



The image features a blue-themed graphic design. On the left, a bar chart shows various data points. In the center, the C4 MENA logo is displayed with the tagline "Business Strategy and Development". To the right, a globe highlights the Middle East region. At the bottom, several large blue arrows point towards the right. On the right side, a vertical list of numbers is shown.

**C4 MENA**  
*"Business Strategy and Development"*

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*A member of the C4 Global network.*

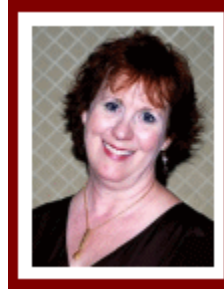
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## Our Approach to your Business

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**Kelly Barker**  
*Managing Partner*

Thank you for your interest in our company.

Within every C4 division there is a focus and strategy that defines our unique advantages to our clients.

We assist our clients as they utilize their strengths today to insure their success tomorrow and into the future.

Our expert team is trained to identify and capitalize on our knowledge, size and global connectivity for the benefit of our clients.

We take a regional approach. We have Associates/Advisors “on the ground” who live within the economy and understand the needs of the region.

By working with C4 Global and utilizing our corporate resources to their fullest advantage, our clients benefit from the access to our insight, experience and connectivity.

Thank you for considering C4 MENA. We look forward to a profitable future with you.

Sincerely,

A handwritten signature in cursive script, appearing to read "Kelly Barker".

**Kelly Barker**  
*Managing Partner*  
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## Corporate Objectives:

### ONE:

*Identify and objectively analyze opportunities for our clients in the Middle East and North African marketplace.*

### TWO:

*Open channels for companies to conduct and grow their business with in alliances with experienced, successful, North American and European companies.*

Your success in the market depends on many things. But one of the most critical is the business development strategy. *You may have the best product or service, but if you cannot market and sell your solution effectively, you will not succeed.*

### Think Globally – Act Locally

Wherever you are in the globe, you need to market your company with the right strategy, the right campaigns, and with the right brand image. Customers are bombarded with offers every day, so your product and message must stand out to be heard. The secret to successful marketing is to cut through marketing clutter and deliver **a clear, consistent and compelling message** to your target market – with the cultural and business approach unique to that region.

### Failure to Adapt . . .

#### Means Failure to Succeed

Global markets can be confusing when adapting to language barriers, cultural differences, and business customs. We understand the ME market and we design business strategies and solutions that rapidly integrate you into the market with the right image and the right exposure.

But establishing yourself in a new market is just the beginning. Our strategies and solutions ensure your company stays at the forefront of the market and in your customers' minds.

### Don't Leave Home Without Us

We work one-on-one with you to understand your unique objectives and challenges for growing your ME business. We design the right strategy, execution plan and programs to help you achieve your goals. And we support you every step of the way, with local (and international) marketing advice, resource support and tactical execution.

***We are on the ground, with the MENA office headquartered in Dubai, and WE understand the market and how to help you properly target and engage more customers and grow your business.***

### Development

On the surface, all international markets appear similar. However, language barriers, cultural differences, and business customs require that you adopt a business strategy specific to the region – or risk not being fully accepted by the market. The best approach to expanding in this region is through a “unified front” that integrates business development along with a localized marketing strategy, customer messages and targeted programs.

### Steps to Success

Business Development is a process. Before you can effectively engage the market, it is critical to understand it. Every market and every industry has its own set of unique identifiers. The success is in understanding the customers, competitors and challenges, including what are the opportunities, threats and strategies. ***There is usually only***

***one chance to properly position yourself in a market. We ensure it is the right one from the beginning:***

#### Market & Competitive Research

- **Market Analysis** – to define and quantify the opportunities in the markets, trends that are happening, and sales cycles
- **S.W.O.T. Analysis** – to detail your internal strengths and weaknesses, and leverage these for your market opportunities
- **Competitor Intelligence** – to profile your competitors, how they are doing business and how to beat them
- **Channel Opportunities** – to assess the advantages and value of your channel/reseller strategy and identify opportunities
- **Product/Service Assessments** – to compare and assess other offerings and solutions in the market (direct and alternate solutions)
- **Customer Needs & Perceptions** – to better understand and respond to customers, the problems they are experiencing, what type of solutions they are looking for and how they want to be served

#### *2. Strategic Planning & Positioning*

- **Strategic Brainstorming** – to identify and assess the ideal business and operating strategies for your business in this region.
- **Strategic Planning** – to develop a clear and written plan that articulates how you will go to market, how you will service and sell your solution, how you will defend your market, and define success metrics and criteria
- **Positioning Opportunities** – to identify and assess different market positioning and messaging opportunities that differentiate you from your competitors

## **C4 Solutions**

Each company has its own set of business and revenue objectives. We work with you to identify these objectives (**Development**) and match those up to a marketing communications strategy, with a budget that works for your business. (**Solutions**)

### **Marketing Tactics & Planning**

To support your overall strategy and market positioning, ***we ensure that your marketing message and brand is consistently promoted to the market, with campaigns and programs that were identified in Development to reinforce your market positioning.***

### **4. Marketing Communications & Collateral**

What you say TO the market is just as important as HOW you say it. The communication programs and marketing collateral that support the targets will set the stage for the sales cycle – from awareness, to negotiation, to sale, to customer service. ***We ensure that the marketing communications and collateral material, including your web presence, is professionally designed and delivered with clear and compelling messages.***

### **5. Marketing Campaigns & Events**

After the strategic plan is built (Development), the marketing plan is in place (Solutions) – its time to go to the market. This is done by face to face presentations, tradeshow, customer events, publicity programs, advertisements, promotions, channel campaigns and more. ***We create and manage these opportunities to ensure that these are the most effective platforms for your message.***

### **6. Getting Your Return on Investment (ROI)**

This is payday! At this stage we will have helped you develop your business plan, target the customers, engage the market and let the market know that you are present and

'Open for Business'. This is where you see the real return on your investment. ***Our experienced business team will get you face-to-face to "close the deal".***

## **C4 Advantages**

Regardless of your size, we offer an effective and cost-efficient solution. We are on the ground. We know the market, we know the people. We host trade missions in specific sectors to introduce you to the right people, who will understand your product and the benefits that product will have for them. The advantage you have with us leading your team is:

- Expert team of international marketing & business development
- Leveraging our extensive experience in sales, marketing and business development, our entire team works with you providing international expertise, on-call resources and local market insight
- Focused marketing
- Selling a service or solution requires specialized knowledge and focused efforts. We apply this to all your marketing programs and support your sales activities with the right tools and campaigns to close more business
- Complete, integrated marketing solutions
- Marketing programs are more than just a simple promotion or a single tradeshow. Your communication programs must be customized for different target markets. Your publicity campaigns must have the right media material and distribution venues to make the right impact. The only way to achieve this is through an integrated marketing program
- Strategy + Execution
- You need to start with the right strategic plan – which we will create for you and then we will

meticulously work that plan. We provide the strategic planning you need, with the resource execution to turn those plans into reality

- Proven, methodical process
- Our proven marketing process ensures that communications, collateral and campaigns are designed and executed to be as focused, effective and successful as possible for your business
- Flexibility
- Using our expert resources provides you with maximum flexibility to be as aggressive as you want with your market – increasing or decreasing your marketing efforts each month depending on market conditions, budgets and sales results
- ROI
- Rather than hiring and committing to full-time staff positions in-house, we provide a more cost-effective option that delivers a faster return-on-investment without the headaches of human resources and employee management

## **Trade Missions**

Many companies have discovered the profit potential of exporting. By carefully screening target markets or options for market entry, you will have better export opportunities. Good planning assures successful exporting.

Oftentimes, the way into the new marketplace is through agency representation, or setting up your office directly in the region and getting on the ground as quickly as possible. Whatever is your selection, we help you get to your market, so that you can start making money.

We assist companies to learn all of the MENA market and the success of their products in this region. We work in partnership to develop a solution which is right for your business.

## Conclusion

Successful business in the region requires the right blend of local knowledge, resource support and international expertise. We are confident we can give your business the support you require to rapidly grow your business.

We are proud of our reputation of helping clients at all stages of growth and pride ourselves on delivering the best solutions quickly and cost-effectively.

For more information or to schedule a meeting, please call +971 50 759 9223

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