


OMAN SATS

newsletter

Contact us :
+968 7154 3038
Marketing.Cargo@transom.om

Edition10



Edition Note

Prashant
Permdas

Finance & Marketing
Manager

First thing first, I would like to express my gratitude for giving me a chance to be a part of this month's newsletter, a chance in which I can share my journey with the dear reader, hoping that it will be a source of positivity amongst the Oman SATS staff.

My name is Prashant Permdas, I hail from India, I come from a financial background with of over 25 years' experience in this discipline. I came to the Sultanate of Oman around 13 years ago, and fell in love with the country and the people. Since we moved to the new cargo terminal, our operations had undergone many changes. As a part of the management team, I am sure that we will continue to do so. We are looking forward to implement the most innovative solutions in coming years.

"In all aspect of business, whether finance, sales or operation, execution is the key to building successes"

"In Finance our main goal is to keep an overview of how much money we have, how much we have available and how we can make sure that we have enough for all payments which are due. Both systems and processes have progressed in the past years and transformed the understanding of Finance as such. In cargo finance we always keep the key data available for the Senior Management, so that they can decide how to make best use for the company and the Industry. We are sure that 2022 will bring us together even closer after the difficult time from pandemic period.

Thanks for having me in our Newsletter

Trending News

LEAN Programme

More and more companies are looking into process improvements, and LEAN methodology for continuous improvement is gaining popularity because of its proven success.

By end of 2021, Oman Airports & its entities opted to adapt the LEAN techniques in an effort to improve efficiency, customer satisfaction and profitability. Consequently, the Lean program was rolled out, and in Feb, an inhouse team of LEAN experts put up a series of training and awareness sessions first to Management team, and subsequently to rest of the staff in the months ahead. Teams are expected to identified projects under LEAN as part of the Company's continuous quality efforts.



Italian Delegation Visit in Oman SATS Terminal

Oman SATS works tirelessly to seize market and business opportunities for both Company and the country. In this regard, Oman SATS conducted an exploratory meeting with the Italian Embassy, along with a delegation from Emilia-Romagna region (Bologna) of Italy. The Bologna state is one of the top food exporting regions in Italy and had express interests in bringing their products into Oman.

At the same time, the Company also shared with the visitors the possibility of exporting fish and seafood to the Italians, impressing upon them the rules and regulations involved in the export process. The team discussed possible challenges and processes in our terminal in order to facilitate future operations, and will work with the Italian Embassy on the way forward.



Trending News

Oman SATS internship program

As part of the Company's CSR and Sustainability program, Oman SATS enrolled a batch of new under-graduates working on their bachelor degree in logistics, in an internship program. The program varies from 4 to 6 weeks depending on the educational institutions they are from, and the Company provides training and work attachments and on-the-job training for the participants. The Company hopes to create interests in the logistics industry and as a source for the Company's recruitment program in the future.



Etimad Program

The program aims to empower national competencies in the private sector and raise the level of their leadership and supervisory skills, which will raise the percentage of Omani leaders in middle and senior management. And also, will enhance the role of the private sector in achieving the priorities of "Oman Vision 2040".

The company congratulates its staff who are affiliated with the program, Haitham Al Hinai, Ismail Al Kalbani and Asira Al Balushi, for their successful graduation from the program on March 2nd, 2022.



Staff Engagement

**Faisal
Al Kharusi**
Cargo Agent



Faisal Khalfan Al Kharusi has been an employee of Oman Air since 2012, then been transferred to Oman SATS in 2017, during which he moved between several departments until he settled in the P.O Mail Department now. The movement from the old cargo terminal to the new one brought a qualitative leap in his work through the new services that were developed by the company's management. He decided to start his own business by opening a coffee shop specializing in the manufacture of coffee of all kinds in the Governorate of Muscat. He spends most of his time there, and because of his great love for coffee, and because there are no specialized cafes in the Wilayat of Suwaiq, he decided to open the first coffee shop there.

Faisal have faced some challenges when he opened his project in the Wilayat of Suwaiq. As such projects received great popularity in the Governorate of Muscat only, where the population density is larger, and a state such as the Wilayat of Suwaiq, which is sparsely populated compared to the capital Muscat, may not be popular with people, However, with determination and support of brothers and colleagues he was able to overcome and legitimately met with great success. The other challenge that Faisal faced was the huge number of customers who frequently visiting his coffee shop in Suwaiq. He had to meet all their tastes and expectations, by importing the finest coffee from outside the Sultanate, and then providing it in an innovative way to customers, considering the workers who work in the cafe and the extent of their knowledge of making the finest coffee. Thankfully Faisal was able to overcome this challenge despite the circumstances of the Corona Virus (Covid 19) pandemic.

The last challenge that Faisal faced was marketing, and through the advice of specialists in this field, and the optimal use of social networking platforms, Faisal was able to market his product in the Wilayat of Suwaiq and the Governorate of Muscat, by opening a page on the Instagram application and using the WhatsApp application as well, besides the daily search for the latest findings' coffee products around the world.

Finally, Faisal advise all his brothers and colleagues to start their own business instead of relying on the monthly salary, and it is better to start with a project that he tends to and masters, or to read and ask about it, and also to conduct an extensive study on it through it's economic feasibility.

Guest On Focus

**Nada
Al Muhairi**
Customs Clearance



Nada Al Muhairi, a customs clearance, has been working for Soul Majan Business for nearly a year, specializing in clearing import cargo at air cargo terminal at Muscat International Airport.

Since she took charge of the company's work in the air cargo building, I noticed the first challenges represented in the absence of a waiting room for women at the counters receiving shipments, which means a lot of mixing with the male component, and the difficulty of clearing shipments in a timely manner, forcing them to wait for a long time to receive their shipping documents.

Since She started dealing with the Oman SATS, she has noticed that the company has facilitated operations, starting with providing interactive cargo clearance devices, and modern technologies that were recently launched, and ending with providing facilities and solutions for customs brokers, who receive all the support of the its employees.

Nada talks about the newly launched technologies, the most important of which is the method of payment after it was manual, it has now become an automated process and it is possible to pay remotely. This in turn has led to alleviating the burden and pressure and not necessary to wait for long periods.

Nada foresees the future of air cargo in the Sultanate of Oman, as it expects it to develop rapidly due to the public's tendency to start large projects that require materials and tools that must be imported from abroad, and this in turn will only be through air cargo, which is one of the fastest and easiest types of cargo known.

Nada faced great challenges in the field of her self-employment, as she owned a beauty center in the capital, Muscat, and due to the Corona pandemic (Covid 19), she was forced to close the center, but she overcame this challenge by moving to work from home, and through good marketing using social media. It managed to attract a large number of customers.

Finally, Nada thanks the newsletter's editorial family for hosting, wishing continued success and progress for Oman SATS.

Salam Air focus in expanding its Cargo operation

The year 2021 proved to be an exceptional year for Sultanate's fastest-growing value-for-money airline, Salam Air and its cargo division in particular, Tonnage increased by 67% compared to 2020.

While COVID-19 affected the business for a few months, Salam Air bounced back in 2021. The cargo section played a pivotal role in earning substantial revenue during the year.

Registering a gradual improvement in terms of tonnage and overall revenue, Salam Air Cargo offers a broad service range, encompassing every-day cargo to shipments that require attention to detail, special treatment and expert handling.

Salam Air is in process of introducing a Cargo Reservation System in 2022 and also aims to expand its cargo operation. In addition, Salam Air anticipate to get the DG approval from CAA this year, this will allow Salam Air to carry other types of sensitive cargo such as computers, laptops and lithium batteries.

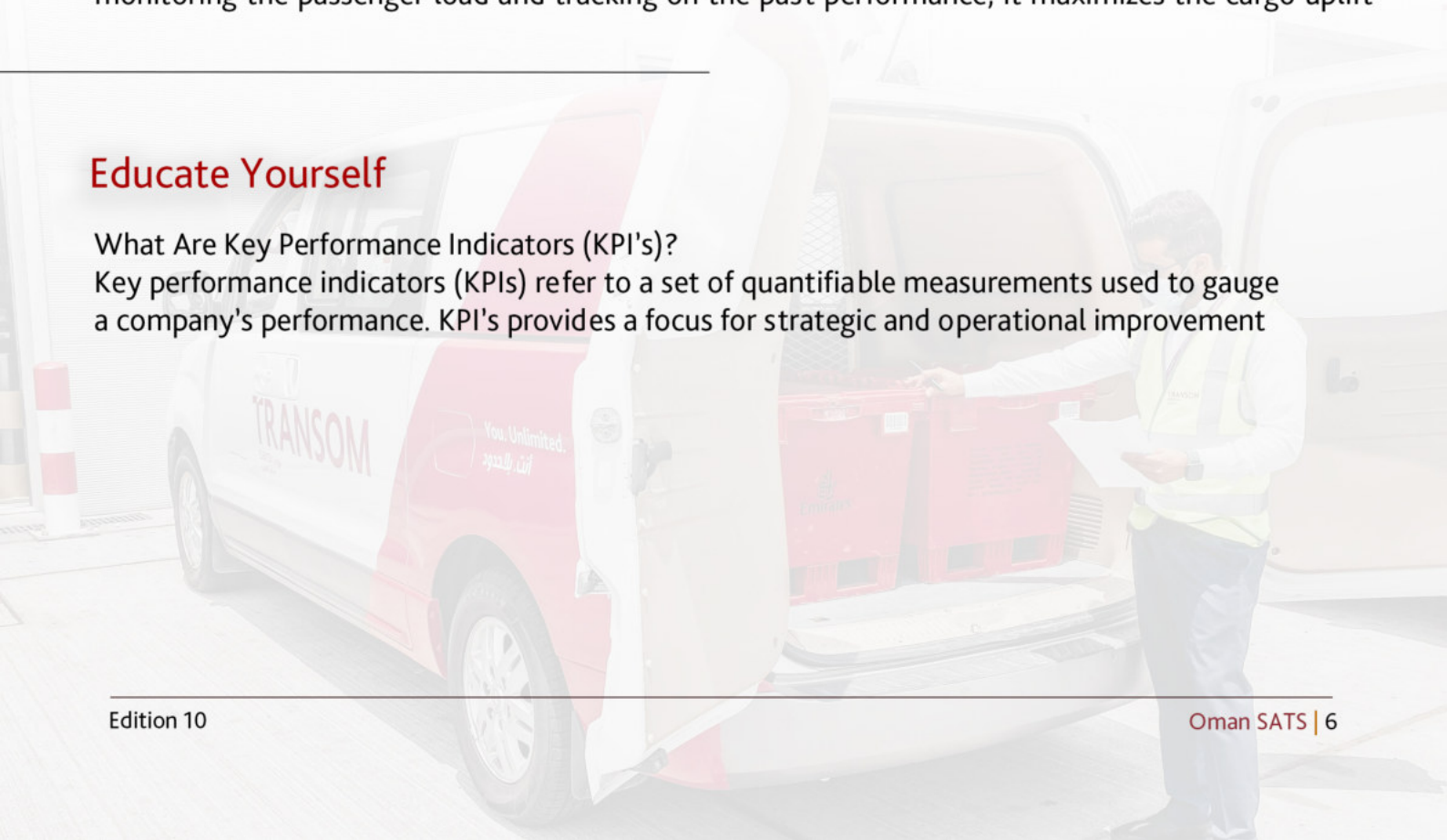
As of now, Salam Air's cargo routes operates as per its passenger flight destination and mainly caters to Salalah, Bangladesh, India, Pakistan, Sudan and Muscat. It aims to continue to strengthen the business in the above sectors and has identified other potential markets to expand into.

Being a passenger carrier, Salam Air's cargo business depends on the aircraft's belly space. By closely monitoring the passenger load and tracking on the past performance, it maximizes the cargo uplift

Educate Yourself

What Are Key Performance Indicators (KPI's)?

Key performance indicators (KPIs) refer to a set of quantifiable measurements used to gauge a company's performance. KPI's provides a focus for strategic and operational improvement



Excerpt

Oman Vision 2040

Moving forward with confidence

Confidently move towards a prosperous future where ambitions are transformed to reality.

Safety Lesson

Case Study 1

Staff involved in performing Import relocation, he noticed that the side edge cover of stand on forklift was not aligned properly and found out to have a loose screw.

Lessons learned

To always check the equipment before using as to prevent any accident.

To report immediately to maintenance team for further assessment and repair to avoid any damages to the equipment that may happen.

Case Study 2

Electric Tow Tug driven by import driver got the headlight broken while storing the incoming ULD into the airside MHS. This happened when the driver used the long wooden plank to push the ULD which unfortunately slide into the headlight and got broken.

Lessons learned

Lessons learned

Make sure the headlight housing is solid and the plank is positioned away from the headlight to avoid bulb breakage or any related problems.

Please put the wooden piece in the appropriate place to push the shipment to rectify any damages to the towing tug



OMAN SATS

NEWSLETTER

General Advisor :
Abdullah Al Rashdi

Editorial Team :
Khalifa Al Riyami
Jumana Al Hasni
Amal Al Maqbali
Asira Al Balushi
Hanan Al Touqi

Designing :
Muneer Al Balushi

Photography :
Ibrahim Al Zadjali

OS.newsletter@transom.om

7240 6664

www.omansats.om