



28th June 2023

Jheeva Subramanian
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Subject: Testimonial for Protinus Group and Jheeva Subramanian

I am writing to express my satisfaction and appreciation for the services provided by Protinus Group, under the leadership of Jheeva Subramanian. I have had the chance to work with Protinus Group on a business transformation strategy, and the results have been commendable.

Protinus Group has demonstrated the ability to diagnose an organization's challenges and delivering effective action plans to overcome them. The consultant's dedication, professionalism, and strategic insights have been instrumental in moving our company towards a successful digital transformation. In the realm of IT, Jheeva Subramanian's contributions have been invaluable. The consultant played a key role in recruiting our Retail Head of IT. Through effective coordination with various stakeholders, including Iron Horse, Sycarda, and our internal team, the consultant resolved implementation issues and devised a new timeline for project delivery. Jheeva Subramanian also introduced Adyen, a cost-effective mobile POS solution, which improved payment processing, reduced queues, and enhanced the overall customer shopping experience.

In the finance department, the consultant introduced standardized reporting templates for daily sales and monthly management accounts. The financial reporting system was further streamlined which facilitated informed decision-making by our leadership team. Additionally, Jheeva Subramanian also introduced forecasting techniques and provided sound advice which enabled overall improvements. Jheeva worked closely with our Head of Marketing in preparation to introduce a new loyalty program and a paid membership program. By establishing external partnerships, such as with The Noor and Shopback, Jheeva Subramanian helped us leverage partner databases, enhance product awareness, and expand our customer base. The consultant also introduced concepts like marketing automation, predictive analytics, and new CRM solutions to help us be at the forefront of innovative marketing practices.

Jheeva Subramanian's impact extended to our operations as well. Through coaching and guidance, the consultant fostered a mindset shift and leadership development among our team members, resulting in improved performance. In the realm of ecommerce, Jheeva Subramanian provided valuable direction and strategy, resulting in the successful formulation of our ecommerce and digital plans.

Human resources also received support with the HR department streamlining interview techniques and processes, thereby reducing time consumption and paperwork. Jheeva Subramanian actively participated in candidate interviews for key positions and provided recommendations for process and policy changes.

Jheeva Subramanian's overarching strategies came at an important point in our transformation journey. By creating a comprehensive transformation strategy with clear objectives, identifying challenges, formulating guiding policies and action plans, the consultant enabled us to start executing our transformation effectively.

In addition to the accomplishments mentioned above, Jheeva Subramanian provided assistance in various other areas, including sourcing platform solutions, recommending courses and trainers, and introducing new technologies, further demonstrating the consultant's commitment to our success.

The accomplishments highlighted here are just a glimpse of the work carried out by Jheeva Subramanian and the Protinus Group. Their expertise, dedication, and strategic guidance have been invaluable to our business transformation journey.

It is with utmost confidence that I recommend Protinus Group and Jheeva Subramanian to any organization seeking professional consultancy services. Their exceptional contributions have left a very positive impression on the company.

Should you require any further information or wish to discuss our experience working with Protinus Group in more detail, please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'AK' or similar initials, written in a cursive style.

Andrew Khoo
Chairman and Chief Executive Officer
The MUI Group