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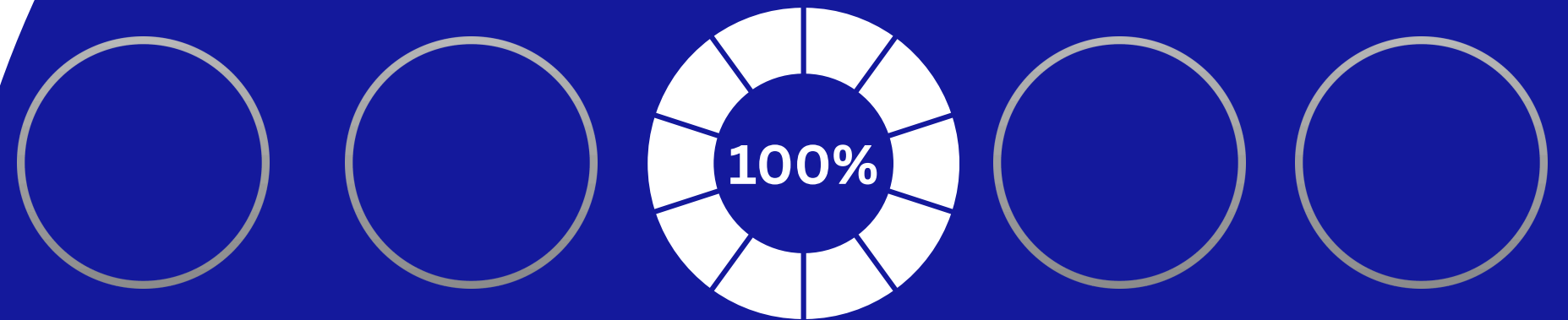
Your Business Development Guide

BUSINESS GUIDE

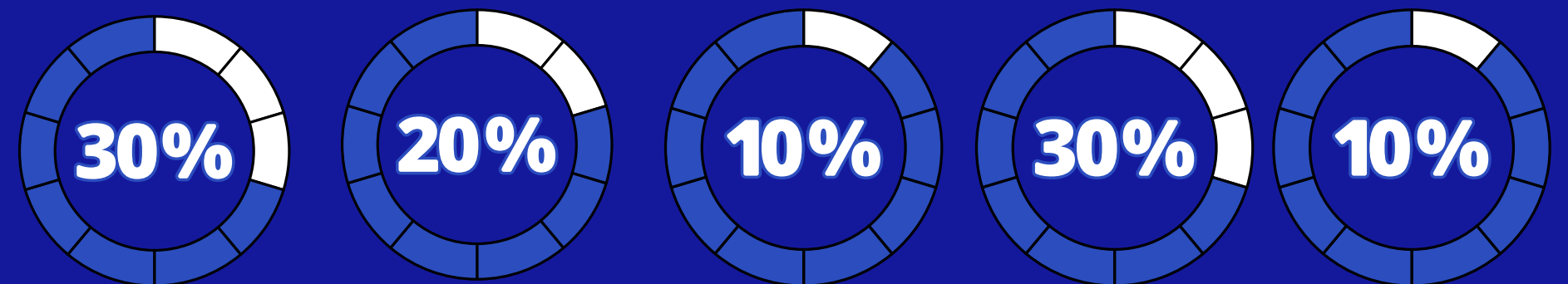


COMPANY INTRODUCTION

The team of business development professionals who can make the business start-up or existing business development process organised, easy, and successful. We know the challenges you might face at every stage of your business journey. Let us help you convert your business ideas into profit.



YOU CAN DO ANYTHING



BUT NOT EVERYTHING

WHY STRATEGEX

Running a business is not an easy thing. Most entrepreneurs face challenges at every stage of this journey. Some of you might know the solution but do not have time to research and follow up on the process, and some of you might need simple advice on a particular problem you face. Strategex was established to help business owners make this journey as simple as possible.

Why to hire?

Hiring a good internal professional who will work on problem-solving might be costly, and there is no guarantee that their experience will cover all aspects of your business. Strategex's team has 30 years of combined experience working with start-ups and business development strategies for new and existing companies, starting from the idea to profit.

Free guide

We worked on free business development guidance that can help you find all the solutions you need. Let us take it forward for you and offer the best service providers in each field, take over the following process from you, and ensure that all services will be delivered on time.

YOUR BUSINESS PROGRESS

We are happy to share some tips to help you discover the main aspects you need in setting up your business, work on your business development strategy, and the tools that can be used in a successful business operation.



**Business
Establishment
Guide**

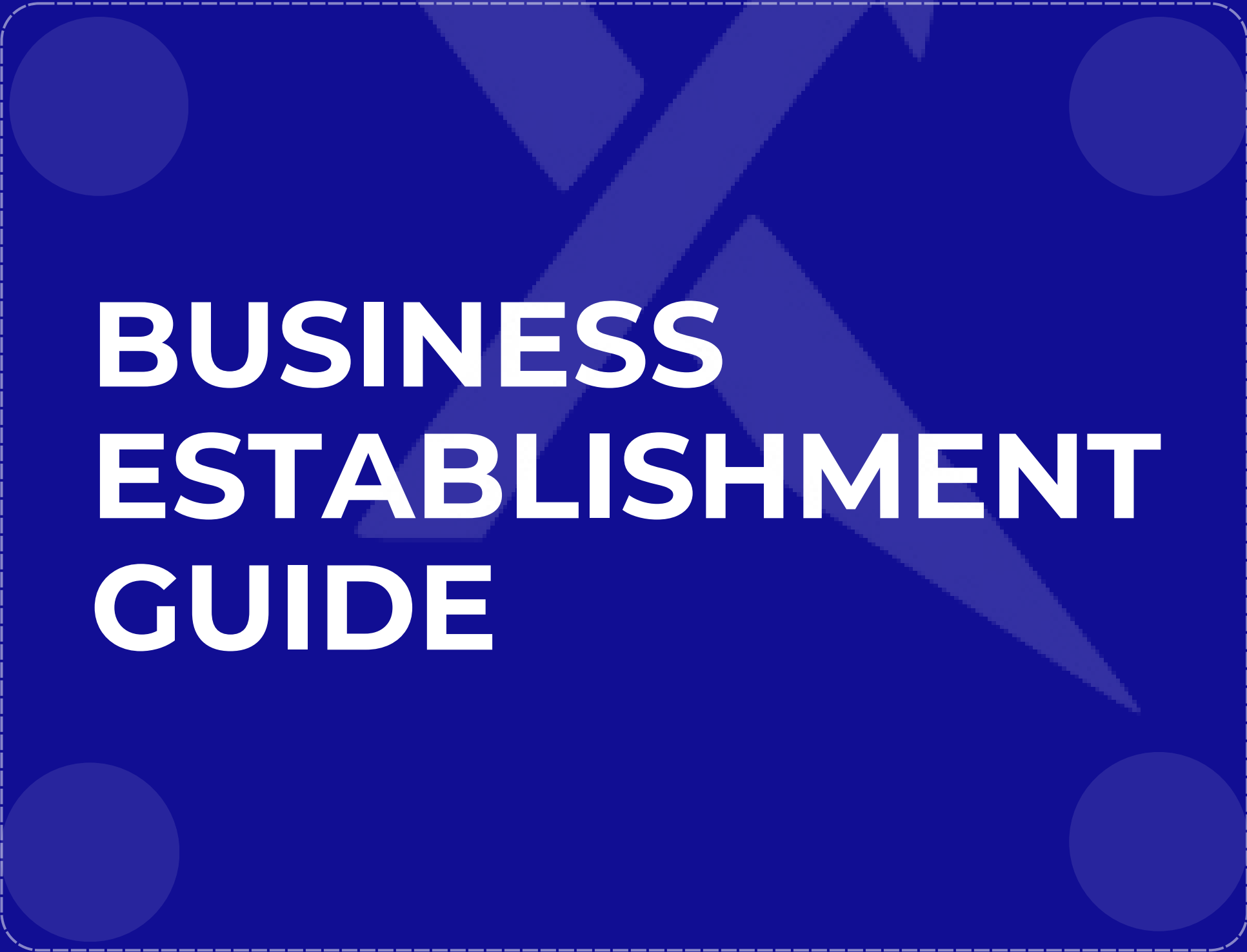


**Strategy &
Development
Guide**



**Sales &
Operations Guide**

What are the main aspects you should focus on to get started? Please find 12 things you need to start your business. You can do it yourself, but be ready to spend a lot of time and energy on documentation, finding a space, and hiring the right people.



BUSINESS ESTABLISHMENT GUIDE

WHAT DO YOU NEED FOR ESTABLISHMENT?

Branding

The very first step on your way is creating your name, your logo and colours that people associate you with. It might be beneficial to show your audience the story behind the brand. What inspired you to develop the new idea or product, and what is the difference between you and your competitors? If the message your brand will send is creative and inspiring, you can be sure that with the right marketing strategy, you will grab the attention of your potential customers.

Documentation

One of the most confusing and challenging part of the set-up process is finding a suitable trade license and preparing formal agreements between you, your partners and your employees. Work on the visa application process and many more. UAE offers a massive amount of jurisdictions and different company ownerships. All this should be selected based on your business activity. To learn more about the difference between a Mainland License, Freezone License, Offshore License, and different types of partnership contracts, please visit our website.

Space

It's easy to find a commercial property agent, but the UAE market offers other options that can save time and cost. Business Centres can provide a complete workspace solution, or a virtual office may be enough to start. However, some activities, such as Real Estate, require renting a minimum space to obtain a license. If you need land, it's best to deal directly through the Dubai Land Department to ensure the ownership is legitimate.

Bank Account

It should be fine if you hold the Mainland License, but some Freezone and Offshore businesses face limitations. Make sure you select the right bank in your case and be aware of the funds' transfer regulations in UAE to avoid your funds being frozen or any other difficulties.

WHAT DO YOU NEED FOR ESTABLISHMENT?

Fit out

You will find a massive amount of fit-out companies in the UAE. The biggest challenge here is to find the right one. Some companies will bring you more headaches and will not deliver good quality work to you. Some companies will provide an excellent and outstanding job, but the price you will pay will be very high. Make sure you contact the right contractor; the best thing is to go with recommendations here.

Equipment

Some businesses require only phones and computers, but some of them will need a lot of equipment to go with. You will spend some time finding equipment for the restaurant business, manufactory or salon. But luckily, there are plenty of places in Dubai where you can find such equipment. For example, Dragon Mart offers an extensive range of commercial equipment for your business. Also, you have the option to order it online, or you can always bring it from other countries using Jabel Ali port.

Technology

Today, technology is essential for any business. Your team needs basic tools such as computers, phones, internet, payment systems, and other electronics, while offices or shops may require CCTV, biometric attendance, and smart meeting room facilities. Business centres often include these technologies in their packages, with additional services available on a pay-as-you-go basis.

Digital marketing establishment

Online research shows that most companies allocate between 56% and 85% of their marketing budget to digital channels, with some businesses operating entirely online. Your website plays a key role in your digital presence, while choosing the right domain is essential for visibility in both organic and paid searches. An unsuitable domain may reduce your search ranking and visibility. A professional, user-friendly website with valuable, original content helps improve organic results and strengthens performance in paid campaigns.

WHAT DO YOU NEED FOR ESTABLISHMENT?

Part 3

Media Production

All your marketing assets starting from your website, applications, social media platforms and finishing with out-of-home banners, flyers, and printed company profiles, will require content. You have to make exclusive, inspiring, informative, good quality and creative content to ensure your potential customers will constantly engage with you.

Accounting & Bookkeeping

Try to start with proper accounting and bookkeeping habits from the beginning. Refrain from messing up your funds because you might face issues with audits and government authorities. In addition, the proper accounting control will help you with clear and correct P&L reports, where you can study them and see if your current strategy works well or needs to change.

Hiring

Most of the company departments might be outsourced. It is a widespread practice now. Opening visas, insurance, annual leaves and end-of-service payments, plus you must provide the team with the necessary tools. All these are unnecessary expenses that the company can save. But it will never work well with outsourcing when it comes to sales, customer relations and account managers of a particular business. But you can always outsource the hiring professional to help you find the right person to work for you.

Insurance

You will only do well in a country like UAE if you have insurance. Medical services are costly. Your funds and property are under a risk of fraud or other circumstances that might bring loss. There is mandatory insurance, such as health or car and optional insurance of your life, property and funds. Meet an insurance specialist who can help you find the best option. Most brokers provide a free consultation to help you select the best coverage.

Congratulations! You are done with the business establishment process. Now you have your documents, space, technologies and the team. It's time to think about the development strategy and how to approach your clients in a competitive environment.



STRATEGY & DEVELOPMENT GUIDE

WHAT DO YOU NEED FOR DEVELOPMENT?

Market Study

Every business development process starts with a market study. You should know your position in the market, the prices and services your competitors offer, and their strong and weak points. You should find out the market gap in your particular business to know how to fill it.

Apart from 'shopping' your competitors, you must study your customers' behaviours, preferences and interests. The trends that are appearing in the market to make sure that your offers are relevant to what is required now. You can download the market research guide from HubSpot by following the link below:

[Click here to go to HubSpot](#)

It will help you to have an idea of what you should be focused on. But we always suggest using a professional business analysis company to do it for you.

Marketing Strategy

Now we reached one of your business's most interesting and exciting parts. Some studies show that marketing has been used since 1500 BCE, and until now, it is one of the most important ways of client approach. But since all of history, people have come up with many different ideas and tools for approaching clients and grabbing their attention. With society's computerisation, we all become digital, which opened a new window for marketers to reach potential customers. But considering this amount of tools and techniques that we have today, it is very important to study and use those that will be the most beneficial for your business because if your strategy is not suitable for your particular case, you are in a high risk of losing money with no result. On the next page, you will find the most common digital and traditional marketing techniques marketers use in their strategies.

DIGITAL MARKETING

Part 1



SEO

Use the SEO service to improve the quality and quantity of website traffic from search engines to a website or a web page. The quantity will directly depend on the quality and exclusivity of your content, the relevance of the content to the search request, the speed of your website and many more elements that the google algorithm uses to improve your position.



SEM

The difference between SEO and SEM is that SEM is a paid technique to promote your website or webpage. There are 2 ways of using this tool: pay-per-view and pay-per-click. You select the method depending on your goal: to improve awareness for your brand or increase your website traffic and make more sales as a result. Remember that Google also uses algorithms for a paid search, and its success depends not only on the amount you pay for a keyword but also on the quality of your content.



SM

No matter what kind of business you own, there is no reason to explain the importance of social media presence. There are a large amount of SM platforms that will help you to reach out to your audience, analyse trends and many more. The social media algorithms work differently than Google, depending on impressions and how entertaining your content is. However, you can still use paid tools to promote your service even if your impressions rate is low.



BLOG

Many businesses must pay more attention to the blog value it can bring them. It is beneficial to write interesting articles that can answer the questions of your industry. In addition, it is one of the best ways to increase your organic search by using the keywords your customers might use to search for your service. Remember that google prefers to move long-form content (articles that have more than 2000 words), and it drives better if it is followed by visual content (pictures, infographics).

DIGITAL MARKETING

Part 2



INFLUENCERS

You can use famous people to promote your services on social media platforms. You only have to study what content they post and their audience (age, gender, location etc.). They will provide this information to you. Why is it important? Imagine you will promote the business advisory service through the blogger followed mainly by teenagers. You will have a high volume of views that you will pay for, but it will be useless as teenagers are not interested in this kind of service.



EMAIL MARKETING

Email marketing is beneficial in a few things. You can send your blog's articles to your data and increase your traffic on Google, which will help you with SEO. You can send seasonal promotions that you run. Also, you can send meetings and events invitations or simply Christmas or Birthday wishes to remind your customers about you. But remember to avoid constant emailing and spamming because it might bring the opposite effect. The healthy number of promotional emails is 2 per month..



MESSAGING

WhatsApp or telephone messages are mainly used for promotions or holiday wishes. Please only send it occasionally and try to do that to the customers who left their contact details with you. It might be unpleasant to receive messages from companies whose services are not beneficial for receiver. Make sure these are your customers and active contacts. Try to avoid using this method for new client approaches.



OMNICHANNEL

Registering in the business platforms is also an excellent way to be recognised as a provider. Usually, such platforms have strong marketers promoting their portals, and they will ensure you are also promoted. If you are a real estate agency, you can always use a Property Finder, Dubizzle etc. There are plenty of platforms for the restaurant business, such as Entanteiner, Talabat or Deliveroo and others. Most of the salons or spa centres are available on Groupon. Also, such platforms as Amazon and Noon are working the same way. Find yours and be part of it.

TRADITIONAL MARKETING

Part 1



OOH & PRINT ADVERTISING

Out-of-home advertising includes all marketing, such as billboards, posters, or advertisements on street buildings, cars or buses so on. This can be done by reaching the advertising agencies that own a particular billboard, the building owner or the management company that takes care of the building facilities. Most advertising companies have such contacts, which can assist you with this. Print advertisement includes magazines, newspapers, brochures and fliers.



BROADCAST

We can refer to the radio and television as broadcast advertising. The only disadvantage of this kind of advertising is that it will not allow you to track the results. You are not sure about what type of audience you will reach because it is a one-way connection, and you do not receive any response, but it is an excellent method to reach a large amount of audience and increase brand awareness.

TRADITIONAL MARKETING

Part 2



BUSINESS GROUPS

Being a part of the business group might be a great way of establishing the right connections. There are a lot of Business Groups and Councils in Dubai that might bring you great business partners, friends, and, most importantly, knowledge. Networking with people who are already in the business will give you the opportunity of getting information and tips on how to run the business, trends that are appearing in the market, and the referrals. Check out the Dubai Chamber of Commerce website, and you can find your group there.



LOYALTY PROGRAMS

A loyalty program strategy is not only about rewarding customers, but about building a strong connection with them. The goal is to ensure clients return repeatedly and, ideally, refer your services to others. There are several ways to achieve this. For example, you can offer service agreements for a fixed period at a discounted rate, or create point-based programs like Starbucks or Sephora. Referral programs, such as those used by Zomato or Urban, as well as “buy now, pay later” options, can also be effective.

TRADITIONAL MARKETING

Part 3



PHONE CALLS

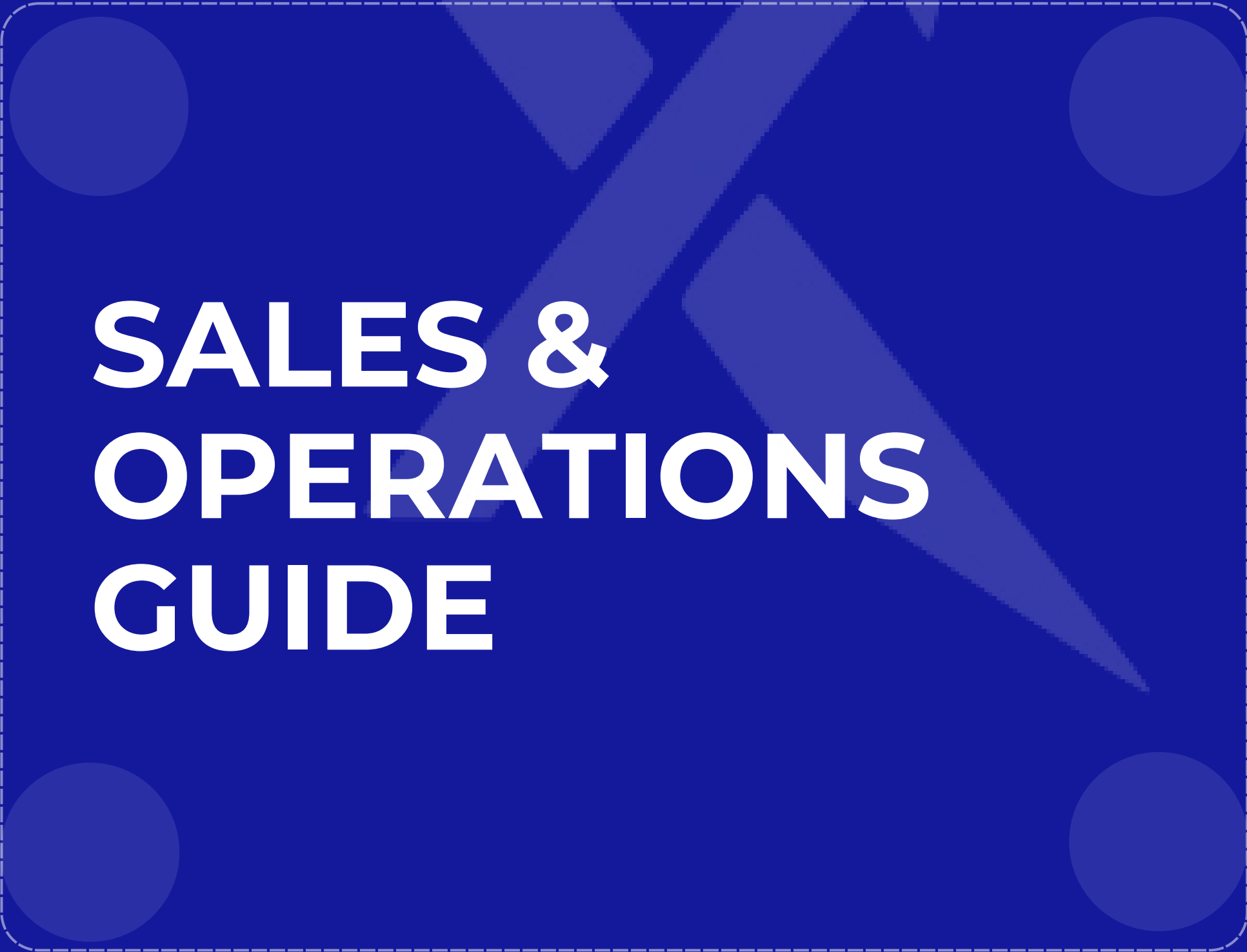
Everybody has a different opinion on it, but if you have a good and effective marketing strategy, cold calls are not necessary. Calling existing or past customers to share updates, offer better solutions, gather feedback, or invite them to events is always useful. If you still decide to add cold calls to your marketing strategy, remember that it is illegal to collect unapproved data and reach out to people who did not personally provide their numbers to you. You can reach company numbers on the website, or there is an option to reach out to people on LinkedIn whose contact number is opened by the page owner. Some event companies are selling the data of event visitors, but you have to make sure they have the approval to use this data for marketing purposes. When calling the potential customer, always refer to the company from which you took the number.



PUBLIC RELATIONS

Public relations focuses more on your image than a direct customer approach. You build your reputation not only by providing excellent service but there are some other exercises that you might start doing to give your audience a good perception of you. For example charity funds or free educational platforms. We are sure it all is done to help others, but if the company does that, it gives great credit to its image and reputation. If you are a lawyer, you can take a few free cases for people who are in trouble to help them. Some restaurants or grocery shops provide free food for people in need. You can start organising networking events to help people in your field constantly connect. You might have an inspiring story about your life related to your brand. You have to work hard on your reputation because it will not be there just because you are present in the market.

Now you have the strategy and vision for your success. Your customers started recognising your brand and reaching out to you, but you have to remember that you have done only 2 steps on a healthy business development way. Many entrepreneurs are ignoring the operations part of their business, which might cause rapid growth followed by an even faster fall. Ensure your customer relation, customer satisfaction and team well-being are established and well-organised.



SALES & OPERATIONS GUIDE

WHAT DO YOU NEED FOR HEALTHY BUSINESS OPERATIONS?

Customer Relation

Start your customer relationship with a good CRM like Hubspot, Zoho, or Monday.com, or develop a custom one. A CRM helps collect and organize data, track customer activity, send emails and reminders, and stay in touch. Most also include marketing tools for newsletters and campaigns.

Customer relations depend not only on the software but also on your team. You must ensure that you hire professional people that know the product and ways of effective communication.

Operations Process

Business operation activity is one of the core elements of successful business growth. First of all, you have to make sure that you hire enough people to cover your company and customers' needs. After that, you should clearly define and assign responsibilities to your employees and monitor their performance. Also, you should be focused on organising effective communication between your employees at each stage, from receiving the enquiry to delivering the product or service to the client. Each employee should know their role at every stage of this process and, after finishing their role, how to hand it over to the next person in charge.

Team Building

Referring to the previous statement about effective communication between employees, it is essential to create a strong connection between people that are working together. Team building activities are not easy and take time to implement. But if you do it correctly, you can be sure that people will be working as one, and you will be the first beneficiary of that. From where to start team building? Apart from personal reward systems such as salary or commission, you can implement a team reward system for their achievements to keep them motivated and work together towards one goal. Some employers are creating a competitive environment where employees are competing with each other, but you have to ensure the competition is healthy and all your employees are in the same conditions because it might bring the opposite effect. To the team building, we can add such activities like corporate culture building, celebrations and socialising together etc.

WHAT DO YOU NEED FOR HEALTHY BUSINESS OPERATIONS?

Team Training

To make sure that your employees will bring the best benefit to your company, you must undoubtedly train them. First of all, they should be aware of your corporate culture and the responsibilities that fall under them. Ensure the employee knows how to use all systems and tools you have effectively. Every company has its way of selling and delivering products and services. Making your existing or new employees follow that way would be best. The most successful companies provide professional development courses with different institutes and business schools.

P&L reports Study

A P&L report shows your revenue and expenses for a specific period—month, quarter, or year. You should study these reports to track how your business is doing. Compare them with previous periods to see the trends. Do not be focused just on revenue, but also track and adjust your expenses. For example, the company might go with positive revenue every quarter, but operational expenses might be growing as well, and if the percentage of your operational expenses is higher than the percentage of revenue growth, you will reach the point when you start being in a loss. Adjust your strategy if profit growth isn't enough.

Strategy Review

Your strategy review is an important exercise that you should do at least once a year. Even if at the end of your financial year you see that you are going in profit, you might find ways where you can be doing even better. Also, remember that changing your strategy too often might be risky for your business because sometimes your actions need time to show results. If you see that you are going in loss, something must be wrong with your business strategy. It might be high operational expenses, or your marketing strategy is not effective. If you receive enough enquiries that never turn into a sale, there must be something wrong with the message you send to your audience. For example, the message on your marketing campaign does not align with what your company provides. Also, it would help if you looked into your team's competence. If the revenue was growing and then sharply went down, it might be the quality of your service. People tried, did not like it, left a bad review and never came back. The reason might be hidden at any stage of your business development strategy, and always remember that if the business mechanism is organised right, today or tomorrow, your success is waiting for you.

HOW DOES IT WORK?

You can use our guide to set up your business on your own, But why? Just call us, and we will select the best outsourcing companies that will cover you from A to Z. Most companies have already started outsourcing experience. It saves time, it saves costs, and it gives you flexibility.

Our process is straightforward, and you have complete control of your expenses. We will provide you with several choices on a price-quality base. You don't need to hire someone to help you organise all these aspects and spend a massive amount of time on research and control all work to be done.

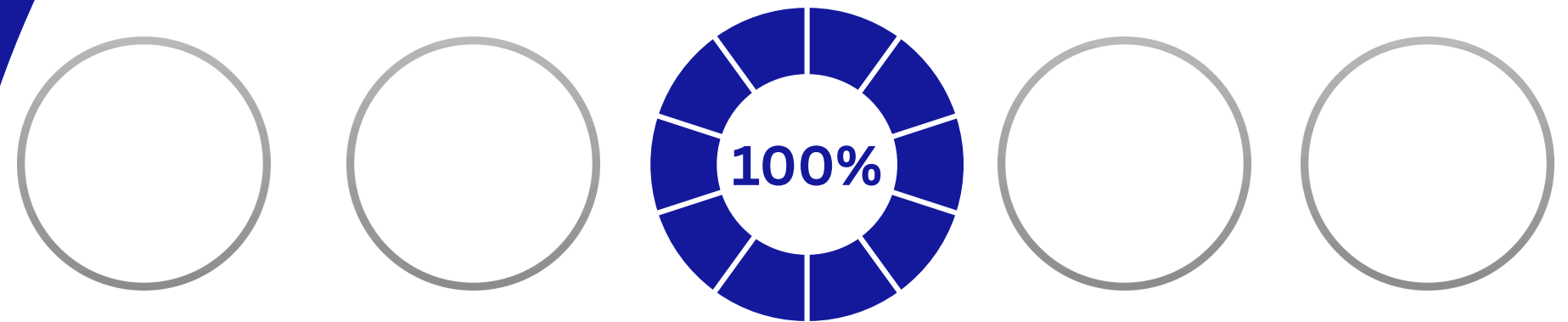
If you are about to open a business, we will help you to find the best solution to start in your particular case and then develop it. If you have a running business that faces challenges, we will help you to define the issue, find a solution and find the provider that will work on it.

CONTACT US TODAY TO START YOUR JOURNEY

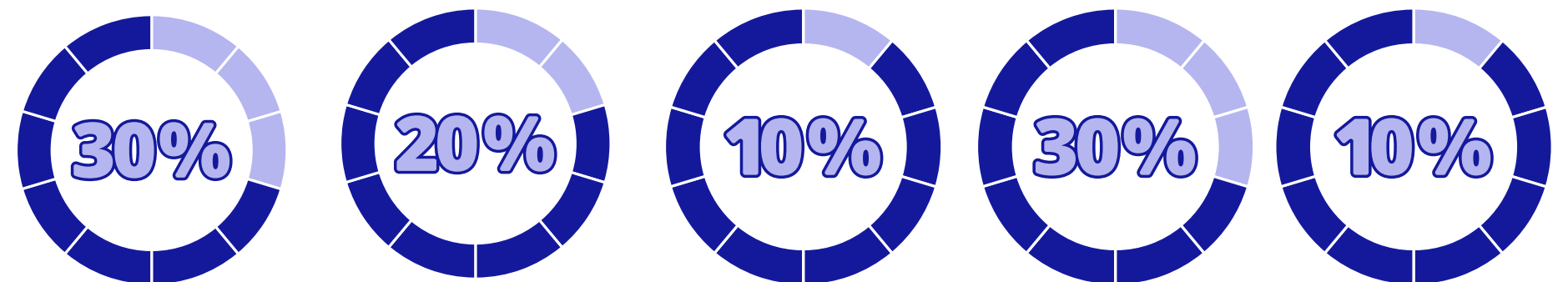
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**THANK
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