

104th Marketing Club 16th Riyadh

66th Business Club

Set the Company Systems

Re-Set unorganized companies

Tuesday 22-8-2023

10 PM EGY 10 PM KSA 11 PM UAE

FOUNDER & HOST

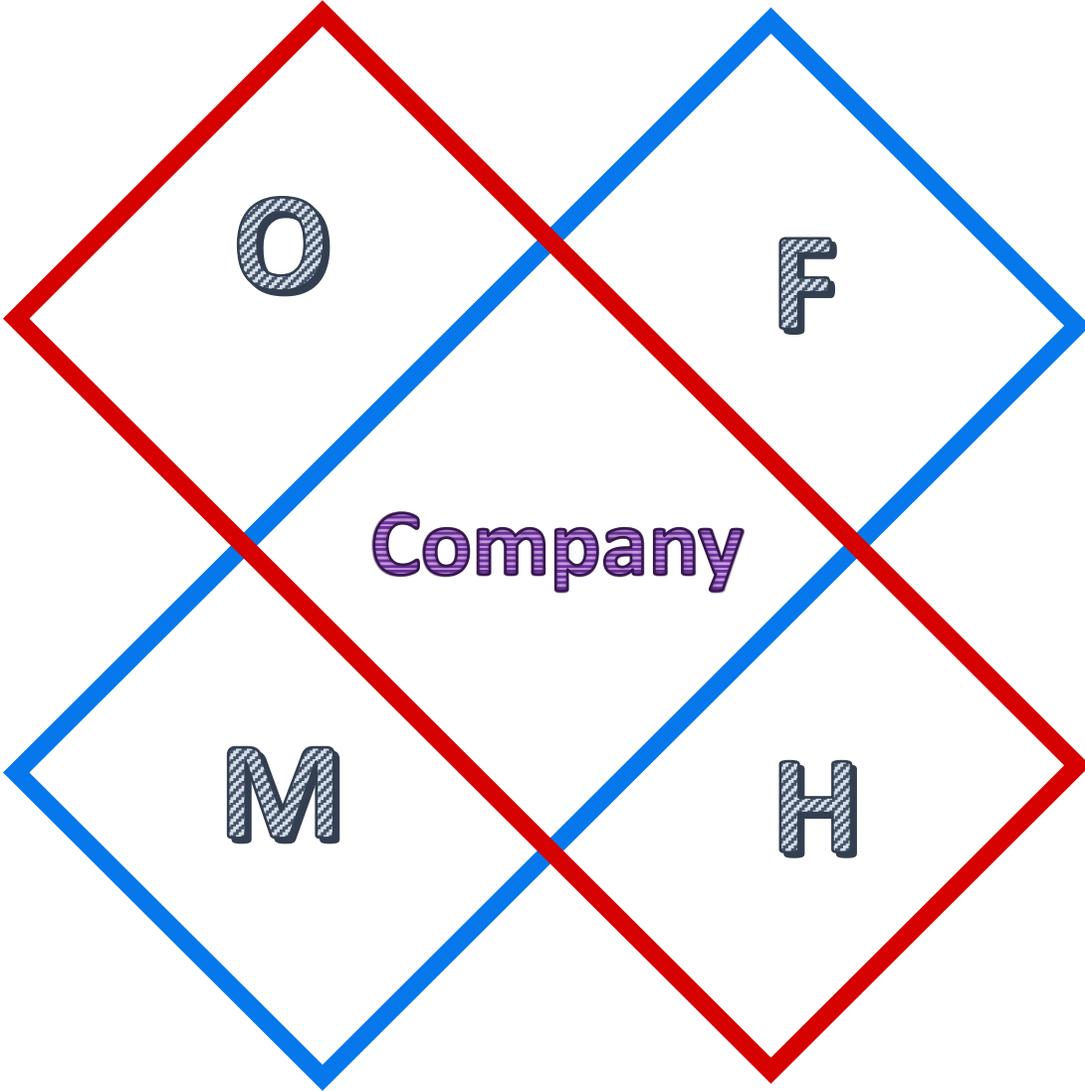
Dr. Mahmoud Bahgat



INSTRUCTOR

Dr. Mohamed Elnady
Sales & Marketing Manager

Systemize Your Company





Mohamad Nadi

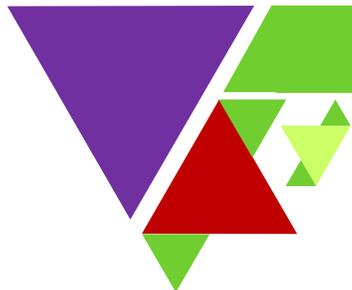


E-mail: Dr.m.nadi@gmail.com

Mobile: 011111 23 190



LinkedIn







During the last decade, Egypt has experienced a continued growth in the number of entrepreneurs, startups, and venture capital investors

Management Of Business



Only “10% of startups are successful each year”, according to Failure.



The Top 10 Reason Why Startups Fail

Lack Of Need In
Market

01

Bad Timing

02

Miscalculated Costs &
Pricing

03

Weak Product Or
Service

04

Weak Market

05

06

Legal Issues

07

Lack Of Investment In
(The Missing Middle Stage)

08

Lack Of Entrepreneurial
Experience & Business
Acumen

09

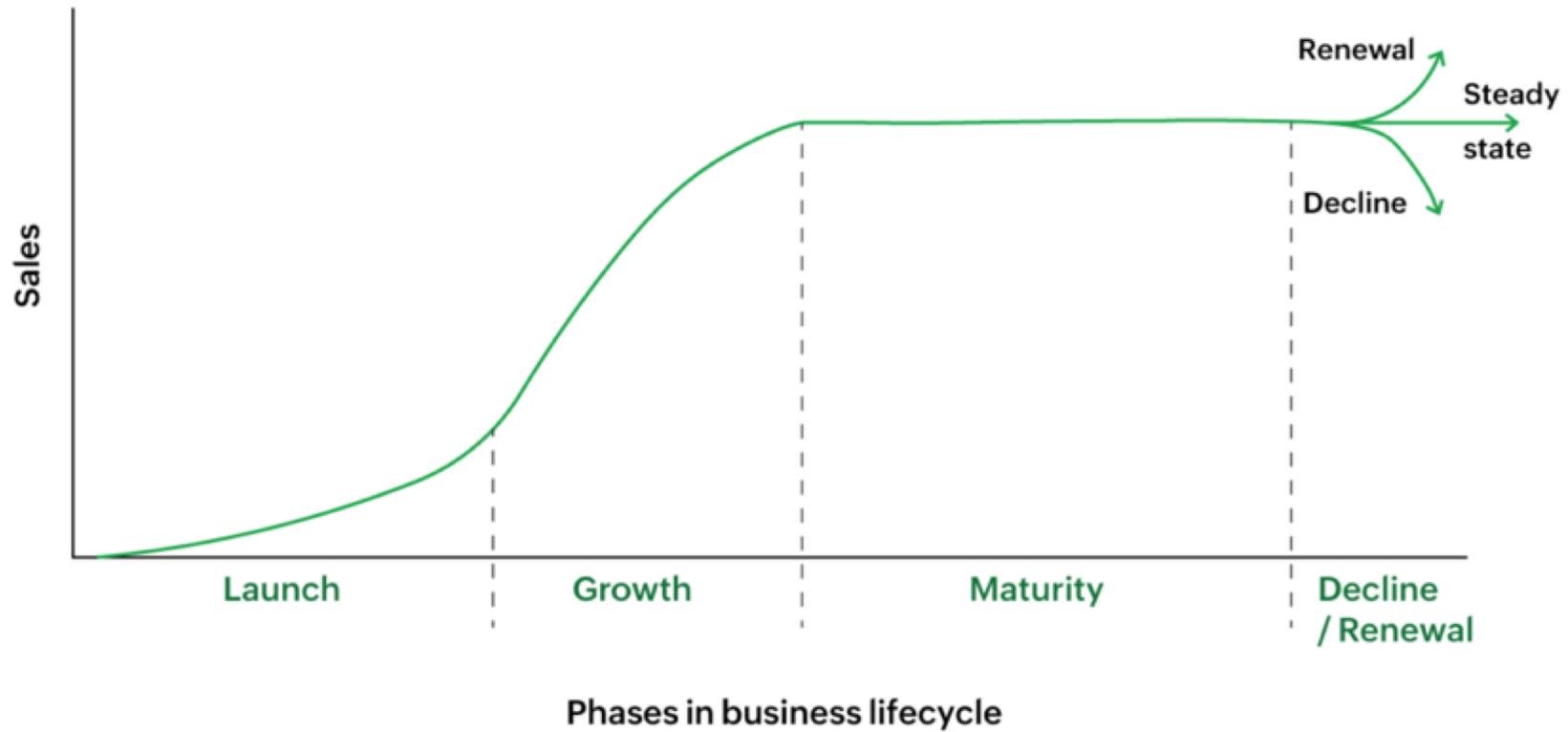
Tolerance Failure

10

Ego Management



Company Life Cycle



Management Functions



How Old Is Your Company?!

Tips to maintain healthy cash flow at each business phase



Launch

- Calculate your businesses' break even point
- Monitor your spending frequently
- Collect receivables on time
- Build and maintain cash reserve for emergencies



Growth

- Forecast your business goals in advance
- Estimate cash required to achieve growth objectives
- Analyze your cash conversion cycle
- Plan and analyze cash resources



Maturity

- Find ways to sustain the market
- Scrutinize your value chain for cost cuts
- Invest your working capital in distribution and promotion
- Identify new ideas to diversify your business



Decline/Renewal

- Find ways to maintain a steady state by cutting costs
- In a decline scenario, value your business ethically
- In a renewal scenario, find new ideas or acquire new business with future scope



BCG Matrix & Strategy implication

Market Growth

High



Low



Low

High

Build

Hold

Harvest

Divest

IMS
Data

Market Share



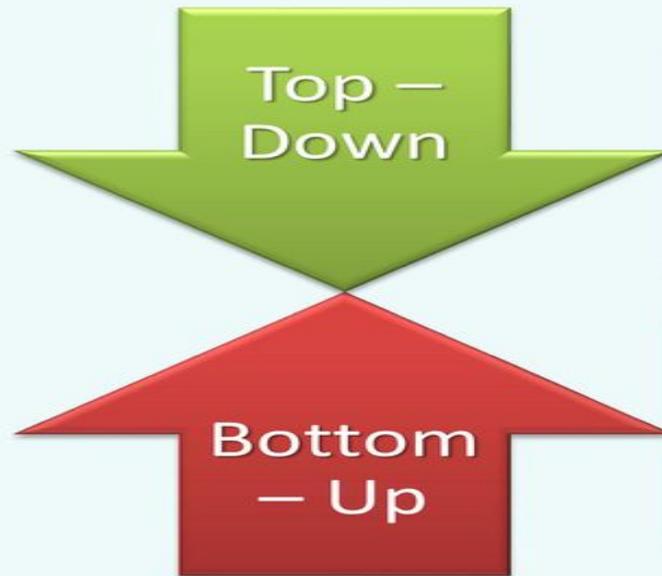
VS



Sales Forecasting

Which Approach Is Dominant?

Top-Down vs. Bottom-Up Forecasting



Top -
Down

- Forecast made at the business unit level then broken down by zone, region, district, territory, and account forecast.

Bottom
- Up

- Forecast made at the “front-line” level and then aggregated up the levels of the organization

MCKINSEY 7-S FRAMEWORK

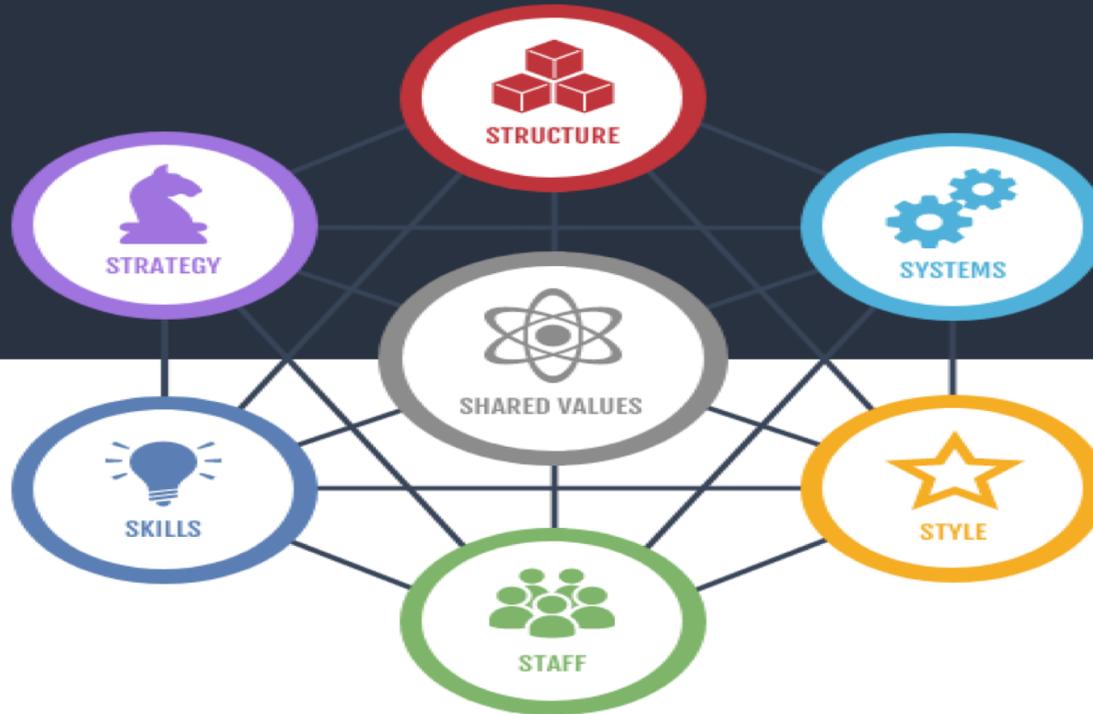
The 7-S Framework is a model that uses a network of related factors that can be used to assess the nature of change in an organization. These seven areas are seen as having equal importance with no hierarchy, and that changing one area will affect all others too. However, Shared Values are placed in the middle, as a company's core values are central to everything that they do.

HARD S

Hard S's are considered easier to define, where management has more ability to control, influence, and apply change to these areas.

SOFT S

Soft S's are considered to be harder to define, and a company's culture will have a strong influence in how these areas are shaped.



STRATEGY

Involves an organization's approach to the market, including its plans and actions to create growth and profits.

STRUCTURE

Pertains to how a company organizes and structures its resources, from capital, budgets, workforce, equipment, etc.

SYSTEMS

The processes and workflows carried out as a part of work responsibilities and the tools used to accomplish the work.

SHARED VALUES

The organization's core values ties everything together, where all aspects of the organization operate under the same set of values.

STYLE

The informal rules of an organization, essentially the culture of a company and how it does things.

STAFF

The employees of the company, and how each employee develops and grows in their roles.

SKILLS

The skills of individual employees as well as the skills of the organization as a whole. The organization would have its core competency but can also outsource when needed.



Source: expertprogrammanagement.com/2018/11/mckinsey-7s-framework/



Breaking down the 3 key

Financial Statements

Income Statement

$$\begin{array}{rclcl} \text{Revenue} & - & \text{Expenses} & = & \text{Net Income} \\ \$10\text{M} & & \$6\text{M} & & \$4\text{M} \end{array}$$

Also provides:
Profit Margin
Gross Margin
EBITDA

Balance Sheet

$$\begin{array}{rclcl} \text{Assets} & - & \text{Liabilities} & = & \text{Equity or Net Assets} \\ \text{Cash,} & & \text{Debts,} & & \\ \text{Property,} & & \text{Accounts} & & \\ \text{Equipment} & & \text{Payable} & & \end{array}$$

Provides a
"snapshot" of a
company's
financial health

Cash Flow Statement



Tracks the
flow of cash
in and out of
the business

NPV Concept



Net Present Value (NPV)

['net 'pre-zɒnt 'val-(.)yü]

The difference between the present value of cash inflows and the present value of cash outflows over a period of time.

 Investopedia



Break-even Analysis



Payback Period

['pā-,bak 'pir-ē-əd]

The amount of time it takes to recover the cost of an investment.

 Investopedia



The Discount Rate For Projects

NPV (\$)

The positive and negative future cash flows throughout a project's life cycle discounted today

VS

IRR (%)

The discount rate at which the net present value (NPV) of an investment equals zero



RFR+(B Coefficient*CRP)=RRR

Study Duration

Required Rate Of Return By The Investor For The Project

| Subject | Value | Remark | References |
|-------------------|---------------|----------------------|---|
| RFR | 14.64% | RISK free rate | CBE (Central Bank of Egypt)+ Tax Authorities |
| CRP | 10.85 | Country Risk Premuim | Moody's and Standard & Poor's (S&P) RANKING |
| BETA Coefficient | 1.2% | Industrial risk rate | Benchmark indicator for related industries |
| RRR (Hurdle Rate) | 27.66% | | |



Define Market Then Go!





Push Marketing

Strategy: Outbound

Pros:

- Helps new brands get off their feet
- Good for niche markets

Cons:

- Lacks a targeted approach
- Can be more expensive



Pull Marketing

Strategy: Inbound

Pros:

- Users know what they are looking for
- Targeted, engages the customer

Cons:

- Requires constant attention
- Works best when there is already brand loyalty



brand strategy

product



CONSUMER

wants and needs

price



COSTS

cost to satisfy

place



CONVENIENCE

ease of buying

promotion



COMMUNICATION

give and take

4P's > 4 C's



Types of Sales Pricing Strategies

1 Competitive Pricing Strategy

2 Cost-Plus Pricing Strategy

3 Dynamic Pricing Strategy

4 Freemium Pricing Strategy

5 High-Low Pricing Strategy

6 Hourly Pricing Strategy

7 Skimming Pricing Strategy

8 Penetration Pricing Strategy

9 Premium Pricing Strategy

10 Project-Based Pricing Strategy

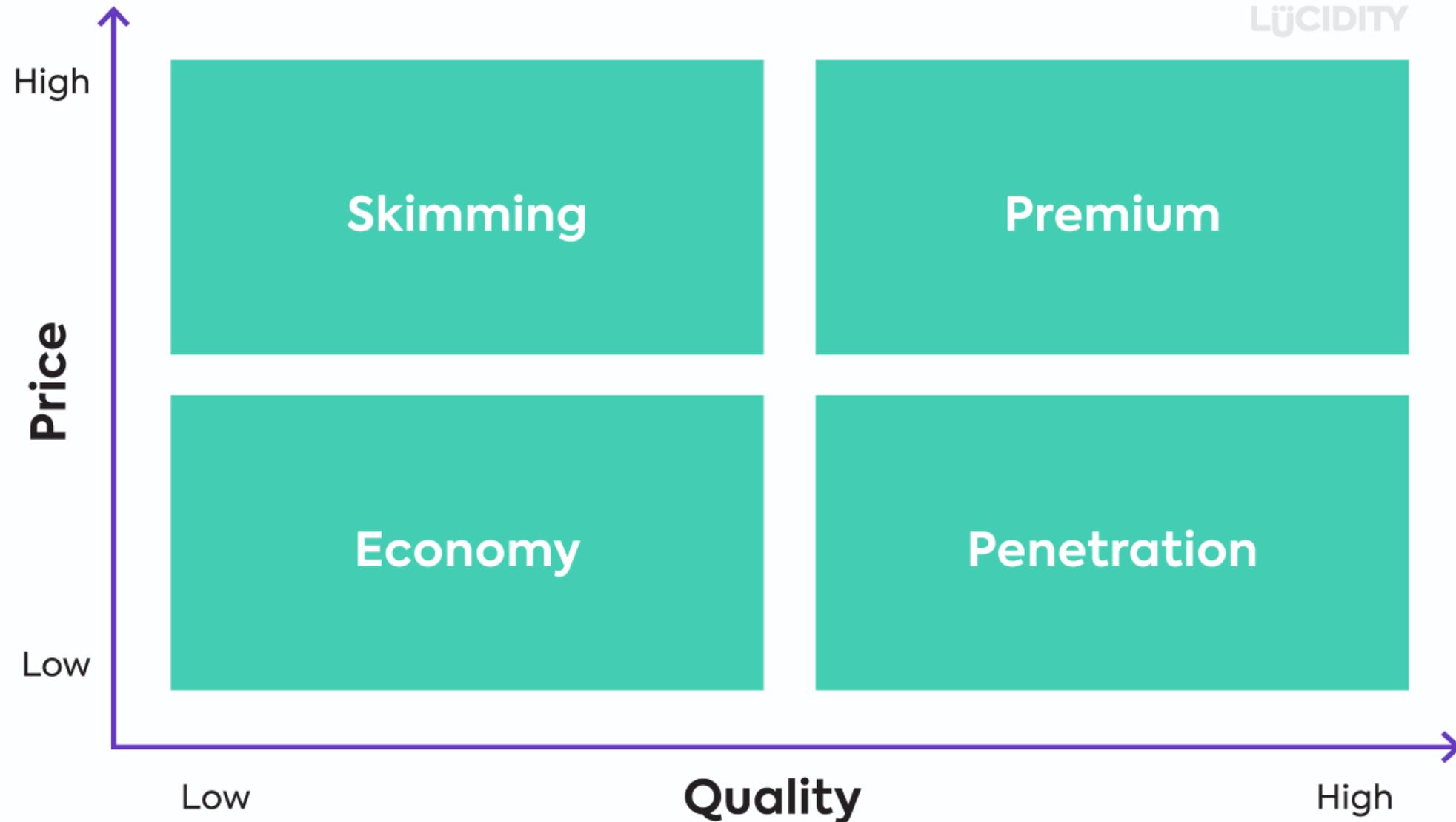
11 Value-Based Pricing Strategy

12 Bundle Pricing Strategy

13 Psychological Pricing Strategy

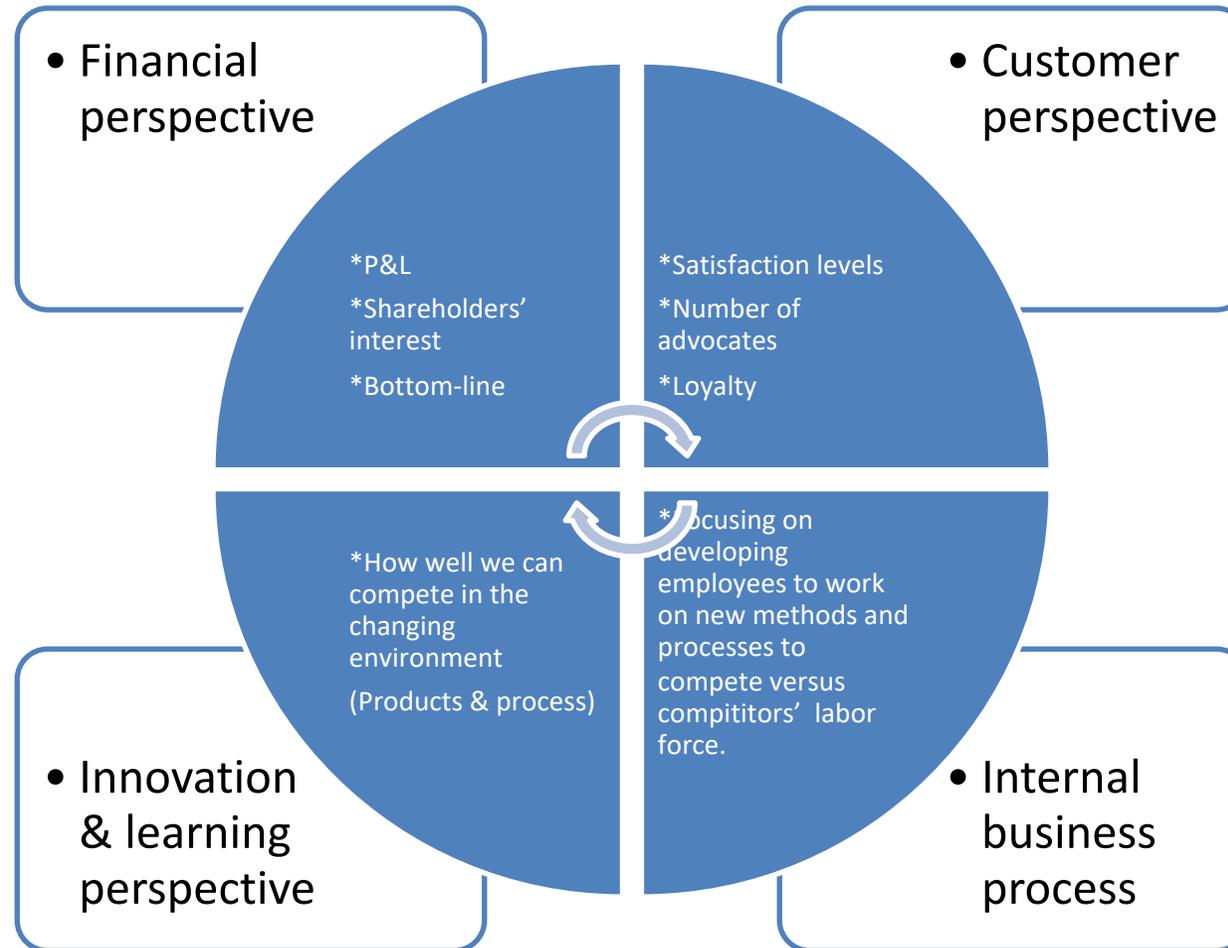
14 Geographic Pricing Strategy

Pricing Strategy Matrix



Metrics/KPI's

Balancing Success For Business



Supply chain management



HR Major Functions

HR Planning

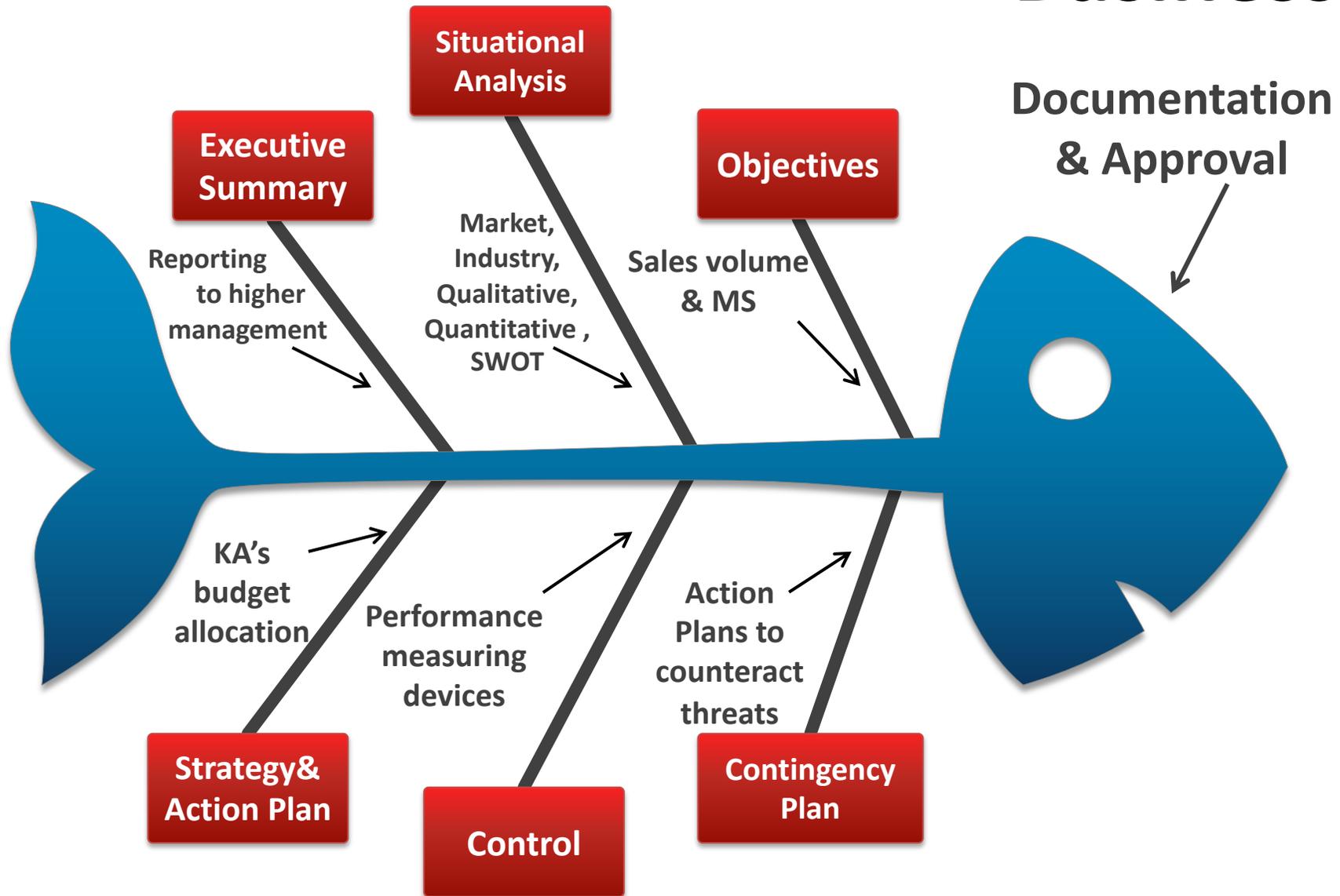
Recruitment & Selection

Performance Management

Compensation and Benefits



Business Plan



Q & A

Thank You

104th Marketing Club 16th Riyadh
66th Business Club

**Set the Company
Systems**

Re-Set unorganized companies

Tuesday 22-8-2023
10 PM EGY 10 PM KSA 11 PM UAE

FOUNDER & HOST

Dr. Mahmoud Bahgat



INSTRUCTOR

Dr. Mohamed Elnady
Sales & Marketing Manager

