

Co-Founder

Husam Abozekry

MBA, PMP®, LSSGB®, CPIM®



Co-Founder

Ahmed Alsherief

MBA, CA, CIA, FCCA, CISA



4 Brutal Marketing Truth

No One Wants to Hear



A Management consulting firm



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1 Your Brand Is Not Special — Yet

Nobody cares until you
prove why they should.

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2 Content Without Sales Is Just Noise

Viral posts are useless if they don't drive revenue.

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3 Discounts Kill Brands

Compete on value, not on
desperate price cuts.

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4 "Going Viral" Won't Save a Bad Product 🤡

Hype dies fast — quality is
what makes it last.

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