

# 8<sup>th</sup> Year Anniversary

since 29-10-2015

## 114<sup>th</sup> Marketing Club

1<sup>st</sup> Jordan Marketing club.

# Strategic Marketing insights

Tuesday 31-10-2023

**8 PM** EGY **9 PM** KSA **10PM** UAE

FOUNDER & HOST

Dr.Mahmoud Bahgat



INSTRUCTOR

Dr.Haytham Marei  
Marketing Director



# Welcome to











**Jeddah 1st Marketing Club 29-10-2015**



**Jeddah 2nd Marketing Club 25-11-2015**



**Cairo 1st Marketing Club 4-12-2015**



**Alex 1st Marketing Club 6-12-2015**



**Jeddah 3rd Marketing Club 29-10-2015**



**Riyadh 1st Marketing Club 17-12-2015**







Lundbeck



AstraZeneca



**hikma.**



NOVARTIS



**Abbott**

**BIOMED**  
Pharmaceutical Industry  
Great by Excellence



# STRATEGIC INSIGHTS

By: Dr.Haytham Marei  
Marketing Director





# THE WHY

## STRATEGIC FORESIGHT

---

If today's businesses are being disrupted from outside of their conventional boundaries, then we must intentionally look broadly at various forces of change before we attempt to think strategically about our areas of focus, and certainly before we build any specific plans for our organizations.

---

# THE HOW

## STRATEGIC THINKING

---

Strategic Planning can only be done properly once leadership has engaged in Strategic Thinking, gaining business insights and competitive intelligence before deciding on specific plans. Though adding this step is important, it's not enough in an environment of exponential change.

---

# THE WHAT

## STRATEGIC PLANNING

---

A strategy is a plan of action. Don't mistake having amazing ideas with the purposeful and intentional ways in which you will actually be able to achieve your short-term goals and long-range vision.

---





# Culture eats strategy for breakfast

-Peter Drucker



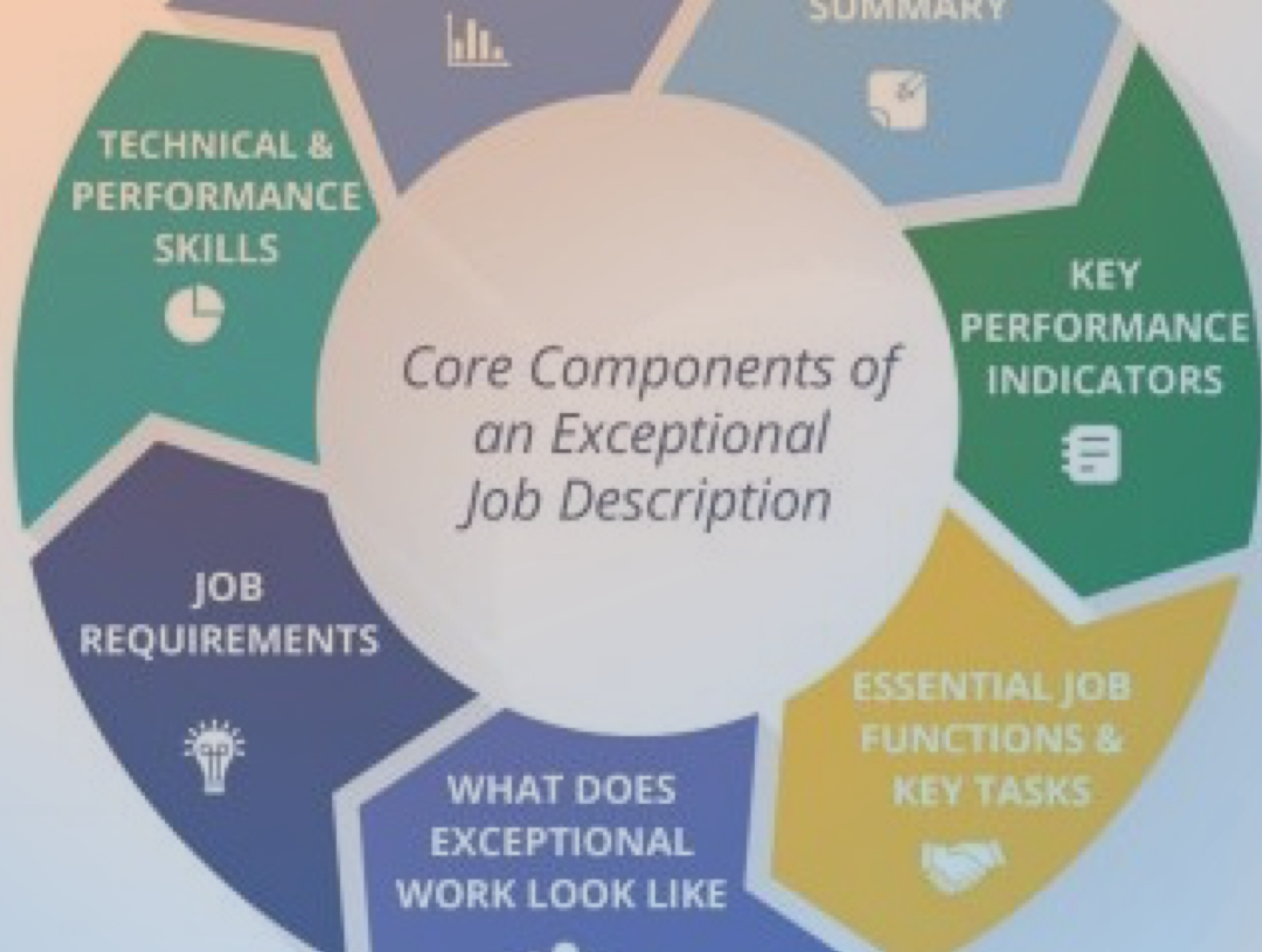
NewAgeLeadership.com





**Maximize profit through creating strategies  
to serve customers' needs and open  
opportunities to create value and image for  
his/her brands and company**







# The STP Process

Segmentation

Targeting

Positioning



# BUDGET





# Product Portfolio



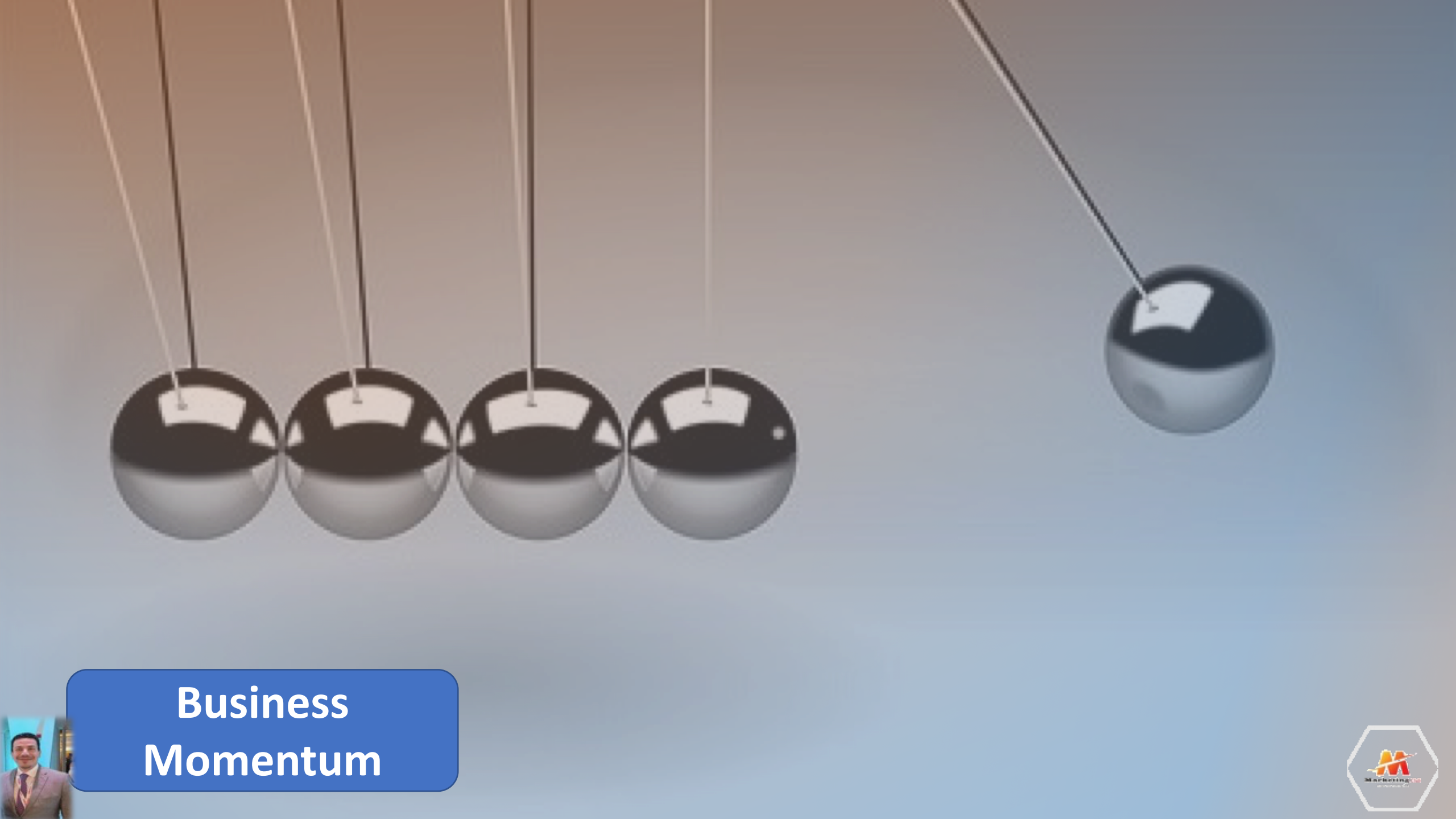




The background is a vibrant, abstract composition. It features several stylized faces in blue outline, some with eyes and mouths. Interspersed among these are various colorful shapes: purple, green, orange, and yellow teardrop or leaf-like forms, some of which overlap. There are also small symbols like asterisks and squiggly lines in orange, purple, and green. The overall color palette is warm and energetic, with a mix of blue, orange, green, and purple.

Communication





# Business Momentum





# Sustainable Competitive Advantage



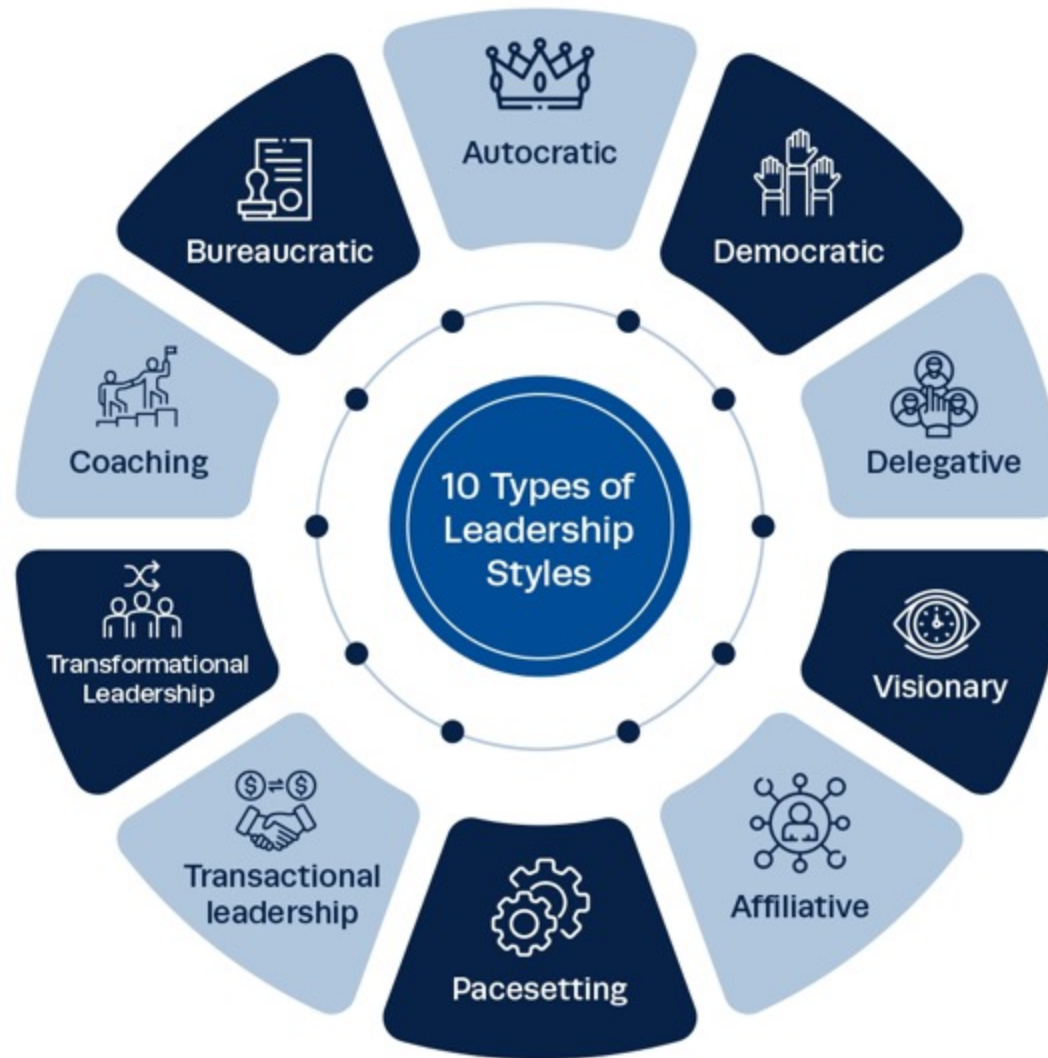


**Business  
Sustainability**

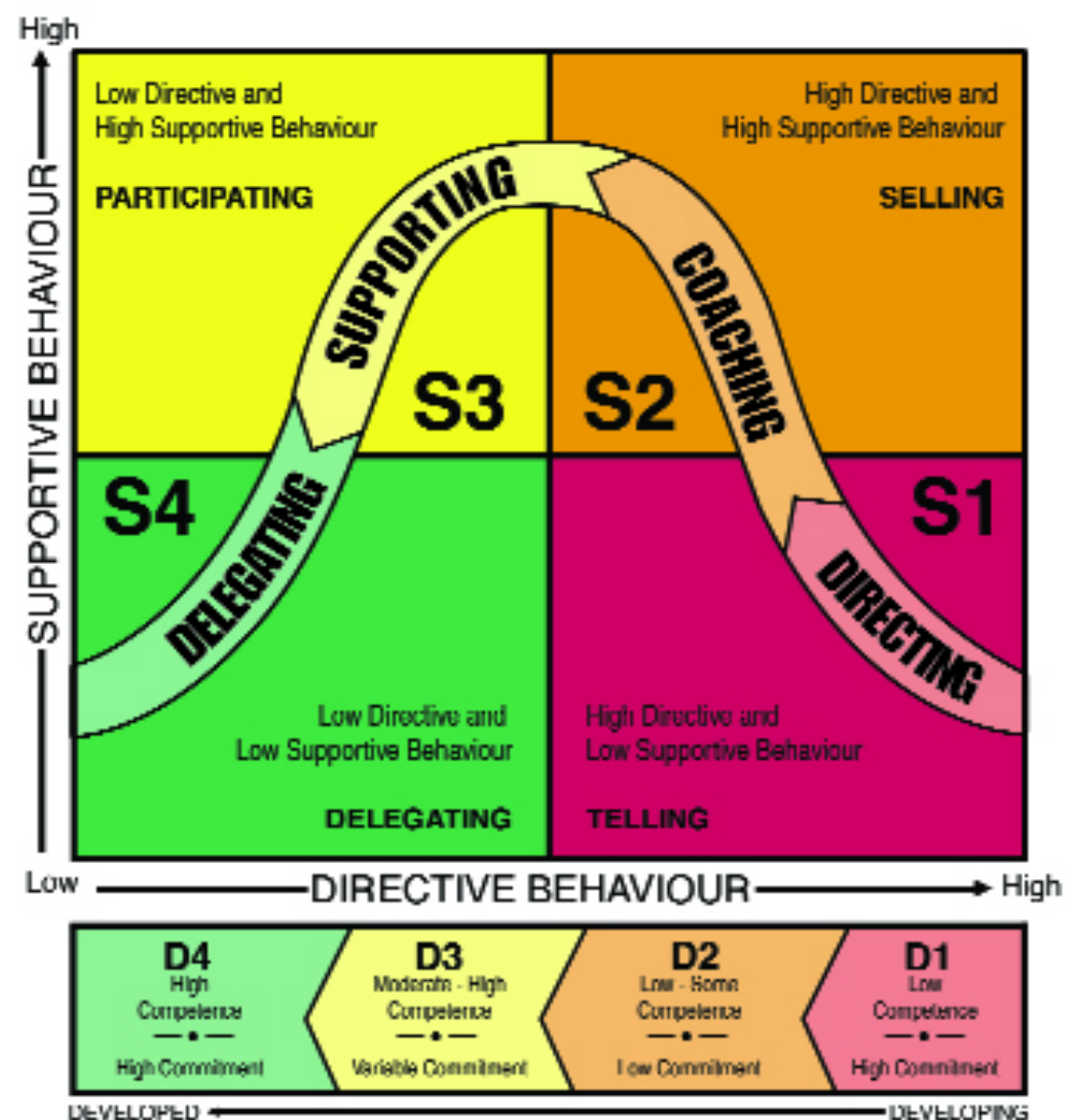
















A close-up photograph of a hand holding a single white puzzle piece. The puzzle piece is shaped like a cross with rounded ends. The words "Core Values" are printed in a bold, dark blue serif font across the center of the piece. The background is a soft, out-of-focus blue.

# Core Values



PRIORITIES





unpredictable





**PANIC!**







**Super Employee**





Fire fighting







Humble







# Micro-Manager



# S

SITUATION



DESCRIBE THE  
SITUATION

# B

BEHAVIOUR



DESCRIBE THE  
BEHAVIOR



IMPACT



WHAT WAS THE  
IMPACT OF THE  
BEHAVIOR/ SITUATION?





Decision Making





# MOTIVATION



ahana.com





**Passionate**



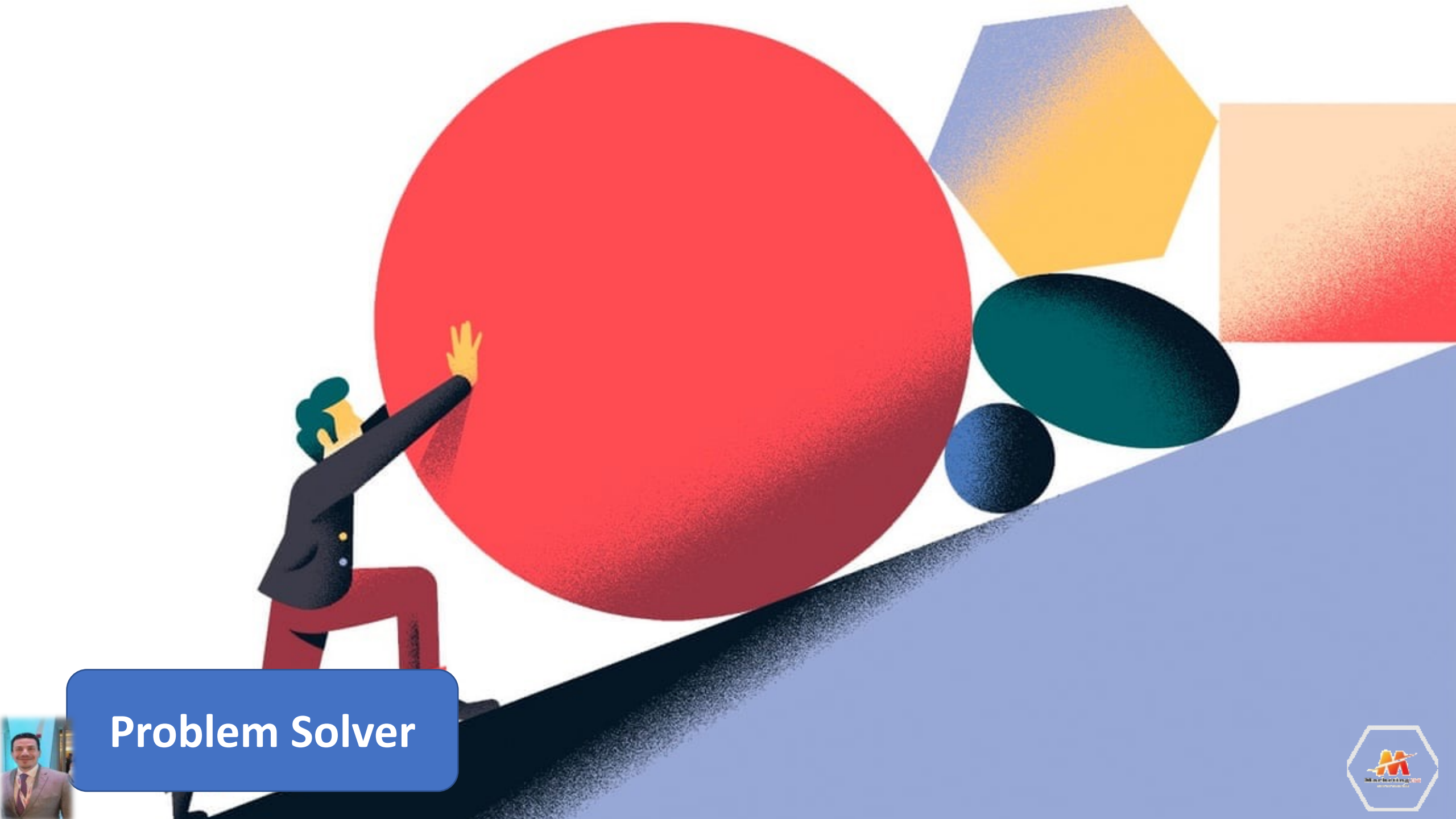




**Perfection**







**Problem Solver**





## Work Life Integration





# 8<sup>th</sup> Year Anniversary

since 29-10-2015

## 114<sup>th</sup> Marketing Club

1<sup>st</sup> Jordon Marketing club.

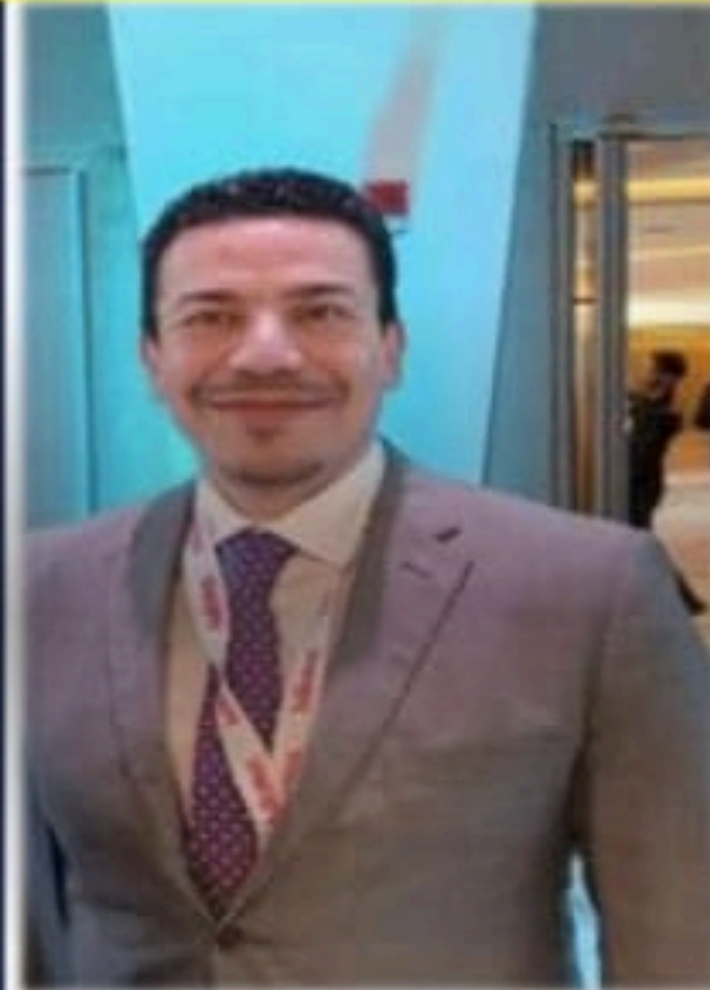
# Strategic Marketing insights

Tuesday 31-10-2023

**8 PM** EGY **9 PM** KSA **10PM** UAE

FOUNDER & HOST

Dr.Mahmoud Bahgat



INSTRUCTOR

Dr.Haytham Marwan

Marketing Director

