

ABOUT ZUHA LLC

Zuha LLC is a Maryland-certified MBE/SBE providing research, quantitative analysis, and executive decision support to prime contractors and public-sector clients. The firm supports discrete analytical workstreams including market and industry research, stakeholder research, financial and operational modeling, and executive reporting.

Founded by Asad Najeeb, a former McKinsey consultant and energy engineer, the firm has completed 40+ research engagements across software, healthcare, energy, and infrastructure. Each combined primary research, quantitative analysis, and client-ready presentations for senior decision-makers.

CORE COMPETENCIES

-  **Research & Analysis**

 - Market sizing
 - Competitive and industry analysis
 - Stakeholder and expert interviews
 - Survey design, fielding, and analysis
 - Feasibility support
-  **Financial & Operational Analysis**

 - Market and revenue models
 - Scenario analysis
 - Cost and procurement analysis
 - Workforce and productivity modeling
-  **Executive Decision Support**

 - Executive reports and presentations
 - Findings synthesis
 - Senior-level briefings
-  **Program & Operations Support**

 - Program evaluation and performance reporting
 - Process improvement
 - Operations and productivity analysis
 - Strategic planning support

**MBE/SBE**
Maryland Certified
No. 26-144

**SAM.gov**
Active
UEI Y3JDF15AEZY3

**eMMA**
Registered
Maryland vendor

PAST PERFORMANCE (SELECT)

Market Sizing and Competitive Analysis. Bottom-up TAM/SAM models and competitor landscapes across software, healthcare, energy, and infrastructure.

Primary Research. Developed and fielded a survey of 250 ophthalmologists on preferences for digital tools in eye care, as part of a market assessment of a digital eye-care platform.

Financial Modeling. Workforce and revenue planning models for a professional services firm, and market forecasts supporting a technology company's funding raise.

Operations and Cost Control. Improved cost control and negotiated vendor terms for a small grocery operation, turning a ~\$10K monthly operating loss into a ~\$3K monthly profit.

COMPANY DATA

MBE/SBE	Maryland Certified MBE Cert. No. 26-144
Business Type	Small Business, Minority-Owned
SAM.gov UEI	Y3JDF15AEZY3 Registered & Active
eMMA	Registered Vendor
NAICS	541611 • 541614 • 541690 541910 • 541618
State Reg.	Maryland (SDAT)
Founded	2024 Bel Air, Maryland

WHY ZUHA

- **Senior-level delivery.** McKinsey-trained rigor without large-firm overhead. Every engagement receives direct senior attention.
- **Flexible teaming.** Senior analytical support for discrete workstreams and surge needs, with MBE/SBE participation on Maryland contracts.
- **Research built for decisions.** Primary research and analysis turned into clear, executive-ready deliverables under tight timelines, for senior executives, government officials, and organizational leaders.

PRINCIPAL EXPERIENCE

Asad Najeeb, Founder and Principal

- **Former McKinsey & Company consultant** (2018–2021), with work across energy, industrials, and retail
- **Acting CFO and Company Secretary** of a national trade body; led policy research presented to government officials and World Bank economists
- **SCORE (SBA) Small Business Mentor**, 2024–2025
- Energy engineer and manager (2012–2016); Maryland-licensed solar consultant
- MBA, Finance & Operations, NUST; B.S. Electrical Engineering, LUMS