

Competitiveness Consultancy

Economy- Finance – Marketing Research - Management- Statistical Analysis - Translation

2013

Agenda

- **Our Philosophy**
- **CC's Services Matrix**
- **CC's MI Services Matrix**
- **CC's Data Banks**
- **Our work methodology**
- **Projects & Risks Management**
- **Innovative ways of analysis**
- **Contact Us**

Our philosophy

- **Our clients are our partners:** Our clients are the genuine capital, therefore, their success and growth is the most important priority.
- **Development and Innovation is our working creed :** We always develop our services and innovate in our techniques to sustain excellency.
- **Integrity and honestly are our competitive advantage:** We believe those are not just words but a culture to be made.
- **Our partners interest comes first:** Our success is not measured by performance statistics but rather by partners' success in achieving their goals.

CC's Services Matrix

Service

Description

Output

Economic Consultancies

Preparation of feasibility studies for investment projects whether manufacturing, technological or in the service sector. Studies will include market size and characteristics in terms of demand, supply, and competition. In addition to above, capital investment and operational costs are analyzed, and relevant financial indicators are discussed which will reflect the expected future performance of the project.

- ▶ Feasibility study
- ▶ Project work plan
- ▶ Evaluation of invest. O.
- ▶ Building economic models

Management Consultancies

CC provides a variety of consulting services in the field of management of which is business start-up consultancy, preparation of work manuals, management policies, phases and strategic planning including formulation of performance indicators, value chain engineering in order to increase productivity management efficiency for businesses and organizations.

- ▶ Strategic planning
- ▶ Management structure
- ▶ Performance evaluation S.
- ▶ M. procedures engineering

Financial Consultancies

CC provides all types of financial analysis including building financial models for technological, manufacturing and services projects in addition to performing valuation and appraisal of operating projects for the purpose of acquisition, merger or partnership. Also financial evaluation of investment opportunities are provided besides projected balance sheets, cost analysis and financial investment analysis.

- ▶ Investment evaluation and analysis
- ▶ Financial analysis
- ▶ Cost planning
- ▶ Investment valuation

Industrial Consultancies

A host of consulting services including exploring and analyzing investment opportunities in manufacturing sector which have competitive advantages to be installed locally. Preparation of studies to identify the best technologies deployed in the targeted sector. In addition to consultancies for the transfer of technology, project production lines and design capacity, project management and support services.

- ▶ Evaluation of invest. O.
- ▶ Production technical studies
- ▶ Technology transfer
- ▶ Project management

CC's MI Services Matrix

Service

Description

Output

Field survey

Collection and gathering of information been required by an organization as so to be used for regulating, compliance, mentoring or decision making purposes.

- ▶ **Hard copy data**
- ▶ **Soft copy data**
- ▶ **Closing project Report**

Market Assessment

Providing in-depth strategic analysis (including primary research) and crucial information about scope, dynamics and shape of KSA and GCC markets.

- ▶ **Market Definition**
- ▶ **Market Size**
- ▶ **Market Segmentations**
- ▶ **Market Forecasts**

Competitive Intelligence

It is the process of defining, gathering, analyzing, and distributing intelligence about products, customers, competitors, concepts or data needed to support executives in making strategic decisions.

- ▶ **Competitive intensity**
- ▶ **C. Environment**
- ▶ **Competitor perceptions**
- ▶ **Competitor capabilities**
- ▶ **C. Benchmarking**

Data mining

Sophisticated tools to extract hidden patterns from data. As more data is gathered, data mining is becoming an increasingly important tool to transform this data into information.

- ▶ **Geomarketing**
- ▶ **What-if simulation**
- ▶ **Management dashboard**
- ▶ **Data visualisation**
- ▶ **Behaviour patterns**

Customer Research

It is the process of studying an organization's customers from different dimensions such as level of satisfaction, product positioning, and concept testing.

- ▶ **Conjoint Analysis**
- ▶ **Positioning map**
- ▶ **Concept Testing**
- ▶ **T.U.R.F. Analysis**

DatabaseDescription**SMID**

It is a database of more than 900 products, which covers most of market characteristics such as demand and local supply ,lead players, local sales, export sales , growth rate, market shares.

GFTD

A comprehensive database contains detailed imports and exports statistics reported by statistical authorities of close to 200 countries or areas. It concerns annual trade data from 1962 to the most recent year.

GESD

A database contains statistics on foreign trade, socio-economic indicators such as population, vital statistics, workforce, oil and gas, industry, agriculture, housing, transport and communication, consumer price index, finance, national accounts, education and health statistics for KSA and other GCC states.

GPD

A comprehensive database contains information about producers, importers, distributors of different products and services in KSA and other GCC states.

EMREL Library

Business e-library contains number of marketing reports and sectoral studies, data sheets for local and international markets.


WHY GOALS GRIDS

First step of engagement with CC's partners is identifying client's goals in order to be Precisely addressed in the MR request .

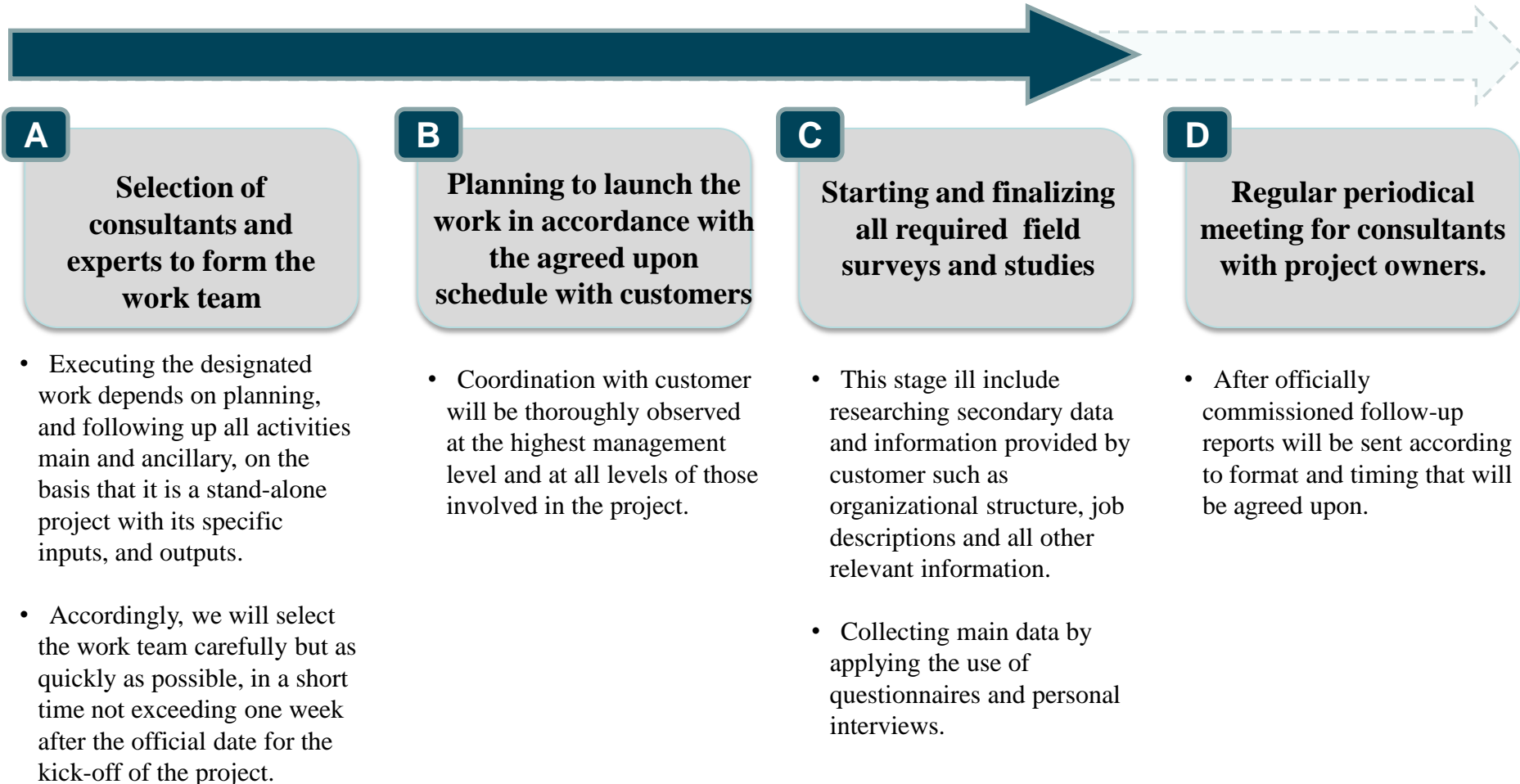
- Assessment of client's needs & priorities.
- Save client's resources and time.
- Increase the **efficiency and effectiveness** of our services.

- **Fulfilling** of our philosophical **intent**.
- **Bringing** our partnership to **success**.

CLIENT GOALS GRID

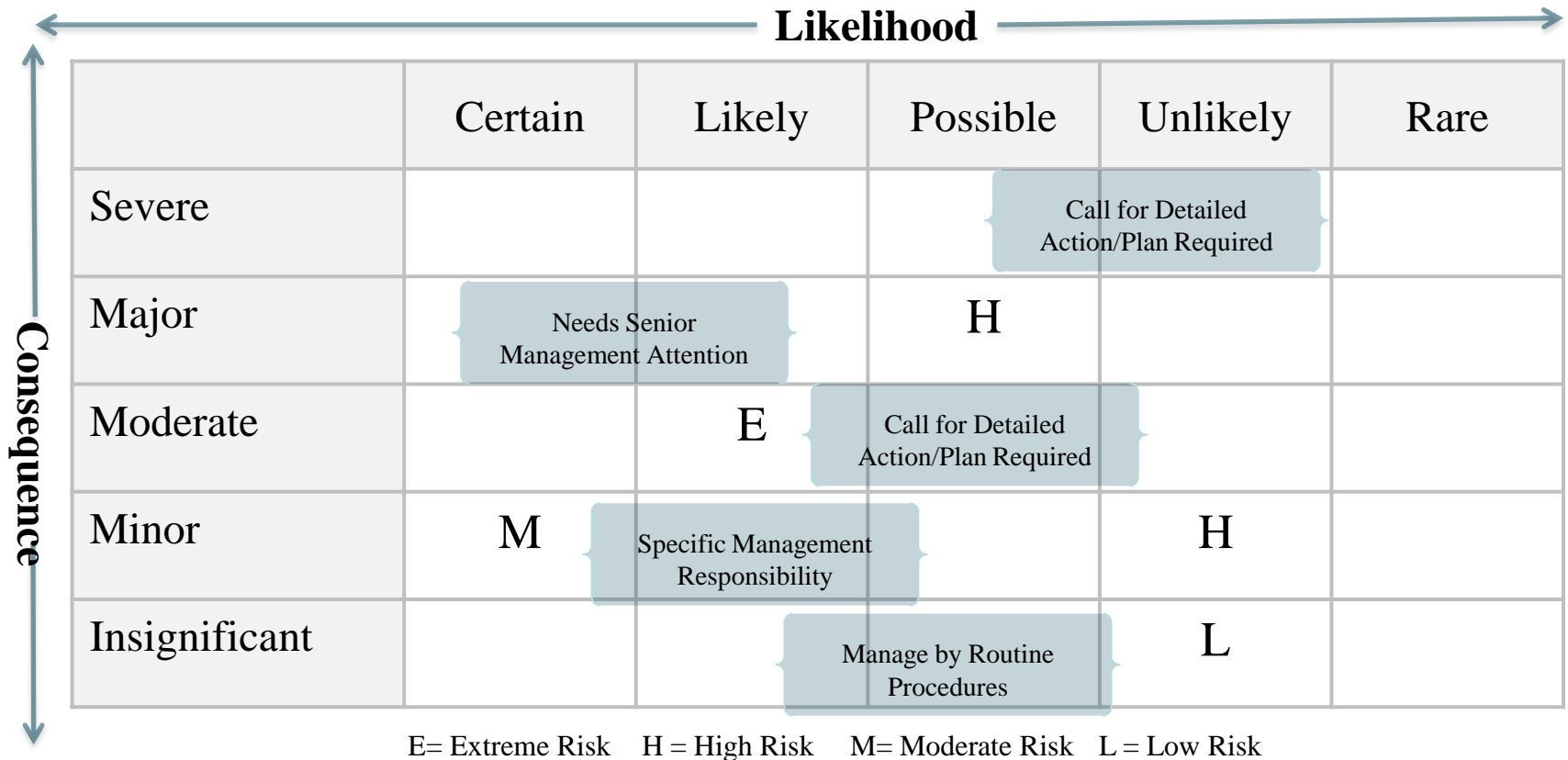
		DO YOU HAVE IT?	
		NO	YES
DO YOU WANT IT?	YES	Achieve	Preserve
			
	NO	Avoid	Eliminate

CC drawing on the proficiency and expertise of its highly qualified staff, will design a plan to execute the project as follows:-



We can't predict the future, but we always do our best to anticipate all issues or risks that may crop up down the road.

Qualitative Risk Analysis



In our analysis we deploy sophisticated models as so to guarantee better value of collected data.

Competitors Analysis

Attributes	Weight	Ratings (Scale = 1-5: 1-Poor, 5-Excellent)				
		Your Company	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Customer awareness	15%	3	3	5	4	5
Product quality	20%	2.5	3	5	4	5
Product availability	15%	3.5	4	3	3	3
Technical assistance	30%	3	2.5	3	1	3
Selling staff	20%	3	2	3.5	4	3.5
Score (Average)	100%	2.98	2.80	3.80	2.95	3.80

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موقع مركز التنافسية للاستشارات

