

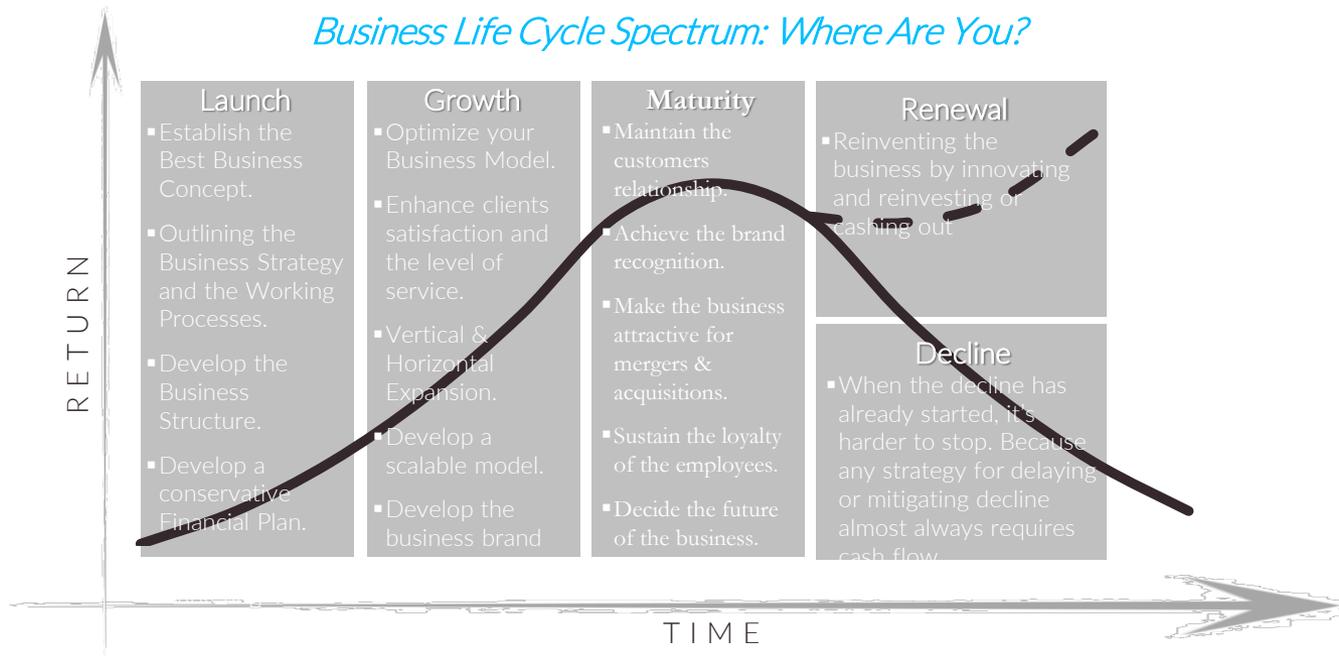


Shrakat 

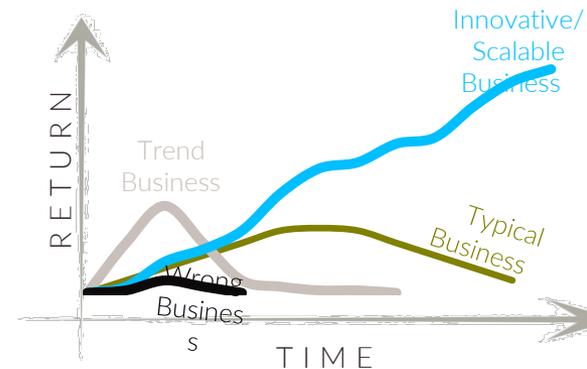
Growth Strategy - Introducing New Services


LEA
global
leading edge alliance
innovation • quality • excellence

Business Lifecycle Model



It is important to identify at which stage of the business life cycle your enterprise is, because that will define the direction of your operations and inform your company's strategic planning.



Sell existing services to existing market

- Present Services + Present Markets
- **Market Penetration**

Extend existing products to new markets

- Present Services + New Markets.
- **Market Development**

Develop new services for existing markets

- New Services + Present Markets
- **Services Development / Acquiring**

Develop new services for new markets

- New Services + New Markets
- **Diversification**

Business Development Roadmap

Monitoring and Evaluation

- Monthly, Quarterly, and Annual Sales Indicators Analysis.
- Sales Performance Assessment.
- Adjustments and Finetuning.

Strategy Development

- Sales and Business Development Growth Strategy.
- Implementation Plan/ KPIs.
- Forecasted Sales & Return.
- Required Manpower and Resources.
- Pricing Strategy.
- Services Delivery Models.

Vision and Targeted Segments

- Vision & Strategic Objectives.
- Segmentation Analysis.
- Needs and Requirements.
- Critical Success Factors.

Internal + External Assessment

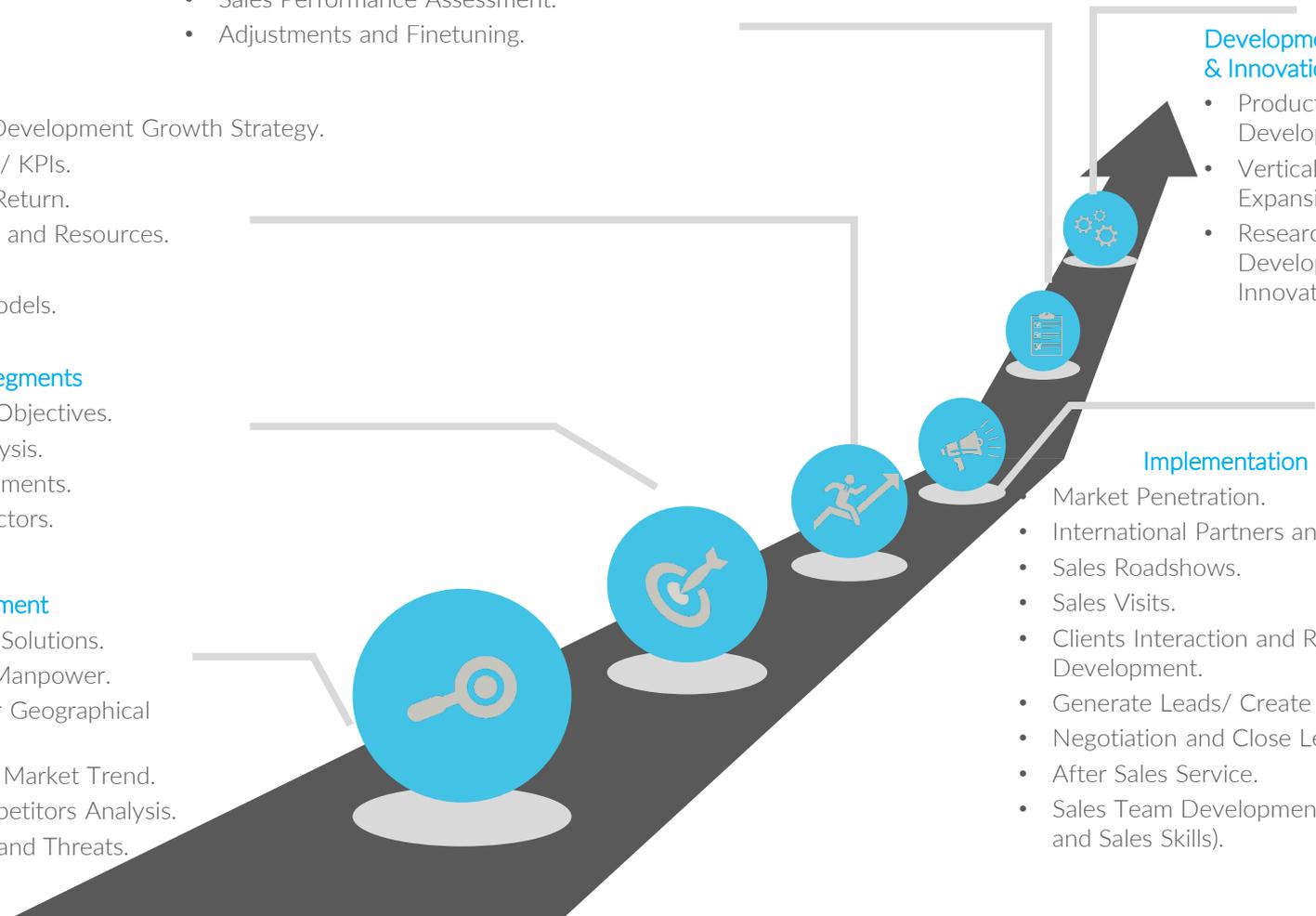
- Current Services Mix/ Solutions.
- Current Resources & Manpower.
- Resources/ Manpower Geographical Distribution.
- Required Services and Market Trend.
- Market Supply & Competitors Analysis.
- Market Opportunities and Threats.

Development, Expansion & Innovation

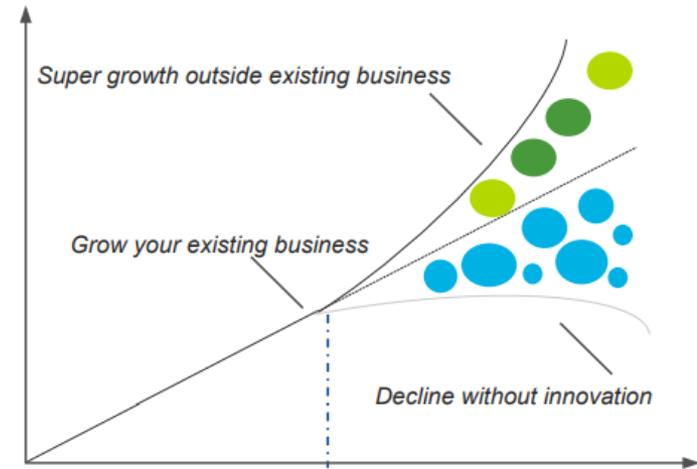
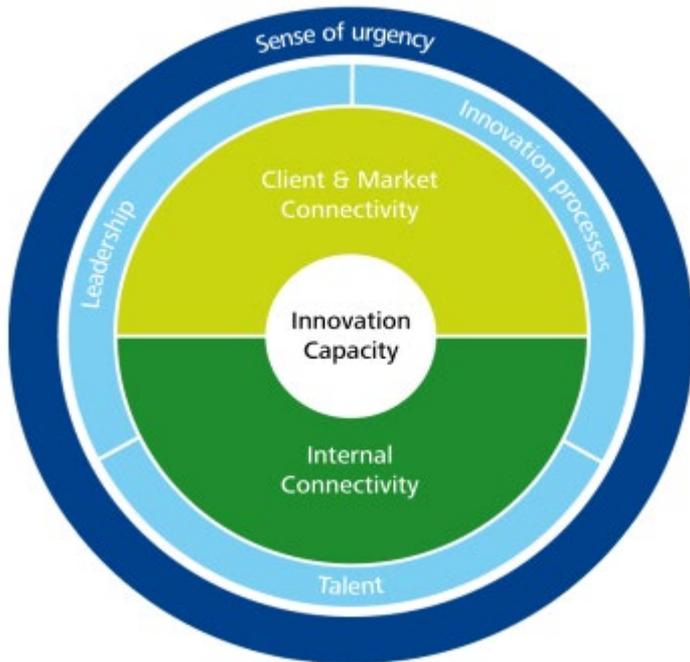
- Products and Channels Development.
- Vertical and Horizontal Expansion.
- Research & Development: Innovation.

Implementation

- Market Penetration.
- International Partners and Offices.
- Sales Roadshows.
- Sales Visits.
- Clients Interaction and Relationship Development.
- Generate Leads/ Create Demand.
- Negotiation and Close Leads.
- After Sales Service.
- Sales Team Development (Technical and Sales Skills).



Innovation Maturity Model & Dimensions



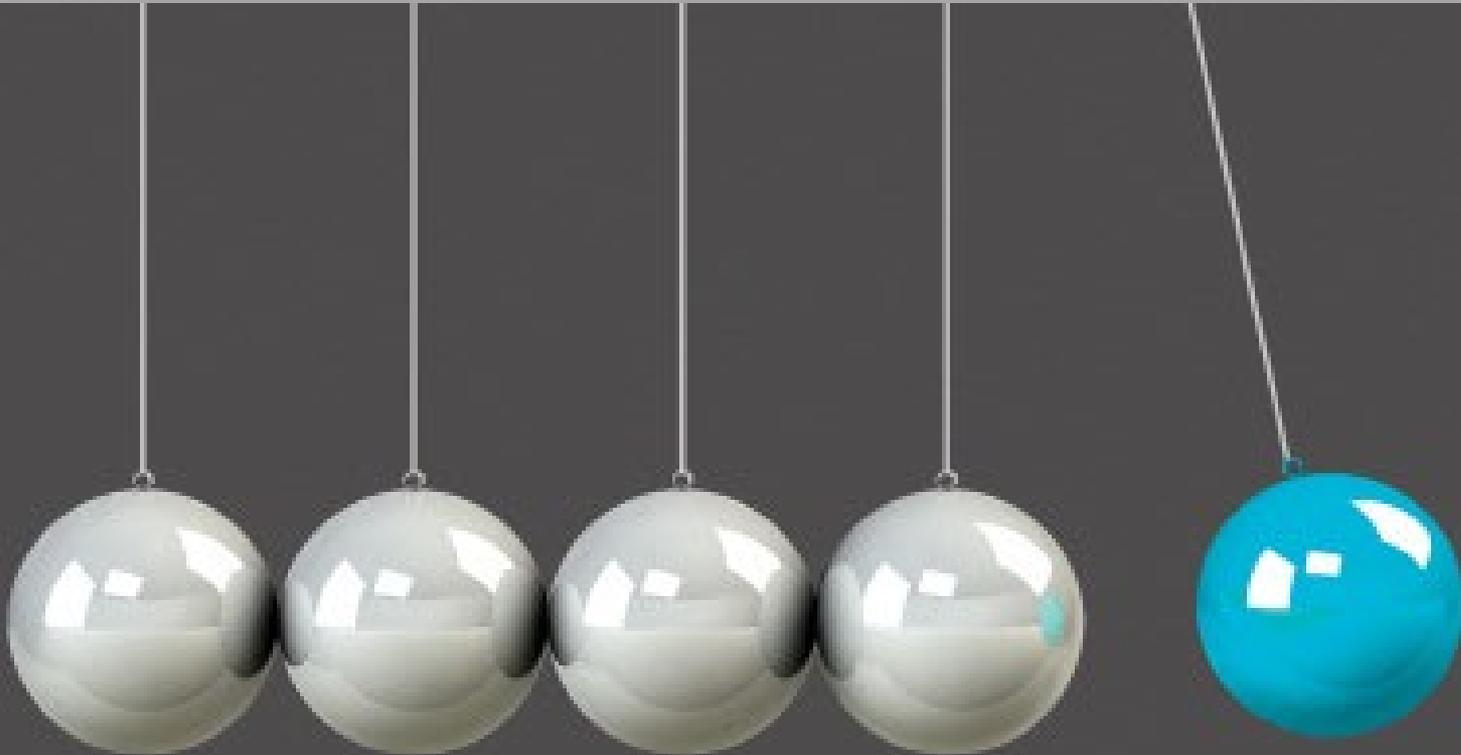
Dimension 4: Technological Options

Dimension 3: New Service Delivery System

Dimension 2: New Client Interface

Dimension 1: New Service Concept

Examples of New Services



Example 1: Export Development Services



Exports have many benefits to the company, the most important of which are increasing sales and business growth opportunities by opening new markets.

Companies benefit from exporting their products in several ways



Reduce the impact of fixed costs resulting from increased production.



Risk reduction through diversification of markets.



Increase sales, and business growth opportunities, by opening new markets.

There are 5 barriers to export. Companies in the export process need to overcome these barriers

5

Different culture and language

There are many export opportunities in a wide range of countries. But the different cultural and language barrier impedes and makes it difficult to export. For example, the African market is a huge market, but the factor of culture and language must be overcome to facilitate and enable the export process through a strategic mediator.

4

Procedures and export requirements

The legal, financial and logistic export requirements vary from one country to another. Companies must clearly know these requirements, for example, certificates required for export in each country and the method of packaging and description of the product. In general, successful export companies should have an export manager who is familiar with all the export requirements of each country. One of the outputs will be to introduce companies to export procedures and requirements for their targeted markets.

3

Poor relations within foreign markets

It is worth mentioning that each market has a specialty, and success of any company depends on understanding the market. Also, having a strategic relationship with distributors, retailers and wholesale in the target market is one of the most important elements of export success. Companies should therefore invest in understanding the target markets and forging strategic relationships and partnerships with potential buyers. This is also an output where companies will be provided with a list of the most important potential buyers.

2

Lack of readiness of companies to export

One of the points to know the readiness is for companies to understand the external markets and export requirements for them and to have an export strategy, marketing and entry plan. And in order to overcome this barrier, it is necessary for the companies' managements to believe in the importance of foreign markets, and this generally falls under the responsibility of export organizations to spread the importance of export among companies.

1

Lack of interest in foreign markets / fear of leaving the safe zone

This is one of the most important barrier, especially for Jordanian companies that are engaged in local sales, and do not think or they hesitate in selling to foreign markets.

01 Readiness Analysis

- Develop the export readiness model.
- Export readiness analysis.
- Needs and gaps



02 Capacity building transfer of expertise

- Training companies on the methodology and strategy of export development.
- Practical training in identifying and analyzing foreign markets.



03 Assess the current situation

- Product Analysis
- Evaluation of marketing materials
- Evaluation of human resources and operations
- Financial evaluation



04 Identify target markets

- Exports market size for the targeted countries.
- Rank the importance level for each country.
- The recommended targeted countries for export.



05 Market entry mechanism

- Define the list of customers.
- Identify relevant exhibitions.
- Legal and technical requirements.
- Contract Review.
- Identify the supporting and funded entities.



06 Export strategy and planning, and executive plan

- Work plan.
- Export strategy and plan.



07 Measurement indicators and performance evaluation

- Performance Indicators.
- Evaluation and recommendations.

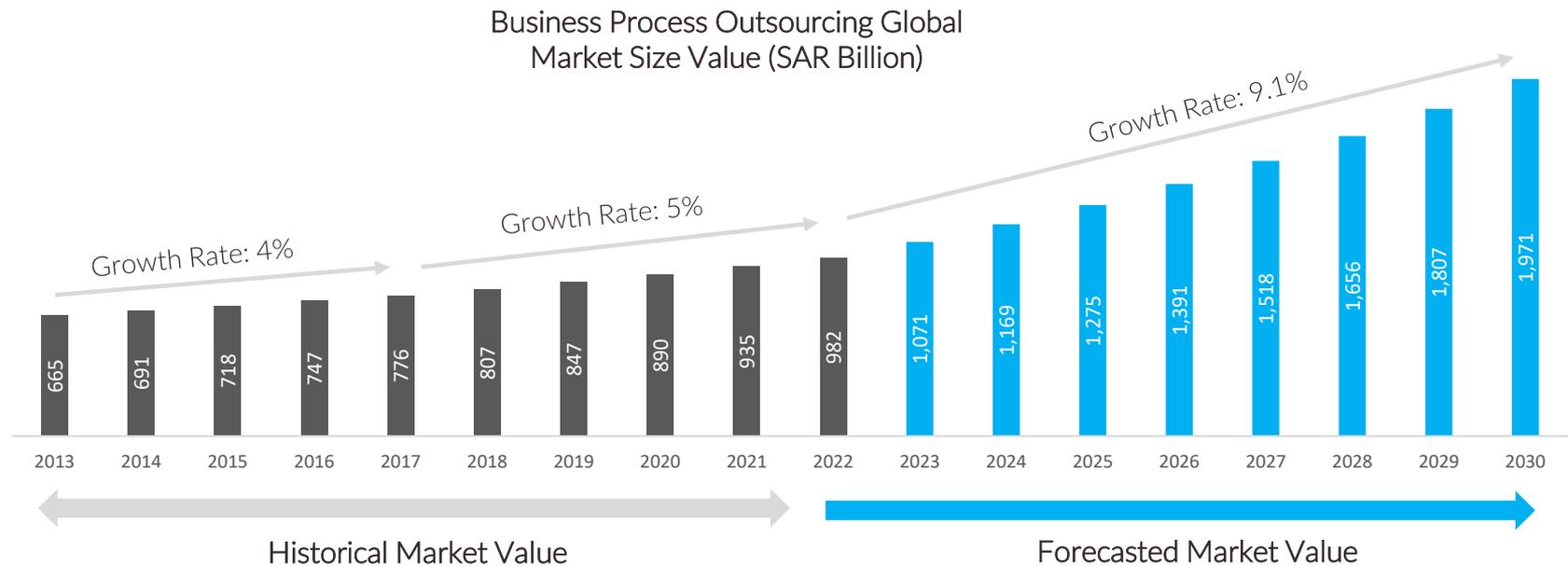


Example 2: Business Process Outsourcing Services



SAR 982 Billion is the Current (2022) Global Market Size of the Business Process Outsourcing Services, and it is Forecasted to reach almost to SAR 2 Trillion in 2030

The growth rate of the BPO was on average 4.5% during the last 10 years (2013-2022), however, the forecasted global growth during the upcoming years till 2030 is 9.1%, which is almost double the growth average in the previous period. The estimated global market size value of the BPO in Year 2022 is SAR 982 and it is forecasted to reach almost to SAR 2 Trillion in 2030.



Main Growth Drivers Of the BPO Globally



The COVID pandemic has introduced new normal and opened boundaries for BPOs.



Outsourcing is a solution for one of the main challenges that most of the companies around the world are suffering from which is the talents acquisition.



Increase the demand for cost-effective solutions with lower risks.

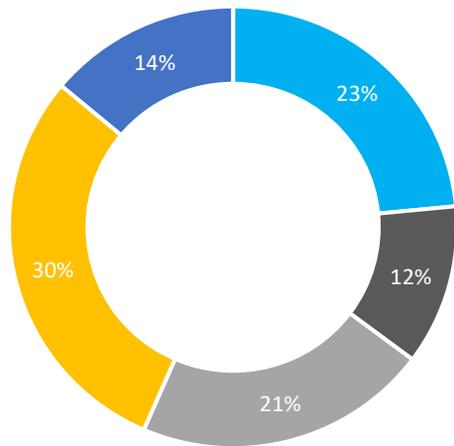


Scalability Requirements: Access to Specialized Skills and to Necessary Technology.

IT and the CRM Account for 65% of the BPO Market Value

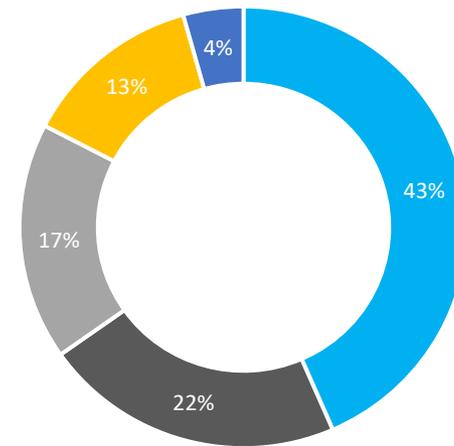
Below figures represent the global BPO market size volume and value breakdown by service type. IT and the CRM Account for 65% of the BPO Market Value.

BPO Market Size **Volume** Breakdown By Service Type



BPO Market Size **Value** Breakdown By Service Type

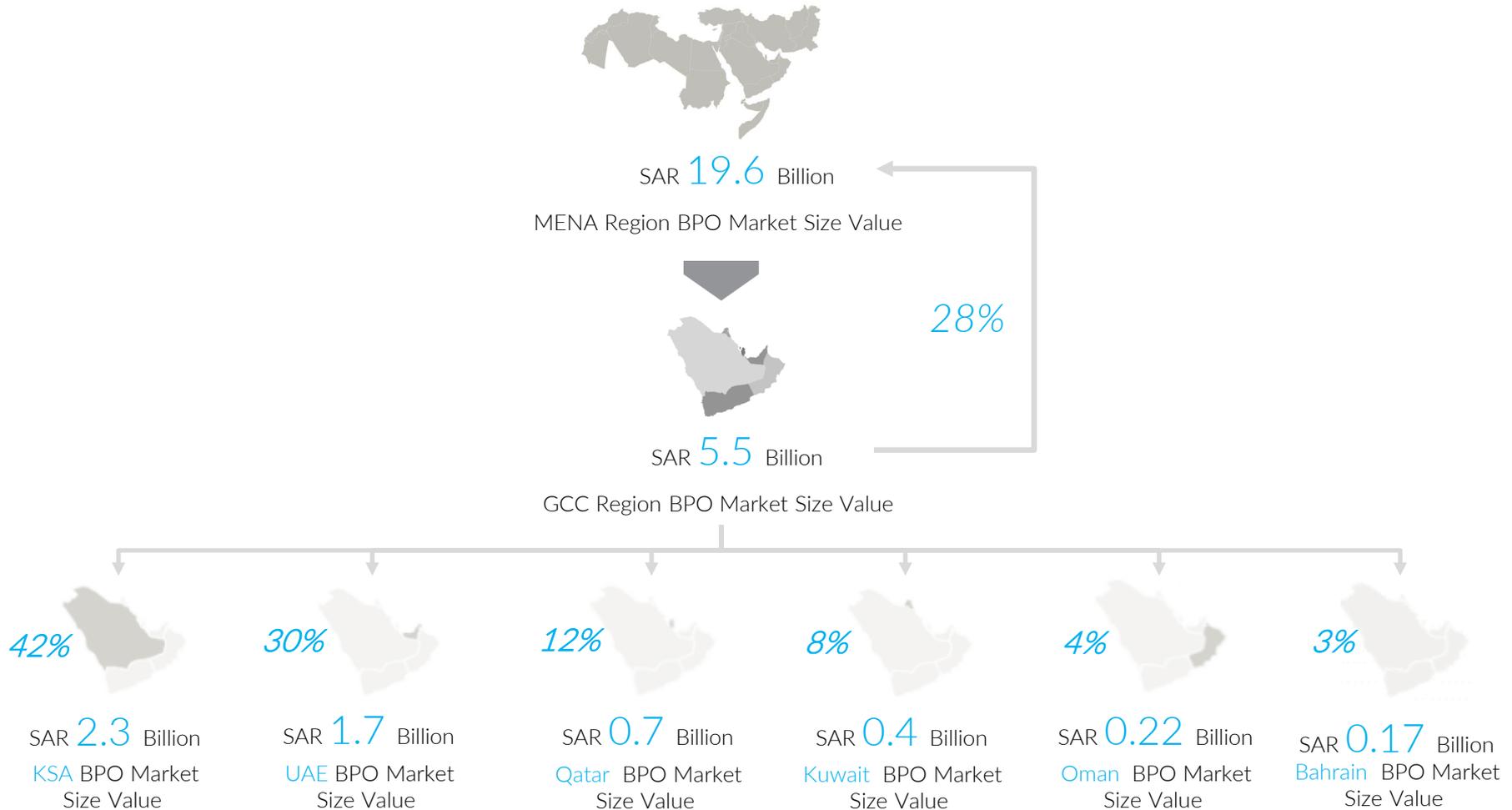
- IT
- CRM
- HR
- FA
- Others



IT: Information Technology.
CRM: Customers Relationship Management.
HR: Human Resources:
FA: Financial & Accounting.
Others: procurement, logistic, R&D, legal

SAR 5.5 Billion is the BPO market size of the GCC countries, and the Saudi Market is the biggest market with a value SAR 2.3 Billion which accounts for 42% of the GCC Countries total market

MENA & GCC Countries BPO Market Size Value (2022)



80% of the companies believe in the advantages of the outsourcing concept and 50% of the companies are considering or planning to outsource part of their non-core operations.

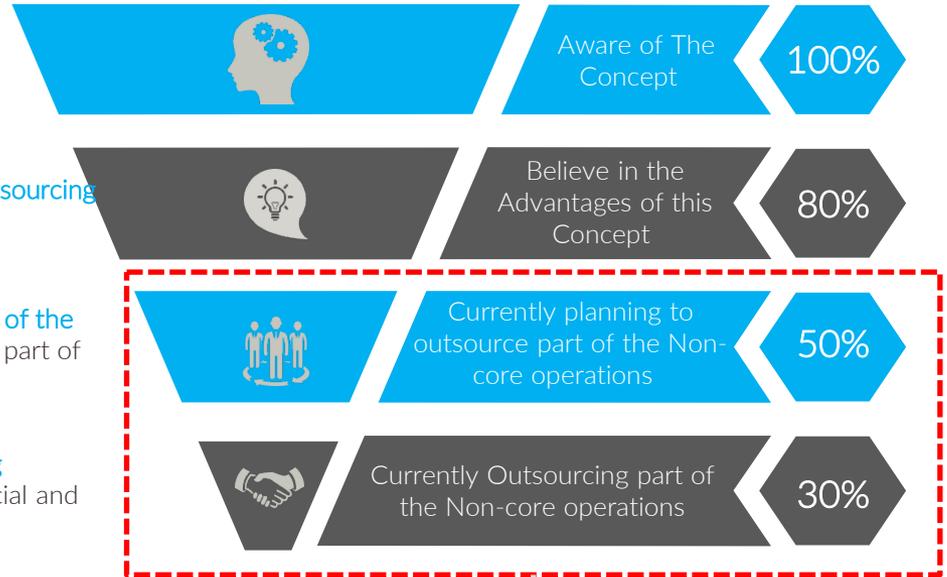
Below are the main challenges the companies are facing related to the employees recruitment and retention:

All interviewed companies are aware of the outsourcing concept and they have some how proper understanding for it, taking into consideration that our team mainly interviewed senior people within the companies.

80% of the interviewed companies aware of the advantages of the outsourcing and said that this concept have more advantages than disadvantages.

50% of the interviewed companies considering the outsourcing as one of the solutions for the current market challenges and planning to outsource part of their non-core operations.

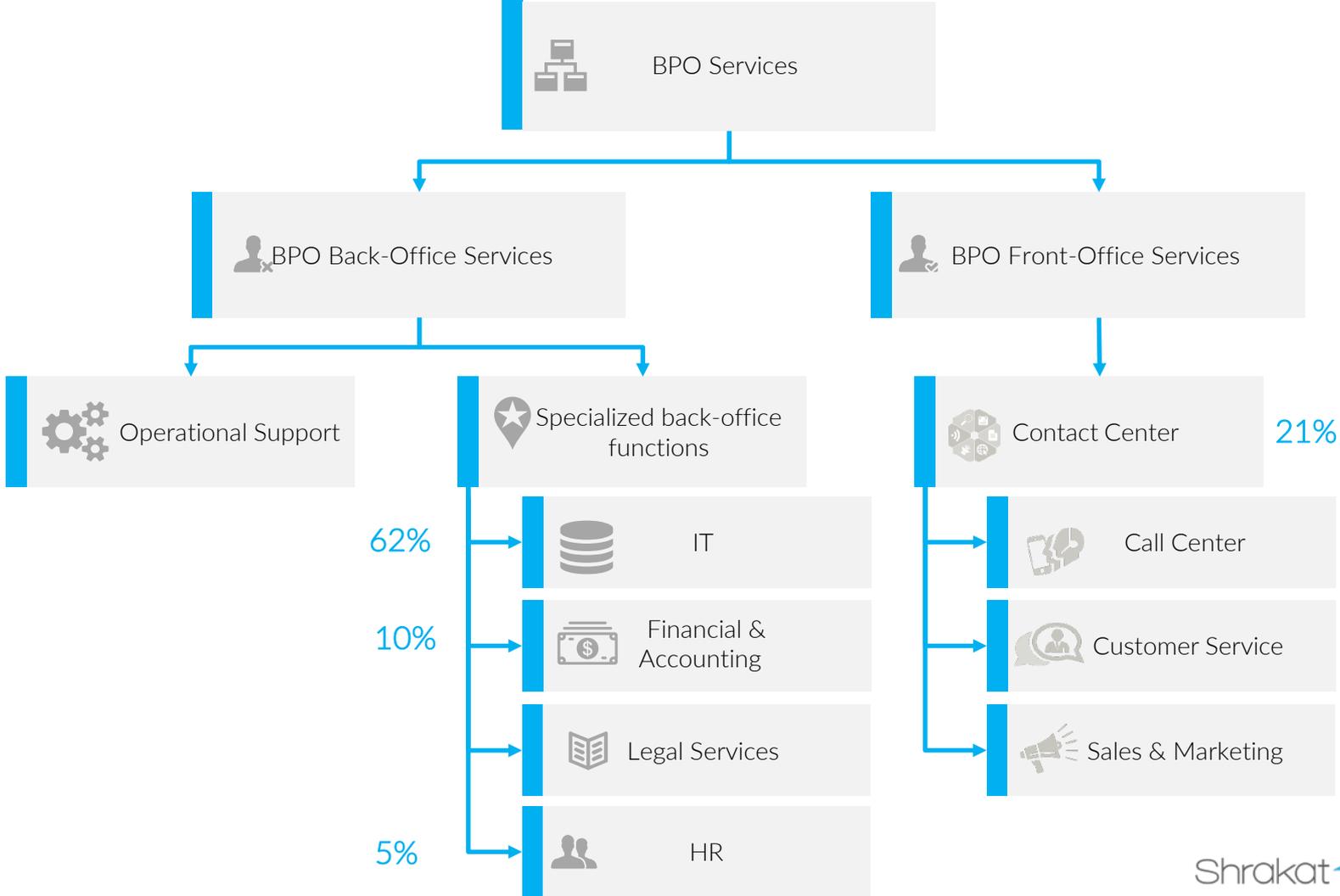
30% of the interviewed companies currently dealing with outsourcing companies for their non-core operations mainly related to the financial and accounting, HR, and IT.



Respondents Reasons for Considering the Outsourcing Option

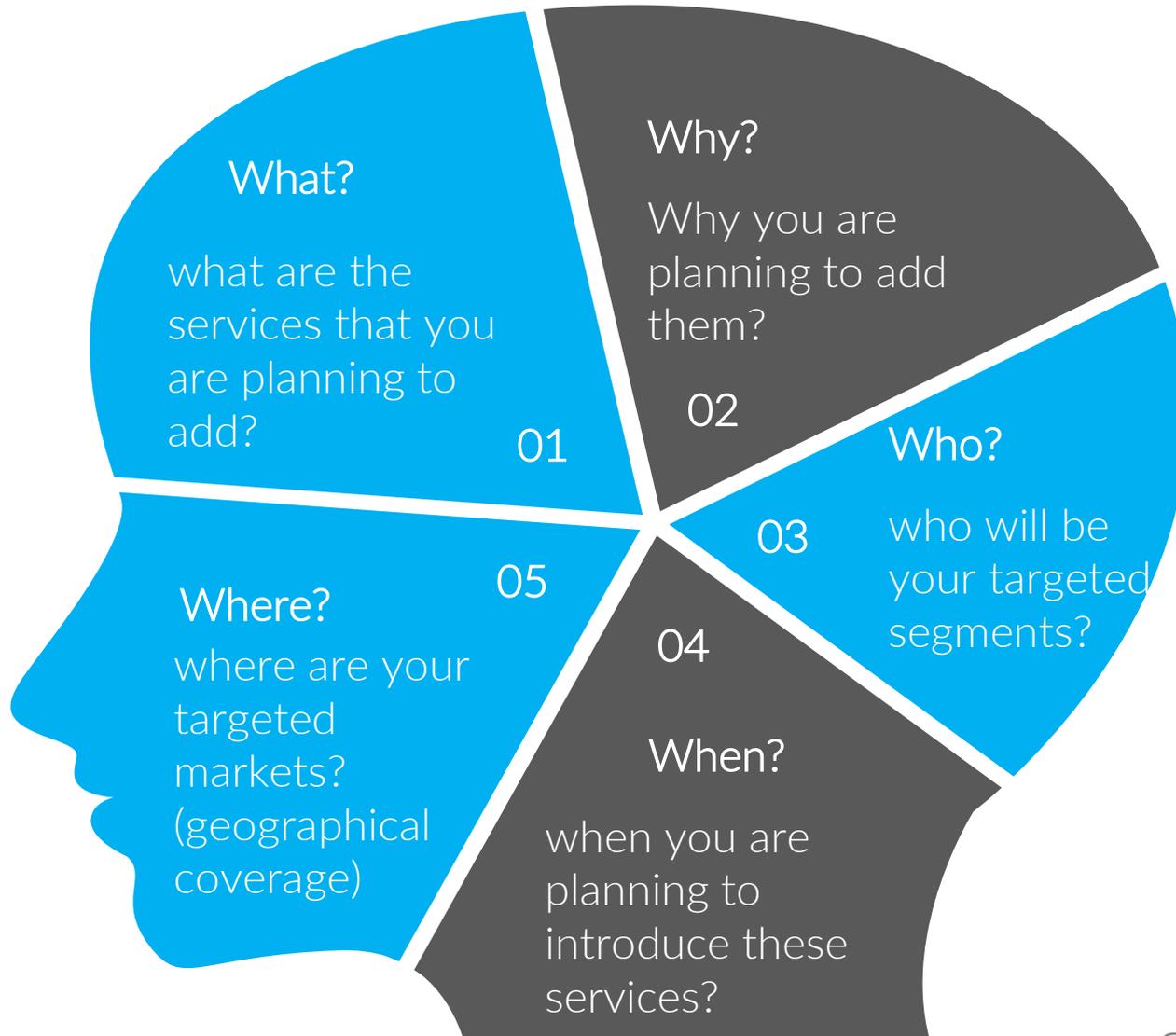
- Reducing the number of employees in the company, accordingly, decreasing the overhead expenses.
- Decreasing the Capex investment in the company infrastructure.
- Decreasing the operational expense.
- Decreasing the cost and time required for the employees training to be ready for the work.
- Employing qualified people with less efforts and time.
- Obtaining a higher quality service.

BPO Services Structure





5 Ws Questions





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