

# STEPPING INTO 2014



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**MARKETING  
COMMUNICATION MIX**

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The world of marketing communications is bright, exciting, sometimes unpredictable, yet always challenging and evolving. Managers are now required not only to find new ways to communicate but also to do so on reduced budgets, and they must account for their communications expenditure.

**TECHNICAL SEMINARS**

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More than 70 mechanics were invited to the very successful technical seminar in Bannu on 11th December 2013 from the diesel and gasoline market segments to boost up our product sales in Bannu. Gift hampers were distributed to the mechanics.

**INSPIRATIONAL BIOGRAPHY  
OF MR. MUHAMMAD YUNUS**

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(Muhammad Yunus)

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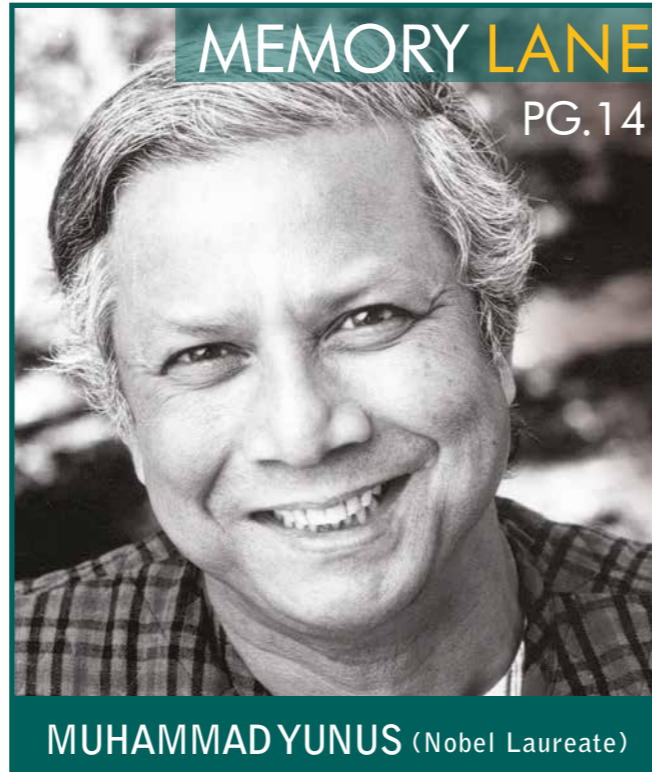
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# Editor's Note

It's not always about "getting ahead", it's also about reveling on your past successes. And making them the basis for a slow yet steady climb towards our future growth. "Mind over Matter" is our motto as we step into the year 2014 with the backbone of our company, our workforce. We shall guide you, provide you with the skills set for an even better performance; it's your job to put that guidance into actions and give us the results.

It is a common phenomenon that our stream of thought shapes our reality. So do not over emphasize over your previous mistakes, forget your losses and failures, because tomorrow is the first blank page of a 365 page book. So write a good one.



# WORD FROM OUR LEADERS



MR. ALI HASSAN

The moment you hit the top you move on to the next ring in the ladder. And the utmost success of a business lies not on getting to the top but rather in finding your niche and finding that next ring so that you don't get stuck in your own achievements. We, as a company, are blessed to have this ability where 'moving forward' has always been our main goal. And so, with the start of the next year, We are proud to say that we have completed 35 years of our journey as we climb that ladder hand in hand with the MAS family and pave the way towards a nano-future within Pakistan.

Upholding our cultural traditions has always been our pride and retaining the bulk of our sincere and honest workforce is our main strength. With the year 2014, We wish you all success and prosperity. There is a dusty, old rock at each corner in your life and it is up to you to make gold out of it or to carry it around as a weight around your neck. Create a breakthrough, smoothen out the knots, think different and ABOVE ALL help others. You will not only become a great employee but also an outstanding human being.

We would also like to mention here about our Sabra Hamida Trust, the past year has been the most successful for our Trust and our school, IImghah. The prosperity that has enlightened its doors is a true blessing from God and the brightly lit faces of these children are clear proof of that. We wish you all the greatest success in all avenues of life.

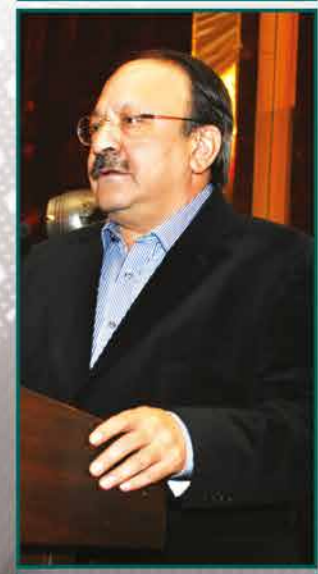
FROM THE BOARD OF DIRECTORS.



MR. SHAUKAT HASSAN



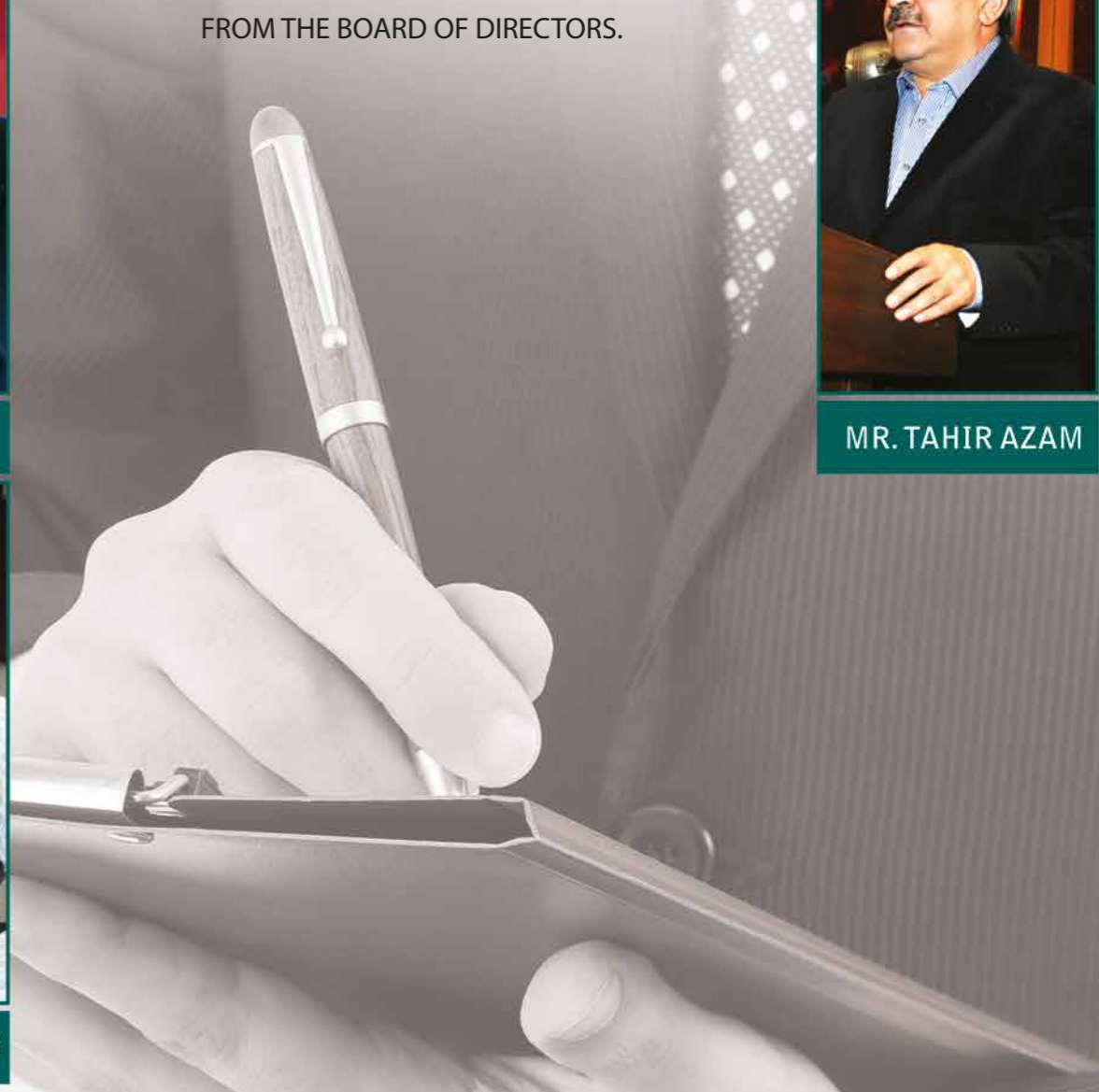
MR. BASIT HASSAN



MR. TAHIR AZAM



MR. HASSAN TAHIR



# Marketing Communication

Core of Marketing Management

Shared by: Syed Yasser Abbas

## Why communicate?

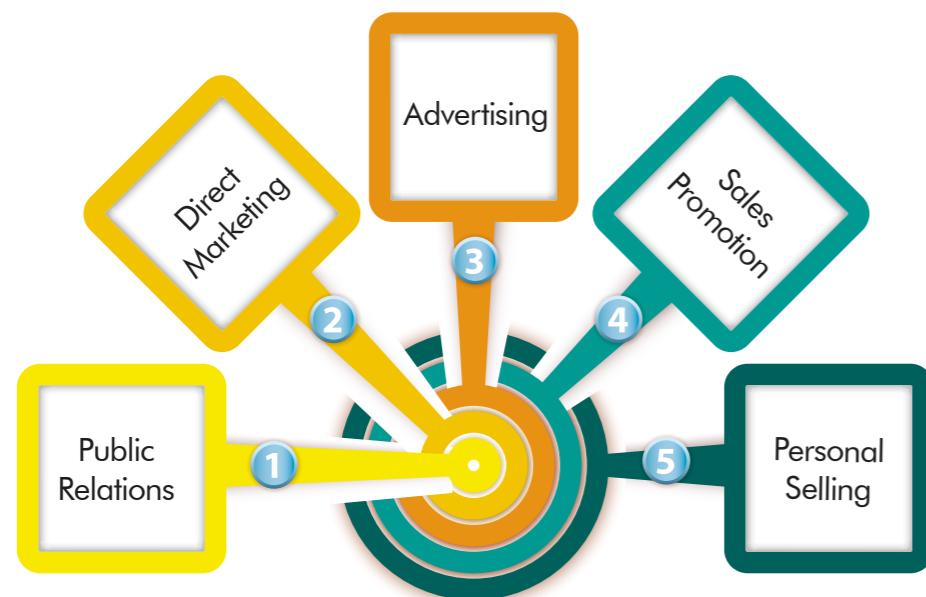
All organizations – large or small – need to communicate with a range of stakeholders to undertake their business activities. This may be in order to get materials and services or to collaborate and coordinate with others to secure their suitable distribution. In addition, there are consumers – you and me – people who are free to choose among the many hundreds and thousands of product offerings.

Marketing communications provides a core activity so that all interested parties can understand the intentions of others and appreciate the value of the goods and services offered.

## How to Communicate?

Traditionally there are five main marketing communication disciplines or tools: advertising, sales promotion, personal selling, public relations and direct marketing. In addition, there are media in which time and space can be bought or used to deliver messages to target audiences. The appropriate mix of these tools ensures effective communication.

## B2C – B2B Communication Mix



The Marketing Communications mix

Communication mixes can be identified for business-to-consumer (b2c) and business-to-business (b2b) audiences. There were variations reflecting particular brand circumstances, but essentially in the b2c market, advertising was used to build brand values, sales promotions were used to encourage customer action, and public relations sought to generate goodwill and interest about the company. In short B2C is about attractive ads, interesting slogans, factual information that the consumers can trust.

Personal selling was regarded as the primary tool in b2b markets, but it also had a role to play in retail environments, for example selling consumer durables. In the 1990s direct marketing became a more prominent tool in the mix because

technology had enabled a form of communication by appealing personally and directly to the target customer. B2b is all about the profit base, benefits of a product or service for the end consumer.

There are now lots of opportunities to reach audiences, with the Internet representing a new, yet challenging, form of communication channel. At the same time as the media world has splintered into many different parts so have the audiences with whom organizations need to communicate.

This change introduced new media formats, and the subsequent development of the Internet and related digital technologies has accelerated change in the marketing communications industry.

B2C is about attractive ads, interesting slogans, factual information that the consumers can trust.



## Capture Your Audience

Capturing of audience has really become challenging as markets are heading towards perfect competition and close substitutes are easily available. Consumers now have a variety of different ways to spend their leisure time. Some of those who choose to incorporate the media as part of their relaxation now have access to numerous television channels; all have access to an increasing number of general and specific interest magazines, a multitude of new cinema complexes and, of course, the Internet, with an explosion of social media websites offering a seemingly endless source of information, opportunities to buy online and a form of global entertainment.

The world of marketing communications is bright, exciting, sometimes unpredictable, yet always challenging and evolving. Managers are now required not only to find new ways to communicate but also to do so on reduced budgets, and they must account for their communications expenditure. The development of long-term relationships with customers, whether in b2b or b2c markets, is now an essential aspect of marketing policy. Customer retention is crucial today, and various devices, such as loyalty schemes, are used to shape long-term customer behavior.



## Vallourec visits Pakistan

With a view to maintain the close relationship and to introduce latest drilling techniques, Vallourec Drilling Products (VDP), M.E. makes its point to visit its valued customers in Pakistan on a regular basis.

In November, 2013, a delegation comprising of Mr. Geoffroy DE ROFFIGNAC (Sales Manager) & Mr. Kamal EL BACHIRI (Marketing & Technical Manager) visited Islamabad and had extensive meetings, shared experiences, offered their expertise and services to the following companies: -

- Oil & Gas Development Co., Ltd. (OGDCL)
- Pakistan Oilfields Ltd. (POL)
- Mari Petroleum Co., Ltd. (MPCL)
- Sea & Land Drilling Contractor (Saxon)
- Weatherford Drilling International (WTF)
- KCA Deutag G.m.b.H

The delegation took the opportunity to introduce Internal Pipe Coating Technique (IPC-207) for which VDP has established a facility in their Abu Dhabi plant meeting all the international standards. IPC Coating will make the drilling tubular more competitive and reduce the lead time, both of which holds attraction for the drilling companies as they need to meet the timelines while keeping within the budget.

At MAS, we continuously strive to be a part of the progress of our country and at the same time are proud to be associated with VALLOUREC for more than 03 decades.



L-R Mr. Usman Khalid (AM - MAS), Mr. Kamal Elbachiri (Technical Manager - Vallourec) Mr. Geoffroy de Roffignac (Sales Manager - VDP) and Mr. Shafqat Ali (GM - MAS)

## Pakistan Oil & Gas Updates:

### Average Production:

October, 2013

Oil : 80,276.35 bbls /day  
Gas : 4,022.27 mmcf/day

## News Flash:

- OGDCL has made a gas condensate discovery in Nim exploration license at Saand-1 well in Sindh Province. The well was drilled to the depth of 2561 meters. A successful DST was carried out which flowed at a rate of 65 BPD of Condensate and 5.8 MMCFD of Gas

- Rig Activity Report (October, 2013):

1	OGDCL	11 Rigs in operation (12 wells drilled)
2	UEPL	09 Rigs in operation (13 wells drilled)
3	PPL	04 Rigs in operation
4	ENI	02 Rigs in operation
5	OMV	01 Rigs in operation
6	MOL	01 Rigs in operation
7	MPCL	01 Rigs in operation
8	POL	01 Rigs in operation
<b>Total</b>		<b>30 Rigs in operation</b>

## Monolithic Insulating Joints

Monolithic Insulating Joints is an indispensable fitting in natural gas and oil transferring system. They can be effectively used to provide electrical sectioning and protection against corrosion on inlet and outlet pipes of meters, cisterns, tanks, pumping stations, etc. and prolong their life span. Monolithic Insulating Joints adopt "U" type sealing ring to achieve double insulating system which keeps the sealing efficiency constant even in case of strong bending or torsional stresses.

Monolithic Insulating Joint is a superior alternate to insulating flanges. When compared to insulating flanges, Monolithic Insulating Joints give considerable money savings. They have the ability to withstand high pressures and temperatures. Their maximum operating temperatures range from 70-1000 Degree Celsius. Their maximum operating pressures range from 25-1000 Bar. Unlike insulating flanges, they are also maintenance free.

Monolithic Insulating Joints are available for Meter Service, Underground or Aboveground main pipelines and are also made for special user specified requirements. They are made for different types of media which are as follows:

- Gas
- Water
- Oil
- Sour service
- Potable Water

Nuova Giungas srl is the leader of design, development and manufacturing of Monolithic Isolating Joints for Cathodic Protection of Oil, Gas and Water pipelines.



## The Best CP Service Providers

Cathodic Protection (CP) is used to protect buried metal structures from Corrosion. CP systems are most commonly used to protect steel, underground water/fuel pipelines and storage tanks. We, at MAS Services have in-house capability to undertake projects in the field of CP including supply of material and services for underground buried structures (water/fuel pipelines) and storage tanks. We are providing these services to our clients in the E&P, Power Sector etc. as per the NACE standards and customized requirements.

## ONGOING PROJECTS OVERVIEW

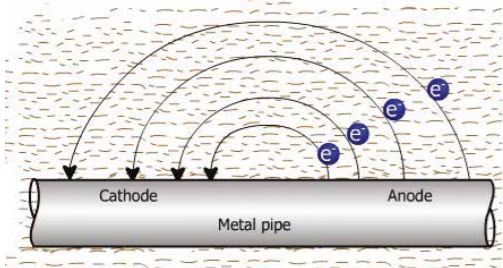
### UCH Power Ltd CP Project.

Mas team has undertaken the UCH power Ltd. project. All CP materials shall be delivered on time and the installation and commissioning of the project shall be completed by MAS Team



### Cathodic Protection-Maintenance Contract

MAS Services has recently signed 3 years contract with a leading Oil Marketing and Distribution company. Under this contract, we shall carry out inspection, maintenance and repairing of CP equipment located at their various facilities in Pakistan.



## Pakistan Oil Field Limited.

Pakistan Oil Field Ltd. is our regular Client and has recently placed orders for various CP materials.

More than 70 mechanics were invited to the very successful technical seminar in Bannu on 11th December 2013 from the diesel and gasoline market segments to boost up our product sales in Bannu. Gift hampers were distributed to the mechanics. A question answer session was organized at the end regarding engine, engine oil and the necessities of quality lubrication for a healthy engine.



On 12th December 2013, ZIC Service Centre was established under the supervision of D.I. Khan distributor. FMCG distributors, bank industry professionals and members of the business community were invited. We are offering our unmatched products and remarkable services under supervision of professional oil changers at D.I. Khan.



## Motor Oil Myths & Facts

1. Commonly known as the 'Dark Oil Myth', partially dark motor oil does not indicate an oil change. However, make sure it is replaced at the right oil change interval, either after a certain number of kilometres have been covered, or after certain time period in hours.
2. While getting motor oil changed, make sure filters for the same are also replaced. They are the first line of defence against impurities and protect the component.
3. Getting motor oil changed too frequently won't do any good. Change the oil only if it benefits the vehicle. Motor oil should be changed on recommendation of an engine oil manufacturer.



## Education is the most powerful weapon which you can use to change the world.

(Nelson Mandela)

### Parent Teachers Meeting at Iimgah

A very successful parents and teacher meeting was held at Iimgah on November 08, 2013 in which the salient features of the students academic record were discussed by the teachers with their parents. It was a proud moment to know that the parents were taking a keen interest in their children's education. Mr. Zalmi Azam Durrani (Secretary SHT) also paid a visit during the meeting and gave an ear to the parents and children who were very satisfied and happy with the operations of the school. Later, Mr. Durrani visited every class and shared some sweet moments with children which were captured by the camera.



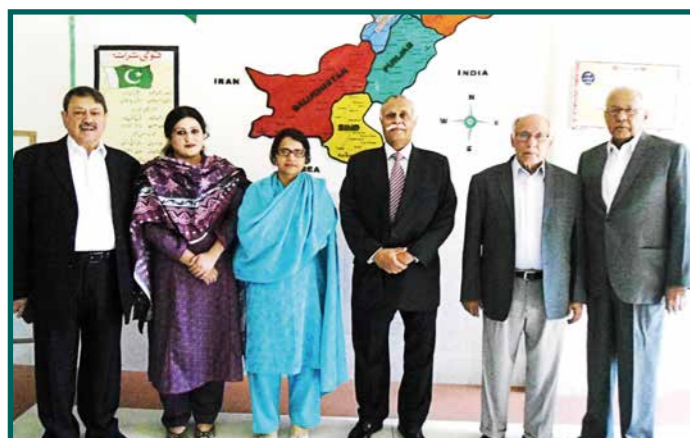
Students receiving result cards at PTM



From Left: Mr. Azhar Nawaz (Administrator) and Mr. Durrani (Secretary Trust) with the children of Iimgah

### Ali Institute Team Visits Iimgah

A visit was made by the team of Ali Institute, including Mr Shahid Majeed (Rector), Ms. Qudsia Kalsoom (Chairperson Professional Studies and Head CPDC) and Dr. Khalid Ibrahim (Dean of the institute), on November 20th 2013 in response to a meeting held earlier at the institute. The honourable guests were received by Mr. Zalmi Azam Durrani (Secretary Trust), Mr. Azhar Nawaz (The Administrator) and Ms. Qaisar Noreen (The Vice Principal). They were briefed about the establishment of Iimgah and appreciated the kindred spirit upheld by the management of the Trust. During a round of the classes, the guests were greatly delighted to see the students with confident, shining and brilliant faces. Necessary guidance was given and future objectives were chalked out for the development of Iimgah up to the maximum extent



(From L to R) Mr. Zalmi Azam (Secretary Trust), Ms. Qaisar Noreen, (Vice Principal Iimgah), Ms. Qudsia Kalsoom (Chairperson AIE), Mr. Shahid Majeed (Rector AIE), Dr. Ibrahim Khalid (Dean AIE) and Mr. Azhar Nawaz (Iimgah Administrator)



Mr. Shahid Majeed listening to the students during visit

### Ms. Zafreen Jaffery's Visit to Iimgah

Originally from Pakistan, Ms. Zafreen Jaffery is Advisor Research and Evaluation at the Center for Research, Evaluation, and Assessment. Zafreen Jaffery, Ed.D., is an evaluator with a focus on issues addressing educational access and equity for all children. The honorable lady visited Iimgah to share her knowledge with the teachers of the school. She assessed the needs of the teachers in a get together and was greatly impressed to see that the all individuals concerned with the school are fully motivated and have a desire to bring a change for the well being of the students. The lady had shown her desire that she will be visiting school once again to impart her knowledge and techniques to the teachers of Iimgah.



L-R: Ms. Zafreen Jaffery (Advisor Research) with Ms. Qaisar Noreen (Vice Principal – Iimgah)



Ms. Zafreen Jaffery addressing the teachers of Iimgah during a teacher training session

### In Memory of Mrs. Sabra Azam (Late)

Mrs. Sabra Azam, w/o Late Major (R) S.M. Azam, was born in 1920. During her life she struggled hard to provide students the opportunity to acquire the skills needed to make positive decisions about a healthy, physically active lifestyle. She achieved this through the medium of movement regardless of innate and learned abilities, culture or gender.

Iimgah Girls Middle School, which is being managed by Sabra Hamida Trust, was inaugurated by the honored lady on 09 September 2011. The Trust was founded after her name, to honor her tireless effort in field of education. This hard working, dynamic lady left for heaven on December 28, 2013 leaving behind her friends, family and acquaintance to mourn her loss.

Students growth and development was guided by her through quality participation in the psychomotor, cognitive and effective domains of learning. She retired from active service in 1980 after attaining the age of superannuation. Even after her retirement she continuously worked for student education in various Lahore Grammer School branches.

She also remained affiliated with Ali Institute of Education upon the personal request and intervention of Syed Babar Ali. Community Service and Human Ingenuity remained her forte throughout her career.

We at Iimgah pray for the departed soul that May ALLAH shower his blessings on the departed soul, may she rest in peace and may ALLAH grant solace to her family to bear this irreplaceable loss Amen.

Shared by: Azhar Nawaz  
Administrator Iimgah



Mrs. Sabra Azam (Late) inaugurating Iimgah School, under Sabra Hamida Trust



# Editor's Pick

## STOP THIS SOCIETAL EVIL TODAY...

Shared by:  
Mr. Kashif Pervaiz  
Assistant Manager Accounts



# Ladies Trip @ MAS

**Smoking** is the largest cause of preventable death in the world. Recent studies have found that smokers can undermine the health of non-smokers in some environments. On average, smokers die ten years sooner than non-smokers.

## So what does a cigarette contain?

**Nicotine** – It is highly addictive. Smokers find it very hard to quit because they are hooked on the nicotine. It is a fact that without nicotine the whole of the tobacco industry would collapse.

**Carbon Monoxide** – It is an extremely poisonous gas without any taste or smell. Our body is not immune to differentiating between this gas and oxygen and thus absorbs it. If there is enough carbon monoxide in your surroundings, you can go into a state of coma and can die. It can also cause fatigue, dizziness and weakness.

**Tar** – This cancer causing compound is extremely dangerous. When cigarette is inhaled, around 70% of the tar is absorbed by our lungs.

## TRY THE HANDKERCHIEF TEST

Fill the mouth with smoke, don't inhale, and blow the smoke through the handkerchief. There will be a sticky, brown stain on the cloth.

Do this again, but this time inhale and then blow the smoke through the cloth, there will only be a very faint light brown stain.

## There is Light at the End of the Tunnel!!

As medical costs have soared, some employers have tried various approaches to get smokers to quit. Some have instituted wellness programs that offer support and advice on how to quit; others have made smokers pay higher health premiums. And increasingly, some employers are banning the hiring of smokers altogether.

But in California, an employer came up with what might be the best incentive yet: Econo Air, an air conditioning sales store, offers a \$500 bonus to any employee who quits smoking for at least three months.

Is giving out cash worth the effort? It has been reported within US that smokers incur more medical expenses of a company in a whole year and many companies have started getting those employees to pay for their own bills along with the incentive of a bonus if they quit smoking for a certain length of time.

This debate remains open within Pakistan where no formal smoking policies have been developed on an international scale. It is our duty as an individual to eradicate this evil from our society, starting from our own home, workplace and the community.

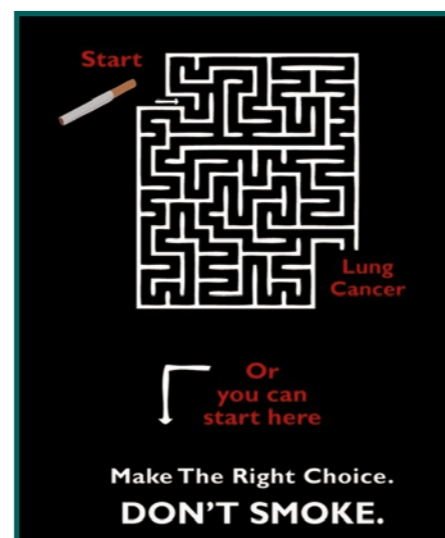


## DO YOU KNOW?

Nicotine is actually used as an insecticide and exposure to it can lead to vomiting, seizures and depression of CNS (Central Nervous System)

## SHOCKING NEWS!!

Nearly 14.2% children aged 8 years and below smoke in Pakistan while 19.4% individuals aged 15 years and below smoke as well. This is a very saddening news for our society. (Report by John Hopkins University, USA)



The stress of your job can be overwhelming for many. The ladies at MAS enjoyed a complete 9 to 5 of leisure filled activities at a scenic locality near Lahore.



## Intellectual quotes by Great people

"Think 100 times before you take a decision, but once that decision is taken, stand by it as one man."

Muhammad Ali Jinnah

"Not everything that counts can be counted, and not everything that can be counted counts."

Albert Einstein

"Strong minds discuss ideas, average minds discuss events, weak minds discuss people."

Socrates

"The teacher who is indeed wise does not bid you to enter the house of his wisdom but rather leads you to the threshold of your mind."

Khalil Gibran

# Suzuki Pakistan to use ZIC Differential Oil



L-R: Agreement signing between Mr. Hirofumi Nagao (Managing Director - Pak Suzuki Motors) & Mr. Fawwad Nafees (Sr. Manager Operations - Hi Tech Lubricants) in Karachi

A formal agreement signing ceremony was held on 16th of July 2013 at Pak Suzuki Motor Company Ltd., Head Office and an agreement was signed between Pak Suzuki Motor Company & Hi-Tech Lubricants Limited for the usage of ZIC Differential Oil in all Suzuki Vehicles across Pakistan.



# Inspirational Biography

## THE INSPIRATIONAL ACCOUNT OF HOW THE NOBEL LAUREATE, MUHAMMAD YUNUS, CHANGED THE GAME FOR WOMEN IN THE RURAL ECONOMY

In the developing world, where many people lack steady employment or credit history, there's often no way for legitimate small businesses to receive a loan.

In many ways, microfinance changed all of this. The 2006 Nobel Prize awarded to Dr. Muhammad Yunus, one of the founders of modern microfinance, has helped to push the industry even further into the spotlight. He believes that every human should have an access to small credit loans as their fundamental human right.

The microfinance revolution started with the recognition that poor people needed credit and, more importantly, that they could use loans productively and responsibly. It showed that we were wrong in believing that poverty and a lack of collateral meant that poor people were not creditworthy. This belief was simply our own social prejudice.

Yunus first came across the idea of microcredit while studying the lives of poor entrepreneurs in his native Bangladesh during the famine of 1974. He began by loaning to groups of women, and his program soon proved that small loans could not only quickly improve lives but were paid back with interest and on time. The Nobel Laureate achieved something in the rural part of the world where it was deemed unachievable.

In many traditional societies, women have been excluded from the market economy but poor women often have the best credit ratings. The pioneering women who first braved the market were criticized harshly. But today, with microfinance institutions spreading across large parts of Kenya and Uganda, it is widely accepted that rural women can play an important role in the rural economy. Microfinance has drawn millions of women into commercial economic activities for the first time, enabling them to take advantage of new opportunities and develop new roles as cash income earners and economically active members of the community.

The ripples of women's microfinance can build into waves of transformation, leading not only to greater self-confidence and new roles for women, but also to powerful institutions able to take on complex new tasks serving the whole of society.

Microfinance is the driving tool in creating a ripple effect for the women in rural areas. You change one woman, she is going to change ten more. These women can be the role models for current and future generations.

**"We are selfish at the same time we are selfless people. Selfishness has a business proposition that is our conventional business. Selflessness can also be expressed as a business, a social business, business to change people's lives." (Muhammad Yunus)**



MUHAMMAD YUNUS (Nobel Laureate)



"I fear God and next to God I mostly fear them that fear him not."

Saadi

"Life is pretty simple: You do some stuff. Most fails. Some works. You do more of what works. If it works big, others quickly copy it. Then you do something else. The trick is the doing something else."

Leonardo da Vinci

"Have a heart that never hardens, and a temper that never tires, and a touch that never hurts."

Charles Dickens

"The best and most beautiful things in the world cannot be seen or even touched. They must be felt within the heart."

Hellen Keller



## If you are too busy to laugh, you are TOO busy. (PROVERB)

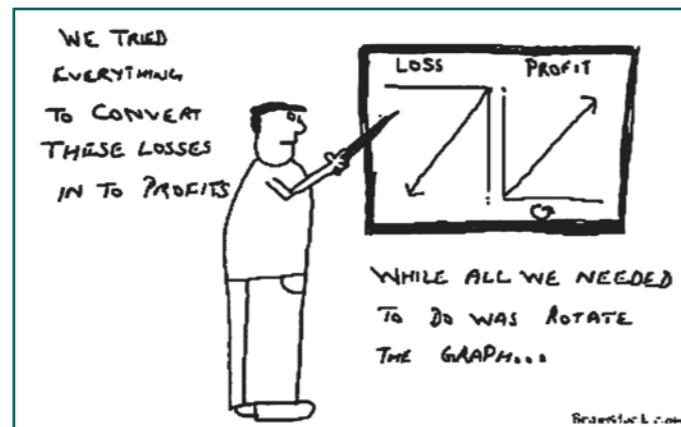
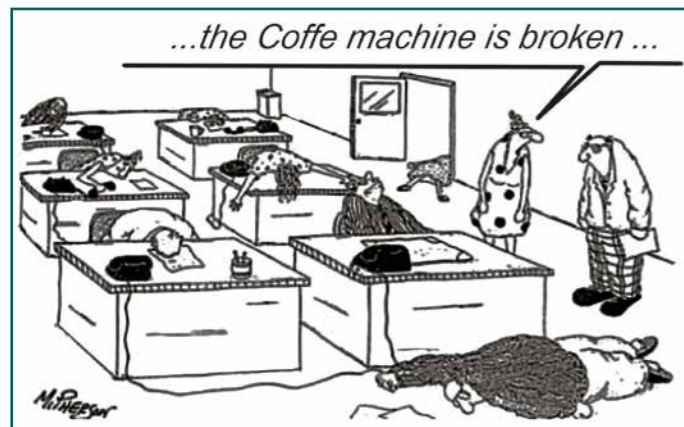
### Funny One-Liners

- Yield to temptation; it may not pass your way again.
- Don't judge a book by its movie.
- If practice makes perfect, and nobody's perfect, why practice?
- I was thinking about how people seem to pray a whole lot more as they get older. Then it dawned on me . . . they were cramming for their finals.
- If you can't be kind, at least have the decency to be vague.
- Quantum Mechanics: The dreams stuff is made of
- This isn't an office. It's Hell with fluorescent lighting.
- I thought I wanted a career. Turns out I just wanted paychecks.
- Nice perfume. Must you marinate in it?
- Bills travel through the mail at twice the speed of checks.

Start every day off with a smile and get it over with. (W. C. Fields)  
Comedy is simply a funny way of being serious. (Peter Ustinov)

### Funniest Business Jargon

1. Its best to avoid standing directly between a competitive jerk and his goals
2. The successful man is the one who finds out what is the matter with his business before his competitors do. Roy L. Smith
3. The light at the end of the tunnel has been turned off due to budget cuts.
4. A successful man is one who can lay a firm foundation with the bricks others have thrown at him. David Brinkley
5. If it's stupid but works, it isn't stupid.
6. If you can count your money, you don't have a billion dollars. J. Paul Getty
7. The best way to appreciate your job is to imagine yourself without one. Oscar Wilde



The company where I work provides four-foot-high cubicles so each employee can have some privacy. One day a co-worker had an exasperating phone conversation with one of her teenage sons. After hanging up, she heaved a sigh and said, "No one ever listens to me." Immediately, several voices from surrounding cubicles called out, "Yes, we do."



CDC China Delegation visited Pakistan in 1993 to set up the Lucky Cement Plant with collaboration of MAS Group of Companies. Mr. Tahir Azam (Director MAS Group) is standing with the CDC Delegation along with Mr. Anwar Saifullah Khan (Federal Minister) standing 3rd from left. MAS provided its services for installation of 2 cement plants of 2000 tons each.



# ZIC<sup>VHVI<sup>TECH</sup></sup>

LUBRICANTS



## ZIC M

- For Gasoline Engines
- APISJ, SAE 15W-40



**SK** lubricants