants do. You act like him, then "You're Fired!" 😊

And finally, if you could have one superhero power, would you choose the ability to become invisible or the ability to fly?

Ability to fly – I don't like to hide from anyone and tickets are reaaaaally expensive these days (and terrible traffic too)

BUZ Says: Brilliant Choice!



Fighting to Win in Established Markets

By Richard Branson

The British billionaire talks about his days as David going up against Goliath.

For every entrepreneur who has the courage to take on a Goliath with the equivalent of a slingshot and a couple of stones, there are a hundred others who'll say, "You must be kidding!



There's no way I can ever compete with that monster!"

For much of my business career, I've played the role of David - and loved every minute of it. You see, I've always believed that small is beautiful. Young, aggressive businesses have surprising advantages when taking on large, cumbersome competitors. All they have to do is figure out what the giant's weaknesses are and how best to leverage them.

For instance, in 1984, when tiny Virgin Atlantic first picked a fight with the mighty British Airways, the odds certainly appeared stacked against us. In fact, my bankers were so unenthusiastic about my prospects that they refused my loan application at the last minute!

But our inexpensive arsenal was loaded with some pretty surprising and highly unconventional weapons. Perhaps the most effective of these was our agility, which was integral to our corporate culture, in large part because of our small size. British Airways was weighed down by bulky, hierarchical decision-making processes that made any change very difficult, whereas we were able to change direction or stop on a dime.

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My mentor in those early days was the legendary aviation entrepreneur Sir Freddie Laker. He once told me, "Richard, never forget that only a fool never changes his mind." Not wanting to be foolish, I took his good advice. At Virgin, when our customers or crew told us they didn't like something, we'd drop it and quickly move on to the next idea.

Our small size -- we had only a few planes -- allowed us to give our customers an experience the bigger players simply couldn't afford to match across their large fleets. For instance, our Upper Class passengers (the equivalent of business class; we do not offer services in a "first class" category) are provided with free door-to-door limousine service, both to and from the airport. Our competitors would have to offer this service on every global route, not just the few routes competing with Virgin -- a much more expensive proposition for them.



And consider this: if we provide limos for our business class customers, what should our competitors do for their first class customers -- send them a Rolls Royce? It didn't take them long to decide not to try to match our limo service, and 25 years later it remains a unique selling point for Virgin.



This may seem like a peculiar boast for a chief executive, but I don't think a Virgin company has ever become the biggest player in any sector we have entered.

In the late '80s, Virgin Records was certainly the industry's biggest independent label, but we were far from being the biggest label overall. I made sure to keep splitting the company into smaller companies, ensuring that we kept our sense of

competition and urgency.

It seemed to work. We were influential enough to attract big names like The Rolling Stones, who knew that with Virgin they'd never be just another super-band on a roster of super-bands. At the same time, we were still small enough to be totally tuned-in at street level and highly adept at discovering exciting new artists.

Now that I think of it, the one area where we probably are the biggest player is in commercial space travel. Virgin Galactic doesn't quite fit the pattern, though. Our choice to go "To infinity and beyond!" as Buzz Lightyear of "Toy Story" would say, is more about being sufficiently courageous, visionary or just plain crazy enough to establish a brand new business sector. In fact, that attitude just about sums up our brand name. While I believe that small is beautiful, I'm not implying that there aren't many very good companies that are very big. If you look closely, however, some of the best of them, like Apple, got where they are by focusing on great products, being nimble and competing with much bigger competitors.

Apple's amazing success has brought tremendous growth -- these days, those battles to survive seem a distant memory. So Steve Jobs must now fight hard to retain all the cultural elements that will keep his company as nimble as its competitors.

Now, where did I leave my slingshot?

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