

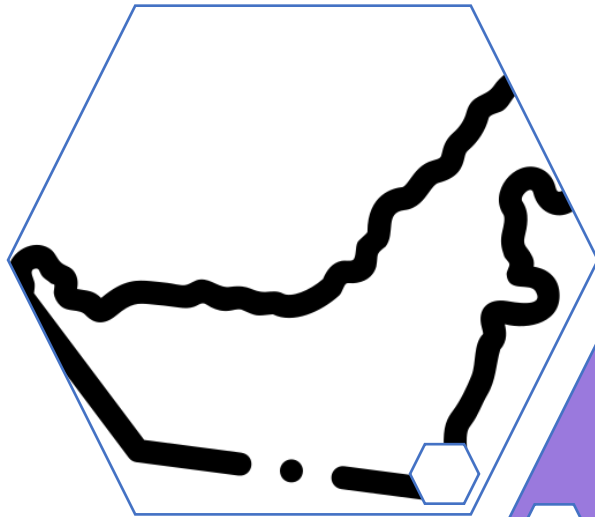


Success in MENA(UAE)

TELMA mission

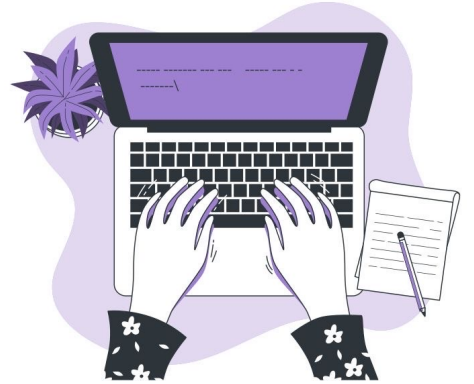
Helping companies succeed in the MENA market

To be successful in Mena market, two questions must be answered:

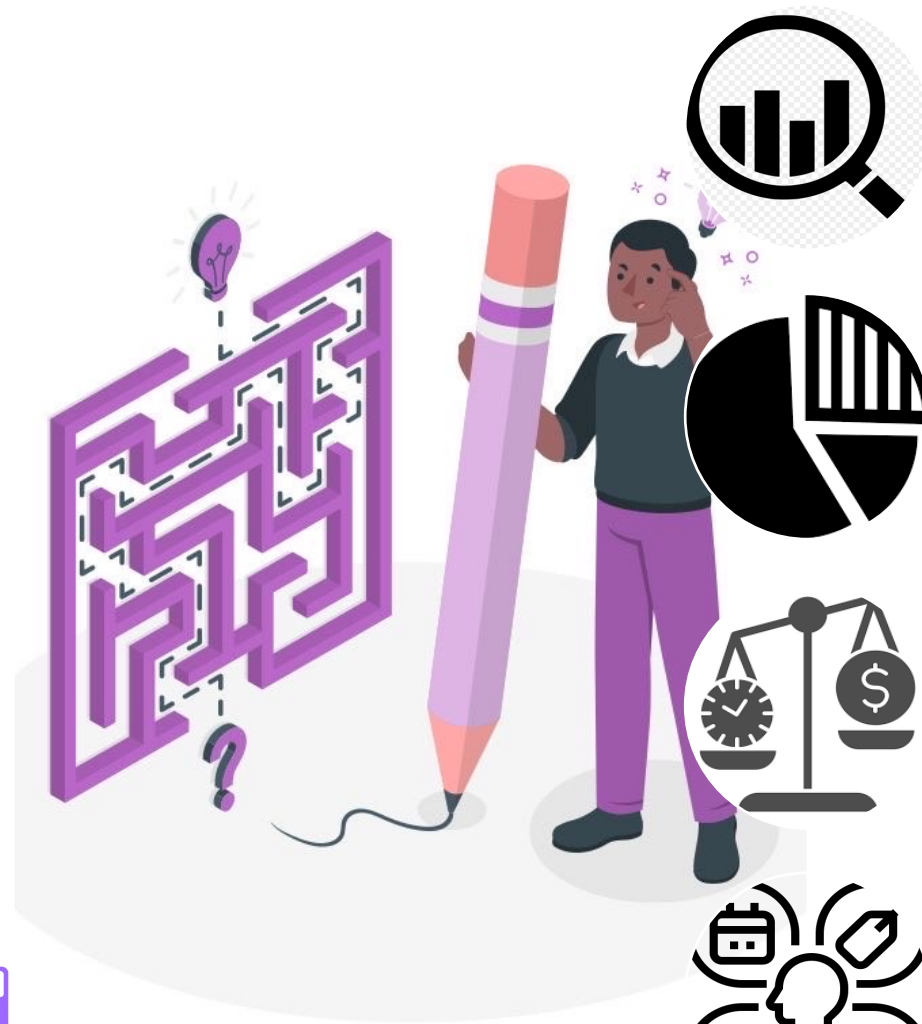


Is Mena market a suitable market for me or not?

If this market is suitable for me, what should my plan and roadmap be for success in this market?



Our solution to answer the first question



situation analysis (identification of core competencies, strategic assets, value propositions, customer groups, etc.)

Identify the potential and size of UAE markets/segments for your product

Identification of international competitiveness (identification of competitors, their brands, their competitive advantages, competitors' behavior, and evaluation of the intensity of competition in the UAE market)



Identifying the behavior of potential mediators



Our solution to answer the first question



Evaluating the impact of the brand origin regarding the proposed product in the UAE market



Brand
Customer engagement

Identification of political and economic risks

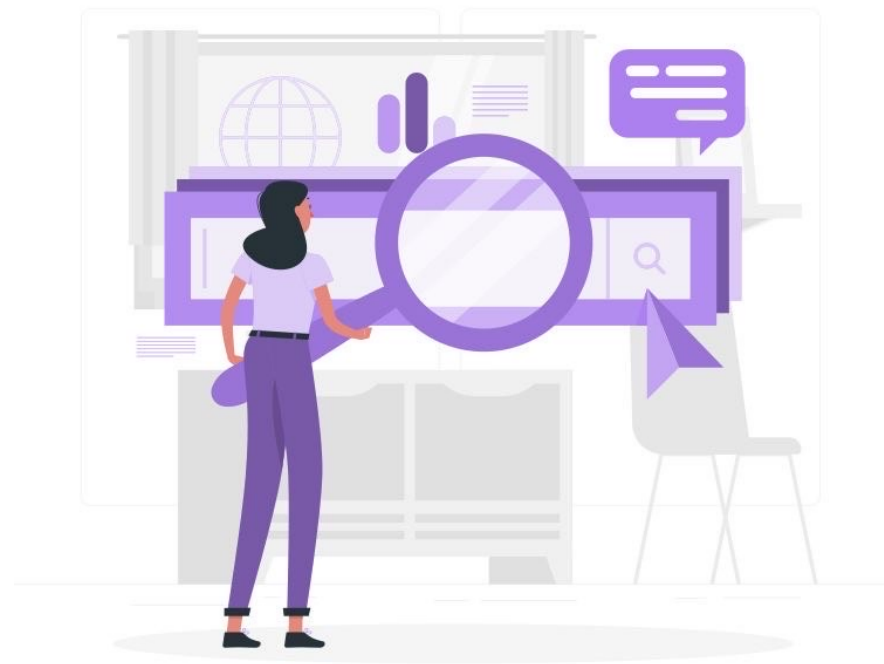
Identify trade barriers

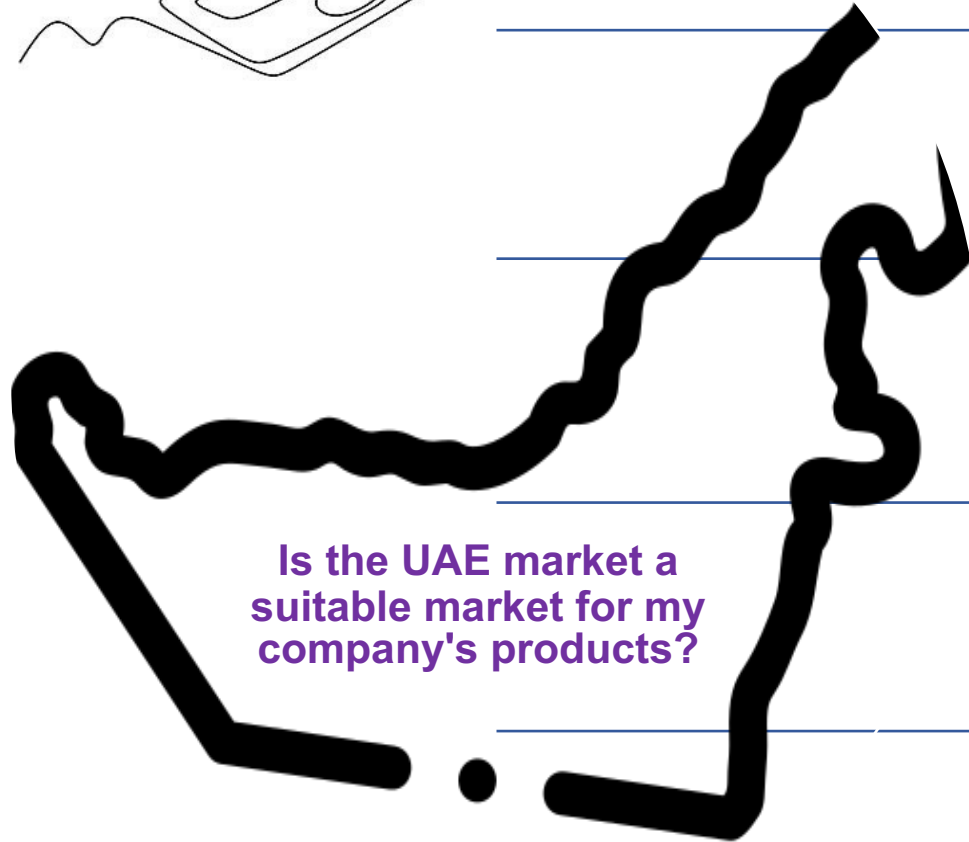


governmental



GOVERNMENT

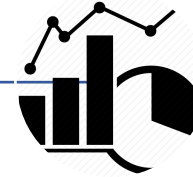




Is the UAE market a suitable market for my company's products?

Firm general data (firm-context) Size

- Product lines
- Financial situation etc.



Macroeconomic data for UAE GNP

- Stability of currency
- Inflation etc.

Industry

- Growth patterns of sectors
- Analysis of imports
- Characteristics of competition etc.

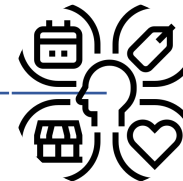


Competitors

Specific strategies

Intermediaries

- Purchasing behavior
- Financial capabilities
- Access to distribution channels



End customers

Buying behavior:
• Threat of using substitute products
• Consumption patterns etc.



Our solution to answer the second question



You need a road map to enter the UAE market This roadmap includes:



What should you do to succeed in the UAE market?



With what quality and how should you do these activities?



What is the order of doing these activities?

We offer it to you in the form of a comprehensive program.

Road Map to Enter the UAE Market

Marketing mix (strategy and tactics of brand, price, product, distribution and sales channel, services and promotions).

Situation Analysis



Marketing Strategy

Examining the goals and mission of the corporate



Our experiences



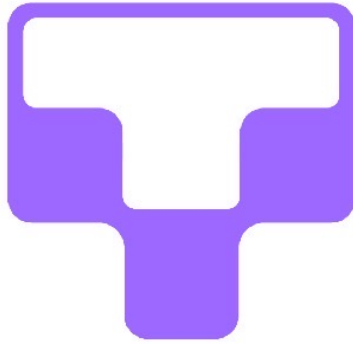
Why TELMA



Practical
advices

Value for money

Committed
and
experienc
ed team



TELMA

The missing piece

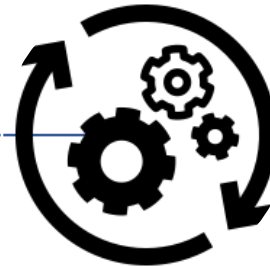
TELMA services



Market services



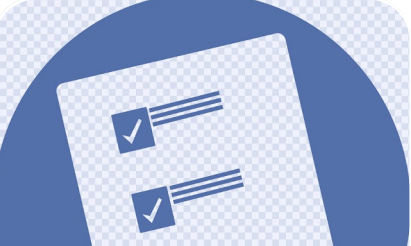
Business development services



Marketing and sales plan implementation services



Some of our detailed activity



Company analysis

- 1- SWOT analysis
- 2- Identification of core competencies and strategic asset



Competitors analysis

- 1- Identifications and selecting competitors
- 2- Identifying KSF's and competitors' strengths and weaknesses



Customer analysis

- Understanding customer needs
- -Identification of current and potential customers



Context analysis

- PESTEL analysis

Some of our detailed activity



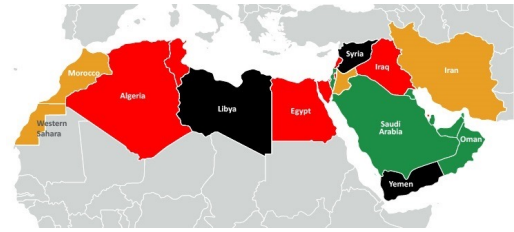
Define Your Target Market

- Identification segments attractiveness
- Identification segment compatibility



Develop Value Propositions

- Identification functional value
- Identification monetary value
- Identification psychological value

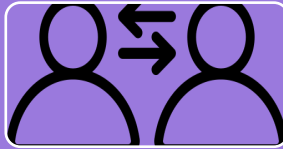


Some of our detailed activity



Product

- Identification key product attributes (such as performance, consistency and etc.)



Communication (Advertising, Public relation)

- Develop overall communication plan include goal, message and...



Brand

- Identification points of difference
- Identification points of parity



Distribution

- Design of marketing channels include channel structure, channel coordination, coverage and...

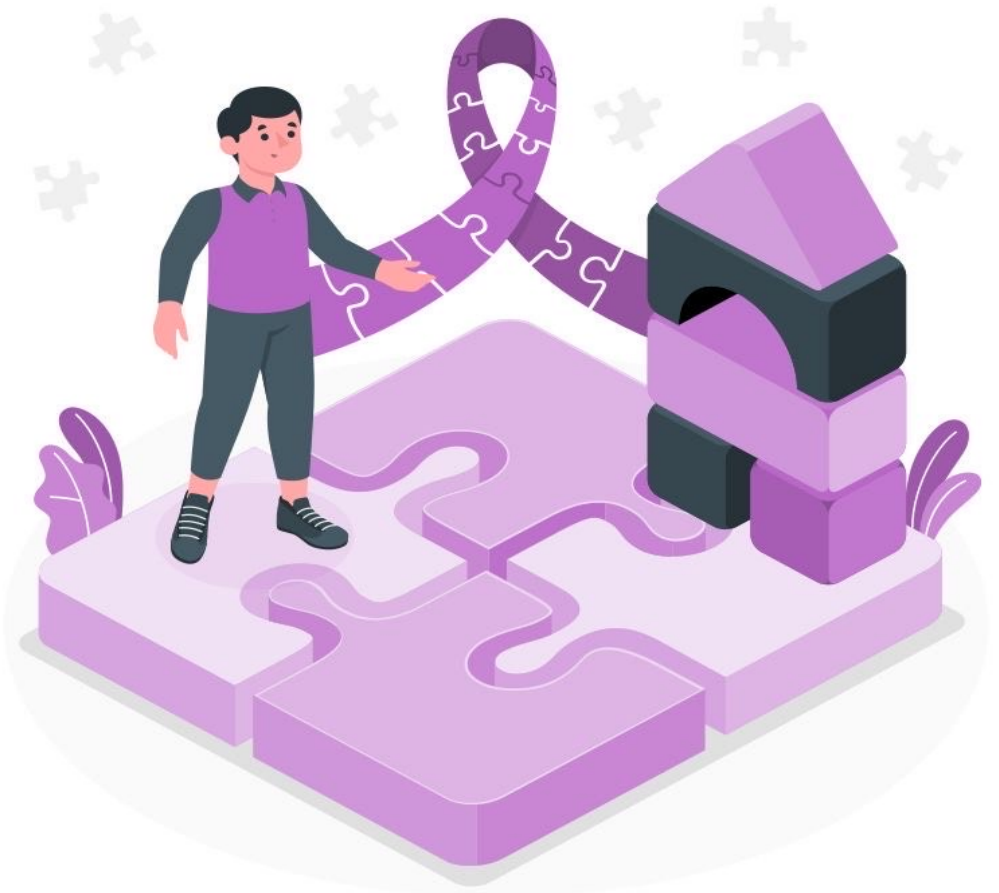


Price

- Defining the pricing objective
- Estimating costs
- Analyzing competitors' prices



Some of our detailed activity



Implementation

Business processes

Initial Negotiation with target audience in order to enter the market or sell products
Through exhibition, Email, Telephone, virtual networks and

Meeting with customers and selected segment players in order to introduce the products and services based on value proposition designed for UAE market (on site & in office)

Providing office sector services in order to holding meeting and introducing products and services to client potential customers

Identification of top distributors and Identify types of collaboration

Bullied network communication like LinkedIn & other virtual communication tools in order to introduce products to public and selected customers and build market

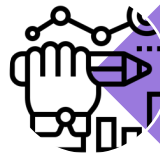
Our other business development services(Cont.)



Brand Strategy



Customer Experience(CX/UX) improvement



Intelligent Marketing performance



Omnichannel strategy



Pricing Optimization



TELMA
The missing piece

Our other Market research services



Poor brand image



Lower-quality products



High pricing



Poor distribution



Poor customer service



New competition



New product or service



Shifts in consumer wants

