



MOHAMMED MUBIN MALICK

An Experienced Businessman
Empowering the Humanity
With the latest Technology

Globalization has resulted in the IT industry to experience rapid changes. The industry is continuously evolving and is being disrupted by new technologies such as robotics, artificial intelligence (A.I.), digitization, and fintech. These new technologies are changing the way businesses operate and interact with their customers

The IT industry is one of the most competitive industries in the world. To be successful, businesses must be able to adapt to the ever-changing landscape. They must also be able to provide innovative solutions that meet the needs of their customers.

Mohammed Mubin Mallick,

**Founder and CEO
of Kiran Smart**

is empowering humanity
with the latest technology
and re-shaping the
way we live and work.

M Mallick did a Master in Business Administration from Cardiff University in the UK. He is also holding other professional certificates too. He has visited many places in the world like Greece, England, Germany, UAE, Sri Lanka, Oman, Qatar, Bahrain, but according to him, Makkah and Madina in Saudi Arabia are the best places he has visited ever. After that, his favorite place is Kashmir, also known as Switzerland of India.

EMPOWERING THE HUMANITY

Mubin has 16 years of experience altogether starting from restaurant dish washer to manufacturing unit worker in LG factory then having started the position as Business Development Executive to IT Manager.

Kiran Smart was founded in the Year 2019. In 2021 it was established in India and in the recent year 2022 it is established in Dubai(UAE).

A lot of factors motivated M Mallick to establish the company but his first preference was Freedom. For him, what is freedom? "Freedom of Imagination that I can bring into life. The innovation I think of can work on it and achieve it. Freedom of finance. But if I talk about humanity and the world then I wanted to create job opportunities especially for freshers. Help poor people with jobs, shelter and food. And empower humanity with the latest technology." He asserts

In the beginning Kiran Smart had IT solutions and services with related products. But they have diversified to Robotics, A.i., Digitization and Fintech as the world is moving towards it. However, they are different from their rivals.

M Mallick says, "First of all, I do not take any one as my rivals because rivals may have something which I don't have and which I have then rivals

do not have. So to win in the market I always collaborate with my rivals. Finally I keep myself and the company towards innovation and that is our key to overcoming any rivals."

IMPLEMENTING STRATEGIES FOR REMOVING NEGATIVE IMPACTS

The real situation of every business at present or currently is not the same as it was before Pandemic (COVID - 19). Post-Pandemic effect is usually an investment issue. Means customers are not ready to invest easily. Market has shriveled and the logistics have a great problem in terms of getting the items from other countries. Because after the lockdown and the business operation has been totally changed. Those businesses that survived the Pandemic are the strongest but those who have survived and are doing well now are the strongest. The pattern of business concept has changed because 80% of business and the brand has gone online mode from offline mode. Every business needs to have visibility in digital platforms and the business who is not in digital platform then will perish slowly in the long run. This is the current



situation of every business which I would say that COVID-19 has brought the new norm for the business. To overcome challenges and negative impacts like these, Kiran Smart keeps changing their strategies to fit in the current situation and remove the negative impact.

CUSTOMERS SATISFACTION AS A FIRST PRIORITY

Consumer tastes have really evolved drastically throughout this time because the consumers are not able to go to market for purchasing. So the digital platform has helped consumers to buy online. So if we see the consumer behavior now it has been totally different in terms of buying taste. Before where consumers used to see the product and feel the product



physically but now it does not matter because the habit has been changed due to Pandemic. So consumers are happy to order from home or from the office whether it is food, electronic items or IT services. But if we see at company and corporate level then customers prefer immediate support remotely. So the entire consumer tastes system has been drastically shifted from live to virtual.



M MALLICK SAYS,

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“We train our team first how to handle the client and their request. Because not all customers are the same and they come from different industries and businesses. Accordingly, we train our team so that customer attainment is more important than getting the business first. Secondly we train our team how to build the customer relationship because satisfied customers are our assets and they also refer other customers to us as well.”

“We do not change the strategy due to customer’s feedback but we change our pattern of approach to clients. Kiran Smart is Planning to introduce new products and services in the market but it remains the secret of the company, the only thing he stated is that it is related to robot services only.” **He asserts**

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FREEDOM TO GROW TOGETHER

It is essential for businesses to ensure that their employees are motivated and productive and It is generally accepted that motivated employees are more productive employees. A motivated workforce is key to the success of any business. There are a number of ways to achieve this, but some methods are more effective than others.

Workplace motivation is the level of energy, commitment, and persistence that a person brings to their job. It is affected by a number of factors, such as the individual's goals, values, and beliefs, as well as the work environment. There are many ways to encourage workplace motivation. Some common strategies include providing employees with clear goals, offering feedback and recognition, and promoting a healthy work-life balance. By implementing some of these methods, you can create a more positive and productive workplace environment.



M Mallick always gives equality among his team. He and his team always remain as a family. They always give equal chances to all to show their talents and we appreciate them. They always have training on the latest advanced technology and also they have internal training on self-control where exactly we need to act as per the situation. As we told you above in the beginning, Mohammed Mubin Mallick created the company to have freedom and at the same time he has given freedom to everyone in his company to grow together.

