



ARAU
CONSULTING
YOUR KEY TO SUCCESS



Our corporation values lie in the happiness of our employees and the appreciation of our customers. As one of the most important driving forces in developing modern society, corporations have become the backbone of the communities they belong to. To build a happy and harmonious society, it is a worthwhile attempt for us to build a thriving business. We strive to fully undertake our social responsibility, build a green and sustainable businesses, lead as an example of a thriving business, and ultimately achieve the shared vision of "home".

Experiences:

- Over 25 years of experience in the sales and commercial & Business development industry within the MENA region.
- Held top business development positions for leading businesses in Saudi Arabia.
- Vast consulting experience with many leading companies in the MENA region.

Aim - To develop sustainable business model

Purpose - To make businesses create value and grow

Passion - To create culture with customer centric focus

Style - Partnership relations through our values



Our Coverage



ARAU Consulting Services are managed by Through these areas, we can develop concepts and support Over the years, We always consider the importance of market needs We are at the forefront of Leading Global Practices Commitment to specific targets An open collaborative and flexible approach Uniquely innovative and progressive approach Diverse range of services offered

- **We can accommodate your individual requirements**

We believe it's vital to keep our clients on par with cutting-edge practices ARAU Experts are with you at every step After that, we put the create a detailed report of the solution that can be incorporated. with our clients from year to year Provide an ongoing support Run a back-end review of the project in the test area. stakeholders and funding institutions in the residential and commercial sectors across the **Middle East**. expenditures more effectively We provide in-depth and country.



Our Strength

ARAU Consulting Services are conducted by professionals with significant marketing experience and they operate in focused functional areas. Through these areas, we can develop concepts, and support training and career development. In addition to that, we can also provide environmental services, project management, information technology and effective marketing strategies. Over the last years, we have developed knowledge and expertise to meet the customers' needs and to offer integrated business solutions.

- **We always consider the importance of Market needs**
- **Uniquely Innovative and Progressive Approach**
- **Diverse range of service offerings**
- **We can design, develop and deliver full business solutions**
- **Knowledge of the best-practice benchmarking**
- **We believe it's vital to keep our clients up to speed with the cutting-edge practices**

YOUR KEY TO SUCCESS

ARAU Experts Can Assist You at Every Step



The process

First, it begins with:
" the importance of market needs".
Then, we carry out a considerable
research. After that, we put the details
of the solution.



Evaluation

Launch the completed project.
Continue the relationship with the
clients from year to year.
Collaborate and Produce.
Receive an ongoing support.



Presentation

Present the project development plan for review.
Get acceptance and approval on the project.
Run a back-end review of the project on the test area.
Implementation.

Our Services

MERGING AND ACQUISITION

- Due diligence
- Valuation
- Legal experts

CONSULTANCY

- Feasibility study
- Business assessment

SOURCING

- Products
- Machinery
- Construction equipments

MARKETING

- Corporate identity
- Marketing plan
- E-commerce
- Media plan

BUSINESS ADVISORY AND DEVELOPMENT

- Import
- Export
- Manufacturing
- Retail
- Distribution
- SOP



Consultancy

Our research team, study market demand and growth trends, supply and pricing trends, economic and sector overview, competitive analysis, market share and potential. We use closed and open-ended research methods via multiple streams such as one on one meetings, telephonic interviews, expert focus groups and online surveys.

Feasibility Studies

Our financial feasibility studies prepared by financial experts and strategic consultants, involves preparing comprehensive and flexible financial models to deliver medium to long term financial projections that are largely influenced by the assumptions obtained from the market research and deep understanding of a wide range of industry dynamics. This has contributed significantly to our client's monetary benefits over the years that we have worked with them.

Business assessment

Our Business assessment team consists of seasoned industry and technical specialists who evaluate business entities, intellectual property, intangible assets along with partnership interests, and other products. These services help clients with mergers, acquisitions and dispositions, taxation planning and compliance, financial reporting, bankruptcy and reorganization, litigation and dispute resolution, and strategic planning.



Merging and Acquisition

Our firm guide clients through all stages of a merger or acquisition process, whether they are cross-industry or cross-border deals. We have a team of experts who work towards the success of the deal right from the initial phase to the successful closure of the deal.

Valuation

Our analysts guide companies to understand the final transaction price they can sell at during a merger and acquisition. They use DCF analysis, comparable company analysis or precedent transactions on a company's business's management, the composition of its capital structure, the prospect of future earnings, and the market value of its assets, among other metrics to make this decision.

Due diligence

Our team undertakes the full understanding of a company's obligations, such as their debts, leases, distribution agreements, pending and potential lawsuits, long-term customer agreements, warranties, compensation agreements, employment contracts, and similar business components.

Legal experts

In legal advisory we offer end-to-end consulting services ranging from confidentiality agreements, letters of intent and memoranda of understanding through to comprehensive legal due diligence, legal structuring and attaining the best financing option as well as contract negotiation and closing.

Business Advisory and Development

Import & Export

We offer export & import consultancy services as we have a widespread network of associates around the world with experience in export and import of all types of goods while in compliance with the regulatory norms.

Manufacturing

We have worked with a number clients across the manufacturing industry to provide the solutions they need from managing inventory, materials and sales, to keeping your finances in check and your sales orders on track, our team has the tools and expertise. We understand that each business is unique that's why we work closely with manufacturers around the region to transform their businesses so they can focus on what they do best - innovate.

Distribution

Our approach to improving our clients' distribution performance focuses on increasing distribution productivity, improving distribution efficiency and reducing distribution costs.

SOP

Our team of consultant design tailor-made standard operating procedures that harmonize with your organisation. Standard operating procedures are a set of instructions that address the WHO, WHAT, WHERE, WHY AND WHEN of an activity. SOP defines the authorities and reporting structures at every level for every element of the organization. Our services include:

- Supply Chain Efficiency
- Inventory Control
- Merchandising Strategy
- Multi-Channel Facilitation
- People Management

Sourcing & PL Development

Sourcing can be an extremely time & energy consuming process as you deal with suppliers in other countries , negotiate to close deals , manage logistics to have the material sent to your company. Our team who does it day in and out and has systems, processes, technologies & contacts in place to do it with ease and thus we have helped so many companies make this tedious process simply simple.

Products

It takes a couple of months to source and launch a new product. The time spent for sourcing these products can be used to design and develop new products. By removing this element from your time cycle we give you the luxury of having enough time to concentrate on the most important aspects of your business.

Machinery & Construction Equipment

The analogy remains the same we have the expertise, contacts and time to source the machinery you need thus removing it from a tight time schedule and creating ease in the work flow.



Marketing

Marketing has transitioned from TV advertisements and full page newspaper print ads to advertising using digital media on websites, social media platforms like Instagram, Twitter, Google, TikTok, YouTube...etc.. Today every other individual spends more time on social media for most of their day and this has thus become the best place for many companies to capitalize on by backing individuals called “influencers” whose sole job is to influence and create trends that make consumers buy the products they represent.

Corporate Identity

Every company's corporate Identity is the idea of how they are viewed by the public. We create this identity for them from logos, to what they stand for and how that want to be perceived.

Marketing plan

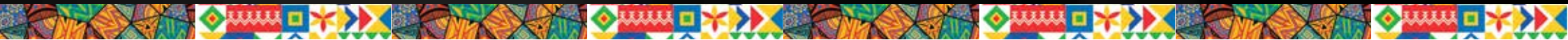
Our dedicated team of experts will formulate a marketing plan that identifies strategies for the company to achieve its goals within its given budget.

E-commerce

E-commerce may be an area where you lack specific marketing or technical abilities, and your business's eCommerce needs may require a variety of tasks that need to be delivered at different points. Our consultants have different backgrounds and expertise to help bridge the gap between institutional business expertise in products and a consumer niche.

Media Plan

Once you have a marketing plan in place, one of its strategies would entail having a media plan which describes what, when and how you plan to advertise your content for your product. Our team of experts conduct and in-depth study of the company's products and which media platform will create the most exposure giving profit oriented results.





Our experts create retail strategies for stores and any other kind of retail business with the goal being to attract potential customers to the store and drive sales. This can be achieved by our experts by creating

- Basic to textured store layouts and identity designs including further development
- Adding a sense of ease by incorporating store equipment
- In-store communication
- Theater themed retail experiences
- Creative Merchandising techniques
- Digital content platforms to that change based on the newest product, best offers and sales

Strategic Alliances

With The Unique Combination Of Its Three Expertise, Dna Provides Disruptive Advisory Using Its Intelligent Bots And Global Partnerships

- Business Advisory - Marketing & Research Strategists
- Business Intelligence - Data Mapping, Management & Gis/bi Dashboard Reporting Using Multiple It Platforms
- Market Research - Exploratory & Evaluative Projects Using Qual & Quant Techniques

The African company of Engineering "SAFI" is a company of studies and advices in engineering, planning and environment. The African company of Engineering (SAFI), is a company under Tunisian law, it markets the know-how on the African continent in association with Tunisian expertise in infrastructure, buildings, roads, urbandevelopment and environment

Ideal Design provide end-to-end solutions when it comes to sheet metal processing. With two state-of-the art manufacturing units in India and the U.A.E., our products are innovative and uncompromising and can be designed to suit any budget.

Exposure have over 20 years of experience and over 150,000 sq. ft. of production space, our plants in india and the UAE provide completely integrated turn-key solutions. Our units are modular and flat packed, making them versatile and easy to ship worldwide.

GPS-ASCOM Company is an American Company and its Head Office is in California Executive office in Turkey, have more than 40 sales centers around the world, works in the fields of industry and trade including food and Engineering sectors and selling all kind of production lines.

At the beginning of 2009 we have succeed in owning 25% of some Turkish factories which deeply rooted in industrial Turkish history since 1949, and specialized in manufacturing.





Thank you!

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