

Co-Founder

Husam Abozekry

MBA, PMP®, LSSGB®, CPIM®



Co-Founder

Ahmed Alsherief

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4 Brutal Truths to **Avoid Financial Disaster** in Business

A Management consulting firm



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1 Not Every Customer Is Worth Keeping

Cut ties with clients who waste time and kill profits.

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2 Stop Romanticizing Growth

Bigger is not always better —
profitable beats popular.

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3 Debt Is a Drug, Not a Strategy

Easy loans feel good now,
kill you later..

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4 "Hope" Is Not a Financial Plan 🤡

If your strategy needs luck to work, it's already broken.

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