



YOUR PARTNER TO SUCCESS

Placement & Executive search

Training

Mystery Shopping

Hospitality

Consultancy

Company Brief

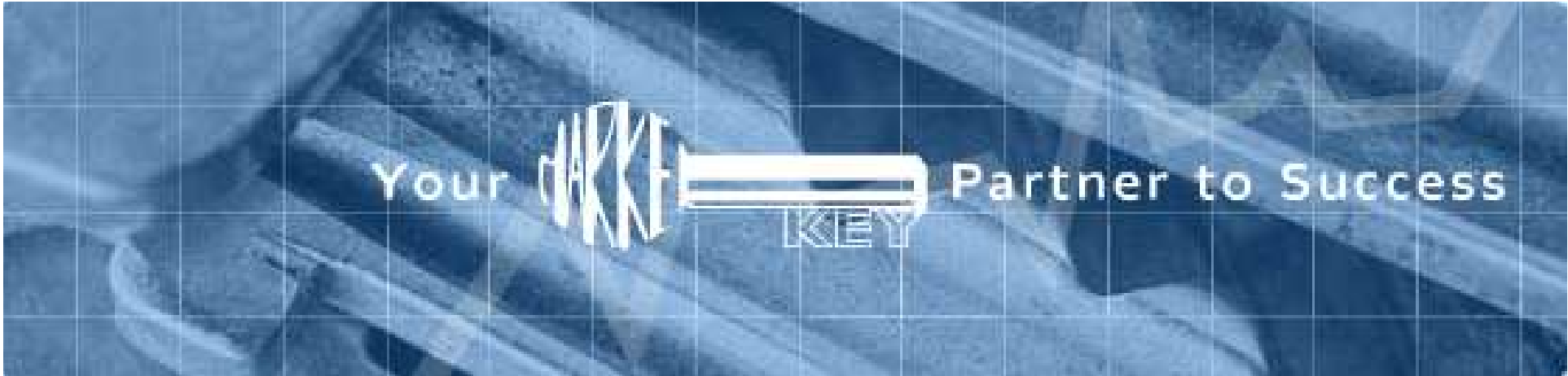
MARKET KEY, a Lebanese company founded in 1989 with an extended scope of services covering the Middle East area. The company's core activity is basically the recruitment of skilled and professional personnel in the *Retail, Corporate* and *Hospitality* industries.

MARKET KEY had stringently maintained a set of core values mainly *Integrity, Quality, Teamwork and Speed* based on its functional expertise coupled with the desire of providing Premier Customer Service, best consultancy measures and personal attention to its clients which made out of it a Successful Placement agency through the years. It has built up a reputation for professional quality and specialized services with a commitment to high performance and an unsurpassed industry knowledge.

MARKET KEY's belief is that the personnel are the most valuable asset in any company. Its main objective is to minimize the span of time for the search for skilled candidates with the philosophy:

"THE RIGHT PERSON in THE RIGHT PLACE".

In 2008, MARKET KEY in association with IIMB, a leading Training American company decided to widen its services by creating a Training & Mystery Shopping division with the emphasis on accomplishing the client's investment on the human capital hired.



Your



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RECRUITMENT

is hiring good attitudes

VISION

Foreseeing the prosperous future of the Middle East corporate and industrial sectors in the coming two years where the key and big players are contributing to the economy. They will gain and get the advantage to grow up with huge potentials on the financial level thus enabling the economy to boost.

One of the key elements to that growth is the human factor where those players will have to incorporate extreme professionalism to cope in parallel with the growth ahead.

MISSION

Forecasting this need coming, Market Key is:

1. Present and has created awareness for its services and strong selling points following its spread through-out all Lebanon, GCC and other supply markets.
2. Established a close contact and professional selection of high profiles with high level of expertise.
3. Offering a high level of service enabling the clientele to meet their expectations to the outmost satisfaction.

MARKET KEY'S UNIQUE AND STRONG POINTS

Market key's strong ability to reach and approach the Key and Big players in the Middle East market is handled through:

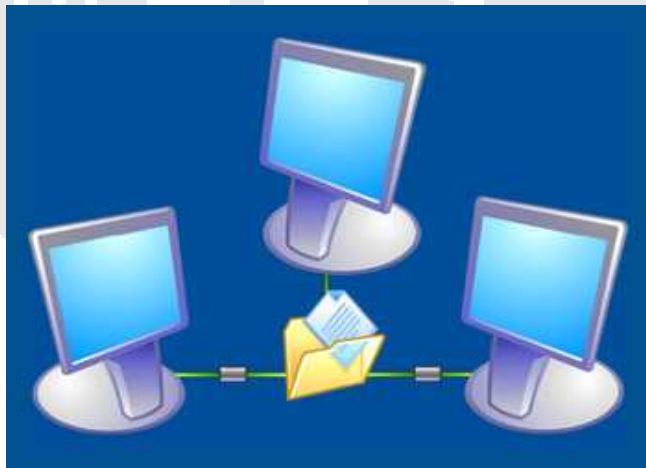
1. Expansion in all major Middle Eastern cities.
2. Physical presence and assistance at your door steps.
3. Perfect channeling of information and search methods and engines.
4. In reach of all desired expertise spread through-out the MENA area.
5. Cost effective on a pay locally and enjoy of a multinational spread and reach.

**Market key's past achievements are
the inspiration to its future...**



**Market Key's stations
all over the supply markets**

Market Key wide presence



- 1- **LEBANON (HEADOFFICE)**
- 2- UNITED ARAB EMIRATES
- 3- SYRIA
- 4- JORDAN
- 5- QATAR
- 6- KSA

- 7- FRANCE

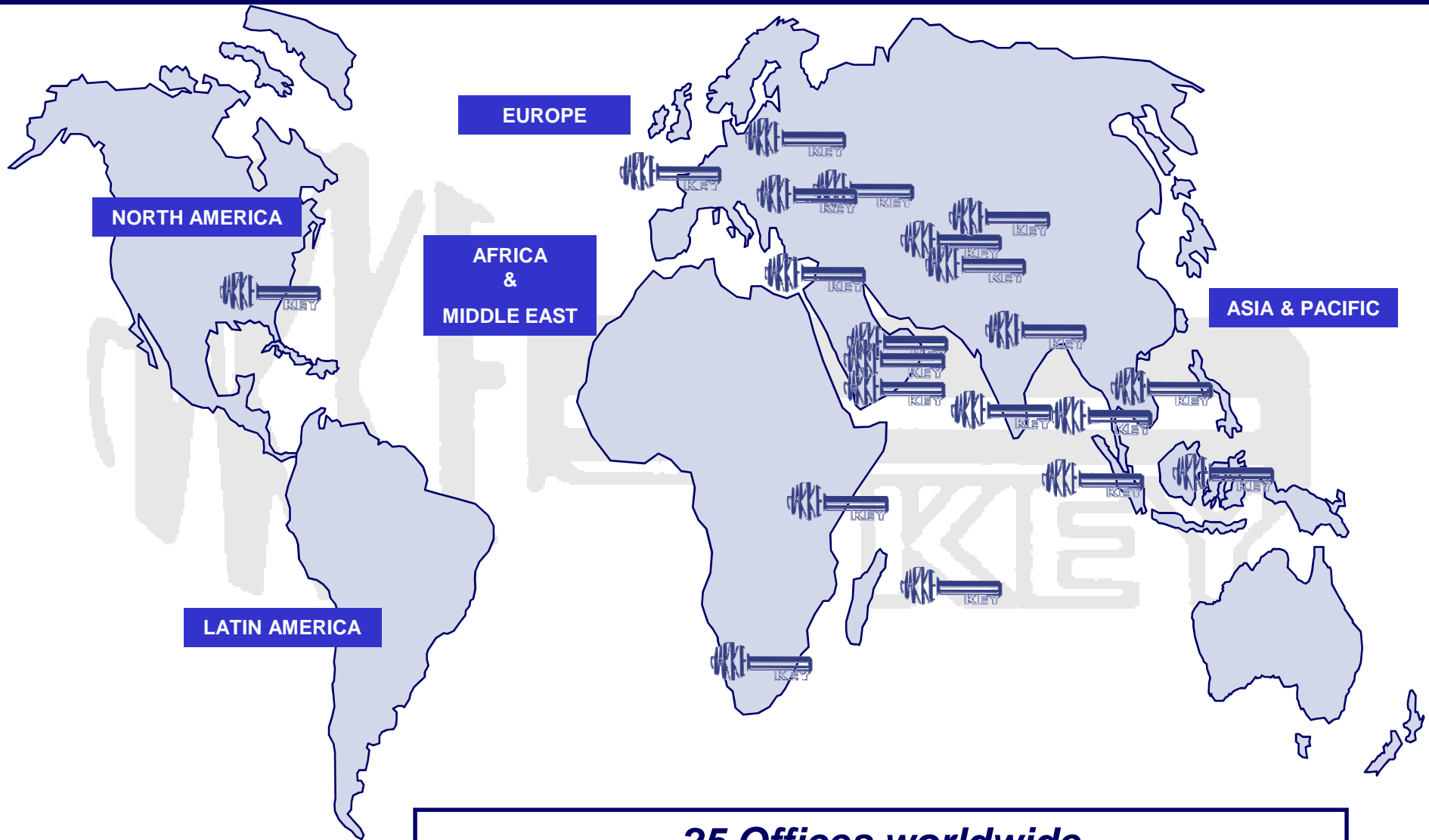
- 8- INDONESIA
- 9- BANGLADESH
- 10- THAILAND
- 11- SRI LANKA
- 12- PAKISTAN
- 13- INDIA
- 14- CHINA
- 15- NEPAL
- 16- VIETNAM
- 17- PHILIPPINES

- 18- SOUTH AFRICA
- 19- KENYA
- 20- MAURITIUS ISLANDS

- 21- SERBIA
- 22- RUSSIA
- 23- KYRGYSTAN / UZBECKISTAN
- 24- BELARUSSIA

- 25- UNITED STATES OF AMERICA

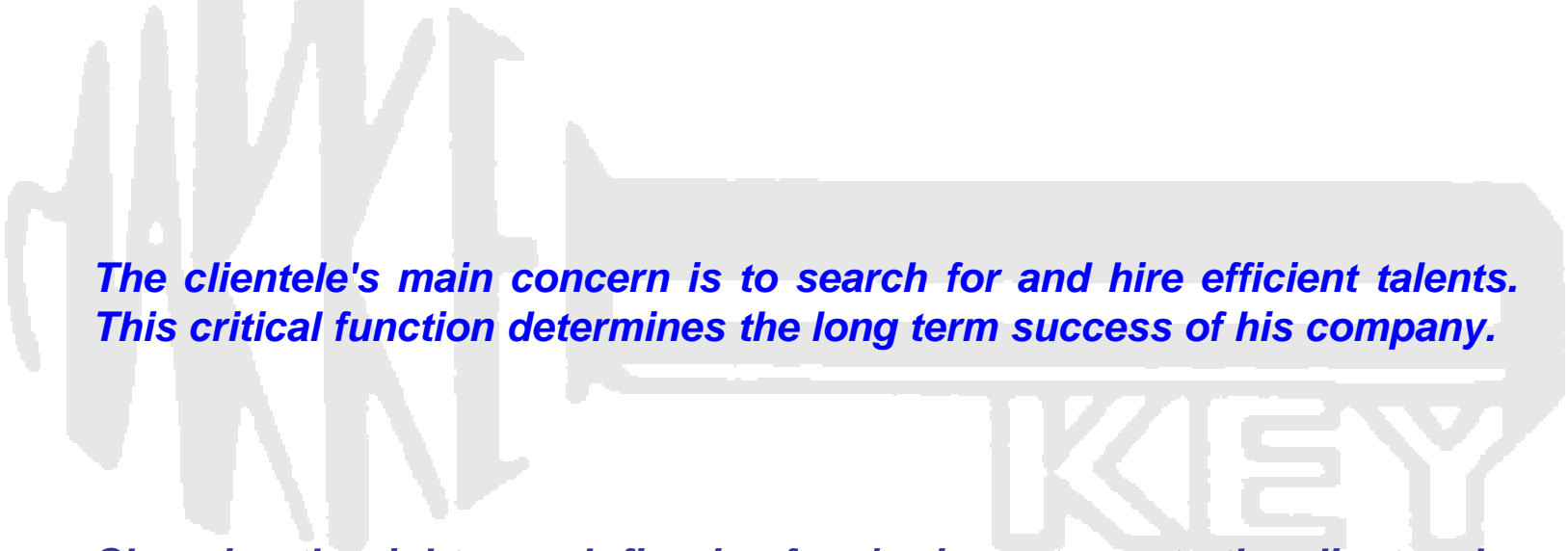
MARKET KEY on the MAP



25 Offices worldwide



Your **AKKE** Partner to Success
KEY



The clientele's main concern is to search for and hire efficient talents. This critical function determines the long term success of his company.

Choosing the right search firm is of major importance to the client as he is in need of a professional partner that makes the entire recruitment process more efficient, manageable and rewarding.

our way to assist

- ❖ **With the Smart System as a springboard to all its recruitment procedures, Market Key has proceeded to the following:**
 - Three-Source Search Process.
 - Search in its local database for candidates that fit the appropriate profile.
 - Assign Head-Hunting jobs to locate candidates from direct & indirect competitors.

- ❖ **Communicates the vacancy to Associate Offices - Market key other stations to conduct respective search where applicable:**
 - Three-Step Screening Process – *Plus*.
 - Identify the appropriate candidates interested in the vacancy offered.
 - Conduct an appropriate amount of interviews not exceeding three while screening the candidate for the General, Technical and Cultural aspects of the profile required.

- ❖ **Procedures to be taken:**
 - Systematically check direct and indirect references of the qualified applicants.
 - Testing the Final Candidates for Technical Skills and Know How as well as Motivation and Aptitude whenever the Client's Brief specifies such a requirement following the client's input of the required testing materials and contents.
 - Presenting the Executive Profiles of the selected candidates to the prospective employer.

- ❖ **Package Negotiation Process:**

Act as an intermediary negotiator for the Financial Package as per the client's offer.

- ❖ **Follow Up Process:**

Periodically perform an After-Hire Candidate & Client Performance Appraisal as per Market key's Follow up Policy.



SKILLED PERSONNEL

Market Key, throughout its wide presence/spreading in the Far East, has always provided skilled personnel from **INDIA, BANGLADESH, PAKISTAN, NEPAL, THAILAND, PAKISTAN, PHILIPINES** and **SRI-LANKA** of different levels in the fields of:

- Engineering (Mechanical, Electrical, Electronics, Civil and Computer/IT)
- Construction and Contracting
- Industrial (all sectors)
- Carpentry
- Painting
- Plastic Industries
- Farming (Floral and Animal)
- and many others.

Market Key with its wide experience can assist in:

- Searching / Screening and Selecting the right personnel.
- Setting proper Interviews and Testing Venues.
- Preparing the necessary relative documents and legal endorsements for the expatriates.
- Guarantee of personnel replacement within the probation period.

KEY

EMPLOYER

Market Key

**Point of selection
Station**

Either the client approaches Market Key directly or Market Key does the approach that leads into a solid contract for an HR management solution assistance...

MARKET KEY prepares and deliberates the appropriate salaries as per an up-to-date salary study in point of the hiring markets, advises on nationalities, creates the recruitment road map overseas, prepares all required documents and formats to the client, follows up closely at all time the preparation of the whole process, relays and instructs stations involved, keeps on the flow of information and preparation from that side, screens CVs before relaying them to the client – LAUNCHES TRIP and makes the proper follow up even after the selection process till the selected candidate joins the employer...

Receives requisition, implements MK standards and procedures, starts the Ads campaign after receiving the proper authorization, screening and filtering, dispatching CVs to Market Key, keeps on all level a communication channel on a daily basis, and in the case of expatriates: venue preparation, machinery, hotel bookings, transportation, schedule and time frames, follows up selected candidate's medical check up, follow ups related embassies, preparation of the candidate's final file to be delivered, escorts the candidate to the airport on his way to his point of hire ...



Your



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TRAINING

is a guaranteed return on investment



IIMB , an internationally recognized American training and butler dressing company, joined efforts with **MARKET KEY** to formulate a consistent Trainer Body eligible to handle both hospitality and corporate industries.

Experts in their fields, IIMB and MARKET KEY, under MARKET KEY'S umbrella in the region of Middle East and North Africa, treat their clients' needs professionally and guarantee training programs up to any standards while matching all skills.

TRAINING : SOUNDS LIKE INVESTMENT

MARKET KEY aims at developing a long-term relationship with its clients while accompanying their business and workforce on their joint forces to success.

MARKET KEY provides a wide range of training solutions both " off-the-shelves" and tailor made ones.

Its training catalogues include classical programs like telephone essentials to a more advanced ones like coaching and developing a team.

Be it a member of hospitality sector or corporate one, its training programs are adapted to comply with the most demanding standards.



*Achieving
superior
service
consistently
can be a
challenge*

Contact us

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