



## ANISH AZEEZ

We talked to **Anish Azeez**, Business Development Manager, about his role and how he is helping to contribute to Shipwaves success

### Goals and Objectives

Shipwaves started as a digital platform using cutting edge technologies like AI, Machine Learning and Blockchain with a motto Shipping Simplified which indeed is the revolution and future of the industry. Our goal is to make awareness among the customers regarding the benefits of digitisation which simplifies the entire process of shipping which saves time and money for the customers and create SHIP-WAVES the reliable brand in the industry.

Our target is to onboard all types of customers from MNCs to SMEs, which helps us to show a strong presence in the industry. We are also confident to expand our presence globally in various territories as one stop shop for all Supply Chain Solutions.

### Shipwaves as Market Leaders

Business development team relies on research and marketing to understand and identify opportunities. We develop and pursue opportunities for growth using data about potential prospects and current clients. We also use information to search for tangential opportunities, such as which associations should the company join and what offers should be provided by the company. We then develop a strategy for following up with each opportunity, all the while looking for ways to improve current client relationships.

My team always lookout for new ways to generate qualified leads or develop partnerships that will extend the reach of the company and bring in more qualified opportunities for the development of the company. Our team helps the management to develop and create the business strategies across various verticals of the business. Through the suggestions and feedbacks, collected from the market, provided by the BD team, the Technology team makes changes and develops new features in our platform to meet the industry standards.

### Key Attributes

My major focus is to identify and develop new business opportunities for the company in the region which will enhance the idea of



revolutionising the supply chain industry. Keep abreast of new developments in the industry by maintaining close & effective relationship with the existing and new customer and help the management to frame new strategies along with improvements in our digital platform as per the industry requirements and changes. I use every opportunity available to promote the profile, brand and goodwill of the company through various trade fairs, business development and brand awareness initiatives.

### Importance of Teamwork

Teamwork and coordination with various departments helps the BD team to provide with the best possible accurate suggestions to the management in order to frame strategies and plans for the business growth. Through teamwork problem-solving synergy can be gained from multiple mind working on a solution. Effective communication within the organisation which helps in knowledge sharing is achieved through effective teamwork.