



## Embracing Change: The Beginning of a New Chapter

Dear Team,

As we continue our journey together, it's essential to recognize that change is not the end but rather the beginning of new and exciting chapters. For ambitious people, change is an opportunity to grow, innovate, and reach new heights.

Change often brings a mix of emotions—uncertainty, excitement, and sometimes even fear. It's natural to feel hesitant when faced with the unknown. However, it is through these moments of transition that we discover our true potential. Change challenges us to step out of our comfort zones, think creatively, and adapt to new situations.

In the business world, staying stagnant is not an option. Markets evolve, technologies advance, and consumer preferences shift. Our ability to embrace change and leverage it to our advantage is what sets us apart. It's an opportunity to explore new ideas, improve our processes, and enhance our products and services. By doing so, we not only stay relevant but also lead the way in our industry.

For ambitious individuals, change is the fuel that drives personal and professional growth. It pushes us to continuously learn, adapt, and improve. Every change presents a chance to develop new skills, broaden our perspectives, and build resilience. It's a reminder that there is always room for growth and that we can achieve more than we ever imagined.

As we navigate through the ever-changing landscape of our industry, let's embrace change with open arms. Let's see it as a catalyst for innovation and a pathway to new opportunities. Together, we can turn challenges into triumphs and create a future full of possibilities.

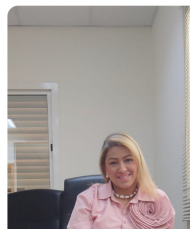
Remember, change is not the end—it's the beginning of a new and exciting journey. Let's approach it with curiosity, optimism, and a shared commitment to excellence.

Warm regards,  
Intertec Team

### Employee of the month

#### Rajeena

We are thrilled to introduce Rajeena, who joins us as the head of our new apparel section under I Care Trading. Rajeena brings a wealth of experience and a proven track record of excellence in the retail and fashion industry. We are excited to share her journey and achievements, which will undoubtedly contribute to the success of our latest venture.



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#### Rajeena's Journey:

**Early Career:** Rajeena began her career in 2006 after high school, starting her professional journey at ITC Limited in Gujarat. She quickly rose through the ranks, showcasing her passion and dedication.

**Experience in India:** She gained valuable experience working with flagship stores in Delhi, such as Zara and Sephora, where she honed her skills in sales and operations.

**Apparel Group:** In 2017, Rajeena joined Apparel Group on November 1st. Over five years, she worked across various roles, including sales, area operations, and brand management. Her leadership and expertise spanned across five brands: Rituals, Inglot, Lava and Rose, Lakeland, and Bottega Verde. Under her guidance, her stores consistently performed exceptionally well, earning accolades such as the Best KPI Awards and recognition as the best-performing stores across the GCC.

**Al Jazeera Trident:** Most recently, Rajeena served as the Country Manager for Qatar and Kuwait at Al Jazeera Trident, managing brands like Momoso and Zuzulu. Notably, she successfully launched the Zuzulu brand, demonstrating her capability to spearhead new ventures.

#### A New Chapter at Intertec:

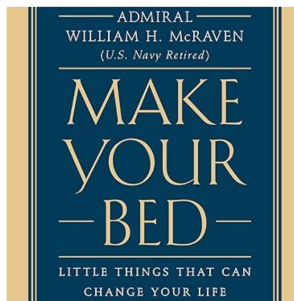
We are delighted to have Rajeena lead the introduction of the Hibobi brand in Qatar. Her vast experience and strategic insights will be invaluable as we embark on this exciting new chapter. Rajeena's expertise in managing top brands and her proven ability to achieve outstanding results make her the perfect fit to lead this initiative.

Please join us in welcoming Rajeena to the Intertec family. We look forward to the innovative ideas and growth opportunities she will bring to our team. Stay tuned for more updates on the launch of Hibobi and other exciting developments in our apparel section.



**"Change is the only constant in life." — Heraclitus**

### More Highlights



Book of the Month: Bigger Leaner Stronger. Click the image to learn more



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