

14.06.21

Thank you for the opportunity to present my business profile which you will find attached.

We specialize in Go-to-market opportunities in the Middle East and Africa regions where we have a great depth of knowledge and extensive experience over several years.

Our contribution can be both strategic and operational depending on your requirements.

We build long-term focussed collaborations and value addition in the relationships with our clients

Operationally, we offer services in the areas below in addition any other that your organisation may require within our scope of competence: -

- Lead generation
- Lead qualification
- Partner recruitment
- Due diligence
- Value chain analysis
- Contract negotiations
- On-boarding and training
- Supply chain management
- Credit Collection

On a more strategic level, we can add value in: -

- New product developments
- Go-to-market strategy
- Channel selection
- Capacity building
- Pricing strategy
- Marketing strategy
- Digital transformation

Looking forward to further discussions.

Sincerely,

A O Ojwang

Need a Go-to-Market Strategy?

A O Ojwang – Business Consultant



Competent

Over 15 years extensive experience in marketing and strategic market development managing distributors and retailers in Middle East and Africa. Originally from Kenya and currently based in Cologne, Germany. Lived and worked in dozens of countries including United Arab Emirates, South Africa, Nigeria, Namibia, Uganda and Ethiopia.

Post graduate qualifications in Marketing, Business Management, Digital Technology, Design and Innovation



Performance Driven

Go-to-market consultancy services tailored to help small and medium-sized enterprises enter or re-activate their businesses in new and existing markets. They include comprehensive value and supply chain analyses to identify gaps and opportunities. Collaborate with expert partners to develop strategies that help you go-to-market quickly and smoothly.



Highly Adaptable

Main focus on emerging markets of Middle East and Africa where I have developed knowledge, networks and Expertise. Some of these markets have been the world's best-performing financial markets since the turn of the millennium.

Regularly travel to markets and work with a network of experienced local partners in-country to ensure our solutions are well informed and relevant for each diverse market and channel.



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the
HALI ROOM

Services Offered

Strategy & Training



Help businesses determine how best to use internal and external resources in order best deliver their unique value proposition to customers and achieve competitive advantage.

End-to-end strategy development includes definition of the target market and value proposition. Local partner recruitment, due diligence, value chain analysis, pricing strategies, distribution strategies, marketing strategies, and service & support required.

Take time to learn clients products in order to facilitate the necessary training required by local teams to take products to market.

Use extensive local market knowledge to transfer cultural intelligence and best business practices to our principles to enable them better adopt to local requirements and expectations.

Digital



Focus on UI/UX and Digital Project Management.

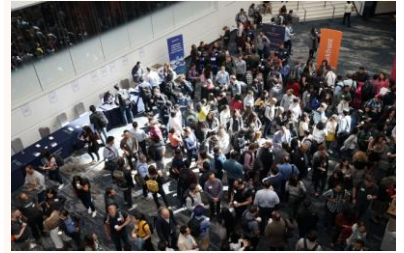
Assist clients to create and develop ready-to-market layouts, from concept to final execution, for desktop and mobile web applications.

Develop game-changing strategies to drive digital product innovations, designs and user experiences

We work with clients to develop tools and techniques that deliver successful digital marketing strategies

We also help clients measure the progress and success of their Digital Strategy.

Trade Shows & Events



Work with our clients to identify the most relevant and powerful trade show and event opportunities for product launches, onsite sales, leads generation and brand awareness

Specialize in the Emerging Markets of Middle East and Africa and work with local partners to coordinate bookings, arrange logistics, build-ups, display, and promoters.

Our in-country network of partners offer a vast portfolio of world-class shows across a broad spectrum of industries and deliver a good return on investment for exhibitors.

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