STRATEGEX
BUSINESS DEVELOPMENT

2026

Your Business Development Guide

Business Development Guide

Setting up, growing and running your business, from idea to profit.

ABOUT US

Company Introduction

We are a team of business development professionals who help start-up and established businesses make their development processes organised, straightforward and successful. We understand the challenges you face at every stage of your business journey, and we are here to help you turn your ideas into profit.

30 years

Combined experience with start-ups and established companies

A to Z

Support from the initial idea through to profit

Vetted

Trusted service providers selected for every field

You can do anything.
But not everything.

Why Strategex

Running a business is demanding. Most entrepreneurs face challenges at every stage, and many know the solution but lack the time to research and implement it, while others need simple, practical advice on a specific problem. Strategex was established to make this journey as simple as possible.

Why hire Strategex?

Hiring an internal specialist can be costly, and no single hire is guaranteed to cover every aspect of your business. Our team brings 30 years of combined experience, guiding businesses from the idea stage through to profit.

Free business guide

This guide provides practical development guidance to help you identify the solutions you need. We can take it forward for you by selecting the best provider in each field, managing the process and ensuring every service is delivered on time.

YOUR ROADMAP

Your Business Progress

Our tips will help you identify the key areas of setting up your business, build your business development strategy and choose the tools needed for successful operations.

01

Business Establishment Guide

Branding, documentation, premises, banking, technology, staffing and insurance to launch your business.

02

Strategy & Development Guide

Market research, competitor analysis and the digital and traditional techniques that attract clients.

03

Sales & Operations Guide

Customer relations, team building, training and financial review to keep growth healthy and sustainable.

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SECTION 01

Business Establishment Guide

Everything you need to put your business on a solid foundation, from the first brand decisions to documentation, premises, technology and people.

What You Need to Establish Your Business

Branding

Your name, logo and brand colours are the first step. Share the story behind your business and what sets you apart from competitors. A creative, inspiring brand message, supported by the right marketing strategy, will attract your target customers.

Space

A commercial property agent is the usual route, but other options can save time and cost. Business centres offer complete workspace solutions, and a virtual office may be enough to start. Some activities, such as real estate, require a minimum physical space. For land, deal directly with the Dubai Land Department to confirm ownership.

Documentation

Choosing the right trade licence and drafting formal agreements between you, your partners and your employees is often the most complex part of setup. Compare Mainland, Free Zone and Offshore licences, and the types of partnership contracts, before deciding. Your choice should match your business activity.

Bank account

A Mainland licence generally works well with most banks, but some Free Zone and Offshore businesses face restrictions. Choose a bank that suits your business, and understand UAE fund transfer regulations to avoid frozen funds or other difficulties.

What You Need to Establish Your Business

Fit-out

The UAE has many fit-out companies, and finding the right one is the main challenge. Weak contractors can create costly delays, while premium providers may charge high prices. Choose a contractor based on trusted recommendations.

Equipment

Some businesses need only phones and computers, while others need specialised equipment for restaurants, manufacturing or salons. Dubai offers many suppliers, such as Dragon Mart for commercial equipment. You can also order online or import equipment through Jebel Ali port.

Technology

Every business needs computers, phones, internet, payment systems and other electronics. Offices and shops may also require CCTV, biometric attendance and smart meeting room facilities. Business centres often include these in their packages, with extra services available pay-as-you-go.

Digital presence

Most companies allocate between 56% and 85% of their marketing budgets to digital channels, and some operate entirely online. Your website is central to your presence, so choose a relevant, memorable domain, as an unsuitable one can reduce search visibility. A professional website with original content improves both organic and paid results.

What You Need to Establish Your Business

Media production

Every marketing asset, from your website and apps to social media, banners, flyers and printed company profiles, needs content. Produce exclusive, informative, high-quality and creative material that keeps customers engaged.

Hiring

Functions such as visas, insurance, annual leave, end-of-service payments and equipment can be outsourced to reduce costs. Sales, customer relations and account management usually perform best in-house. You can also outsource recruitment to find the right people.

Accounting and bookkeeping

Build sound accounting habits from the start to avoid issues with audits and government authorities. Accurate records also produce clear P&L reports, showing whether your strategy is working or needs to change.

Insurance

Insurance is essential in the UAE, where medical care is costly. Mandatory cover includes health and motor insurance, while optional cover can protect your life, property and funds from fraud or loss. A specialist can help you select the best coverage, and most brokers offer a free consultation.

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SECTION 02

Strategy & Development Guide

Congratulations! You have completed the establishment process. You now have your documents, space, technology and team. It is time to plan your development strategy and approach clients in a competitive market.

What You Need for Development

Market study

Every business development process begins with a market study. Understand your position, your competitors' prices and services, their strengths and weaknesses, and the gap your business can fill. Study customer behaviour, preferences and emerging trends so your offer stays relevant. HubSpot's market research guide is a useful starting point, though a professional business analysis company can provide deeper insight.

Marketing strategy

Marketing has been used since at least 1500 BCE and remains one of the most important ways to reach clients. Digital tools have expanded the options considerably, so choose the techniques best suited to your business. An unsuitable strategy risks losing money without results. The following pages outline the most common digital and traditional techniques.

Digital Marketing

Search engine optimisation (SEO)

SEO improves the quality and quantity of traffic from search engines to your website. Results depend on the quality and relevance of your content, website speed and other factors that Google's algorithm evaluates.

Social media

Every business benefits from a social media presence. These platforms help you reach your audience and analyse trends. Their algorithms differ from Google's and favour engaging content. Paid promotion can still help when organic reach is low.

Search engine marketing (SEM)

SEM is paid search advertising. Pay-per-view and pay-per-click options let you choose based on your goal, whether that is building awareness or driving traffic and sales. Google's paid search also weighs content quality, not just budget.

Blog content

Articles that answer the questions your industry asks increase organic search traffic, especially when they use the keywords customers search for. Google tends to favour long-form articles of over 2,000 words, particularly when supported by images and infographics.

Digital Marketing

Influencers

Influencers can promote your services to their audiences. Before partnering, study their content and audience demographics, such as age, gender and location. A high view count is wasted if the audience has no interest in your service.

Email marketing

Email can drive traffic to your blog, promote seasonal offers and keep you in customers' minds through event invitations and greetings. Avoid excessive sending, which can cause disengagement. A healthy guideline is no more than two promotional emails per month.

Messaging

WhatsApp and phone messages work best for occasional promotions and holiday greetings sent to customers who have given you their details. Unsolicited messages can feel intrusive, so avoid this channel for new client outreach.

Omnichannel platforms

Listing your business on relevant platforms builds recognition and visibility. Real estate agencies can use Property Finder or Dubizzle, restaurants can use Talabat, Deliveroo or Entertainer, and salons and spas are often listed on Groupon. Amazon and Noon are valuable channels for products.

Traditional Marketing

Out-of-home and print advertising

Out-of-home advertising includes billboards, posters and ads on buildings, cars and buses. Arrange placements through advertising agencies, building owners or property management companies, many of which can assist. Print advertising includes magazines, newspapers, brochures and flyers.

Broadcast advertising

Radio and television advertising reaches a large audience and builds brand awareness quickly. It is a one-way channel, however, so results are difficult to track and it is harder to know exactly who you are reaching.

Traditional Marketing

Business groups

Joining a business group can build valuable connections, partnerships and knowledge. Networking with established business people provides practical advice, market trends and referrals. The Dubai Chamber of Commerce website is a good place to find relevant groups.

Loyalty programmes

A loyalty programme is about more than rewards. It builds lasting relationships that bring clients back and encourage referrals. Options include discounted fixed-term service agreements, point-based rewards like those of Starbucks or Sephora, referral incentives and buy-now-pay-later options.

Traditional Marketing

Phone calls

Calling existing and past customers to share updates, gather feedback or invite them to events is always valuable. Cold calling is not essential to a strong strategy. If you use it, contact only people who gave you their number, as collecting unapproved data is illegal. Always name the company you represent.

Public relations

PR builds reputation through excellent service and visible contributions, such as charitable support, free educational content or community events. A compelling founder story and consistent conduct also strengthen your image. A good reputation takes sustained effort.

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SECTION 03

Sales & Operations Guide

You now have the strategy and vision for success, and customers are starting to recognise your brand. Many entrepreneurs overlook operations, which can lead to rapid growth followed by a faster decline. Ensure customer relations, customer satisfaction and team wellbeing are well organised.

What You Need for Healthy Operations

Customer relations

Manage customer relationships with a CRM such as HubSpot, Zoho or Monday.com, or build a custom system. A CRM organises customer data, tracks activity, automates reminders and supports marketing. Software alone is not enough, so hire people who know your product and communicate well.

Team building

Strong teams work as one, which benefits the whole business. Combine personal rewards such as salary and commission with team incentives. Competition can motivate, but it must be fair. Corporate culture activities, celebrations and shared social events help build connections.

Operations process

Operations drive sustainable growth. Hire enough people to meet demand, define responsibilities clearly and monitor performance. Keep communication smooth at every stage, from enquiry to delivery, so each employee knows their role and how to hand over their work.

What You Need for Healthy Operations

Team training

Train employees in your corporate culture, responsibilities, systems and sales and delivery processes. Structured programmes with institutes and business schools help standardise quality across the team.

Strategy review

Review your strategy at least once a year, even when profitable, to find room for improvement. Changing direction too often is risky, as actions need time to show results. Persistent losses, unconverted enquiries or falling repeat business signal problems in operations, messaging or service quality.

P&L report analysis

A P&L report shows revenue and expenses for a given period. Compare periods to spot trends, and track expenses as closely as revenue. Rising operating costs can produce a loss even when revenue grows.

How Does It Work?

You can use this guide to set up your business yourself. However, outsourcing with us saves time and cost and gives you flexibility. We select trusted outsourcing partners to support you from A to Z, and most companies have already benefited from outsourcing.

Our process is straightforward, and you keep complete control of your expenses. We provide several options on a price-to-quality basis, so you do not need to hire someone to organise every aspect of your business or spend hours researching and controlling the work.

If you are about to open a business, we help you find the best solution for your case and develop it. If your business is already running and facing challenges, we define the issue, find a solution and select the provider who will deliver it.

GET IN TOUCH

Contact Us Today

Start your journey with us.

Services and packages are available in a separate presentation or on our website.

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Call us to discuss your business goals

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Thank you!
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