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An interview with National Coast's MD

2010-09-17 | Published 10:13



National Coast Trading & Projects (NCTP) is a leading and well established construction and engineering company based in Muscat, Oman. Over a period of 20 years, the company has executed several major projects under their portfolio. Today they have diversified their approach and have added various infrastructural sectors into their stride. They undertake building, civil, earth work, telecommunication projects, road construction projects, real estate and several other construction related works.

Tell us something about your company, something no one else knows, and also about your achievements?

The biggest secret of our company's success is "self confidence & self reliance". As they say self confidence without self reliance is as useless as cooking a recipe without its spices and without the spices there's no aroma & no taste in the outcome. Our main aim in this competitive world is $P3 = P$ (i.e. Purpose+ Passion+ Persistence = Prosperity). Since we have started our business until today our biggest achievements have been the happiness & satisfaction of more than 200 clients.

Has the global meltdown affected your business?

Global meltdown has been the hottest issue at present universally but statistics show that Oman as compared to other fast developing countries has been less affected by it. We are happy to announce that our company has been amongst the fortunate ones. This could not have been possible without our expatriate & local expertise who has proved themselves to be an unbeatable team.

With Oman tourism getting global, does it make it any better for your company, if yes, how has it worked for you?

As the Muscat Government is aiming to raise the sector's contribution of GDP to 3% by 2020 from the current 0.3%. That 10 fold increase would raise tourism revenues to R.O. 130 million; by this the construction & road business would move to a better & more progressive height as the numbers of tourism destinations & hotel industries will increase. And as we are into this business, this surely will have a positive effect on us at present & in the long run.

What is your USP?

USP of NCTP is friendly consultation & proper implementation- i.e. speak right & suggest right. No hard selling, free & friendly consultation along with value for money. More over 24/7 support to our clients has boosted our sales and also our personal beliefs.

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