

PERKAI COMPANY OVERVIEW





STRATEGIC MARKETING SERVICES

VALUE OF PERKAI

Our clients, their customers and partners, are the core of our business model. Perkai tailors its services to clients needs and desired outcomes. Perkai offers fully integrated marketing planning and program execution or an 'a la carte' choice of tactical marketing programs support. We work with Global companies wishing to start up in EMEA to be their marketing resource or companies with existing marketing teams requiring some local support to execute tactical, marketing activities. Our local language marketing services and programs include:

- Strategic Marketing Consultancy & Sales Growth strategies
- IT Security Experienced Marketing Resources
- Result driven Marketing planning
- New business Demand Gen programmes
- Sales & Channel Enablement & development
- Competitive analysis and differentiation
- Corporate positioning & branding
- Customer retention strategies
- Digital Marketing Programmes
- Market perception optimisation
- Local language & Localised Field Marketing
- Organisational alignment & Sales process analyses
- Partnership strategies
- Executive alignment and facilitation
- Content and campaign creation
- Product strategy
- Sales incentive programmes
- ROI Analysis
- Budget planning & Management

Each proposal is tailored to the clients and its business needs.

THE ORIGIN OF PERKAI

The Kabalarian Philosophy teaches that mind and language are intimately linked and is who we are. Most importantly, it is the study of the means to personal growth through logic and reason-a **philosophy** of fact and principle. In this philosophy the name 'Perkai', gives you a clever mind, good business judgment, a sense of responsibility. In this philosophy, behavior, language cultures and people matter. All of the above are core in our business and our values.

At Perkai we share these principles of business acumen, serious-minded, respectful, result and facts driven, honest, transparent and open. What we set out to accomplish, is tailored in accordance with what is right for our clients, their partners and customers.

With 20+ years of international strategic marketing experience, IT & security knowledge, and 4 European languages, the team has the context to make the right decisions and support our clients' business objectives, sales growth to deliver measurable ROI and marketing results.

Perkai delivers a balanced, settled collaborative environment formed of professional marketers, agencies and businesses across EMEA, to offer a choice services, programs and consultants of all levels to suit our clients' needs.

CONTACT AT PERKAI

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