

We are a local company engaged in business consultant



ABOUT US



With 20 years of experience collaborating with global giants such as Coca-Cola, Unilever, and P&G, we've amassed extensive expertise in guiding business owners through the complexities of building and sustaining successful enterprises, particularly in the Iraqi market. Our deep knowledge enables us to excel in establishing a strong brand presence and achieving strategic goals.

In 2022, we launched our own startup, driven by our two co-founders who hold advanced degrees in business management. We bring a unique approach to addressing market needs, setting us apart in our field. Our startup focuses on creating bespoke roadmaps to empower brands and equip them with essential marketing tools for success.

Our services include comprehensive feasibility studies, detailed market research, retail audits, and other specialized marketing research tailored to diverse projects. Additionally, we offer expert guidance in factory management and team development, ensuring businesses not only thrive but also operate efficiently and sustainably.

DR. MUSTAFA DIZAYEE
PhD Business Managment
Co-Founder
Managing Director

MAHMOOD SHEET, MBA

Co-Founder Commercial Director

OUR STRATEGY



OUR VISION

To be the premier business partner in Iraq, recognized for our unwavering commitment to driving sustainable growth and innovation. We envision a future where we are the trusted ally for businesses seeking to build strong brands, navigate market complexities

OUR MISSION

We aim to help businesses in Iraq grow and succeed by offering expert strategies, insights, and tools. We provide customized solutions to tackle market challenges and use our experience to deliver effective support. Our goal is to be a trusted partner, building lasting relationships that drive progress for our clients and the broader business community.



OUR VALUE





INTEGRITY We value honesty both with others and ourselves. Being truthful helps us take responsibility and control over our actions and outcomes.

RELIABILITY We build our reputation by being dependable. We commit to what we can deliver and maintain professionalism to foster lasting relationships.





AMBITION Our ambition drives us to excel and improve in the consulting industry. It benefits our clients and candidates and is reflected in the quality and capabilities of our team.

QUALITY OF SERVICE We are dedicated to providing exceptional service. Our focus on quality sets us apart and forms the core of our business values.







ALAMEEL SERVICES

MAIN SERVICES





Market Entry Strategies



Customized Workshops and Training



Marketing Planning and Execution



Brand Development and Management



Digital Transformation Consulting



Localized Content Creation



Food And Beverage Manufacturer Solution



MARKET ENTRY STRATEGIES



- **✓** Feasibility Study and market study
- **✓** Importing, Franchising, Joint Ventures
- **✓** Rout To Market The Entire Iraq
- ✓ Organization Chart And Training
- ✓ Cost Management And Efficiency
- ✓ Business and Financial Assessment



WORKSHOPS & TRAINING



We have created our own in-house training materials for sales and marketing, incorporating the latest international and global knowledge.

Marketing Training

Sales Training

- Fundamental of Marketing
- ❖New product development
- Brand management

- **❖** Sales Fundamental training
- ❖Sales Management



WE DO MARKETING





RESEARCH

- ❖ Regularly Competitor Study
- ❖ Retail audit



BUSINESS PLAN

- Marketing Plan
- Trade strategy
- Consumer strategy
- ❖New Product development
- ❖ Brand Management
- Brand Guidelines



IMPLEMENTATION & ACTIVATION

- Creativity and production
- Media Buying "ATL Paid& Advertising"
- Communication material Production
- Merchandising and promoting activity
- Event Management



MANUFACTURER SOLUTION



We provide thorough assistance with feasibility analysis and commercial justification, helping clients with quotations and choosing the best suppliers. We also offer strategic advice on long-term production planning and brand management. Additionally,

We can recommend and support clients in selecting machinery and equipment suppliers.

Our technical teams are available for installation and maintenance support, ensuring smooth integration and continued operational efficiency.



OUR CLIENTS

















REGISTRATION









OUR CERTIFICATES











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