



MARKETING *Club* 132nd

132nd Marketing Club
91st Business Club
33rd Jeddah Club



CLUB FOUNDER, HOST
DR. MAHMOUD BANGAT
LEGENDARY DIRECTOR

Practicing Trade Marketing



LIVE WEBINAR

JOIN FREE

Date
5-3-24
Tuesday

Time
8:00PM
 Egypt

Time
9:00PM
 KSA

Time
10:00PM
 UAE

Place
Online
Zoom



Instructor
Dr. Mohamed Abdelnaser
Trade Marketing Manager



15 Years Experience Marketing & Sales

2023 - Now



APIVITA BRAND MANAGER

Biotech Gulf "Cigalah "

2019 - 2023



Trade Marketing Manager

Biotech Gulf "Cigalah " ,KSA

2017 - 2019



Visual Merchandising Manager

Biotech Gulf "Cigalah " ,KSA ,Bahrain

2014 - 2017



Trade Marketing Supervisor

Biotech Gulf "Cigalah " ,KSA, Bahrain

2013 - 2014



Marketing Communication Officer

Biotech Gulf "Cigalah " ,KSA

2012 - 2013



Medical Representative

PHARCO Pharmaceuticals,Egypt

2011 - 2012



Potential Unit Manager

MetLife ALICO ,Egypt

2009 - 2011



Projects Coordinator

CSO GROUP, EGYPT & JORDAN



Main Point :

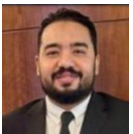
- Trade Marketing
- Trade Strategy
- Real Life Process/roadmap
- Retail/Format management
 - - development category vision
- Shelf management - translation vision to shop floor
- Cooperation with retailers & Vendors





Trade Marketing

Bridge the gap between marketing and sales, driving product demand and sales in retail environments. Their ability to create effective retail marketing strategies boosts product visibility and consumer interest. Trade Marketing Managers play a critical role in supporting sales teams and driving revenue growth.



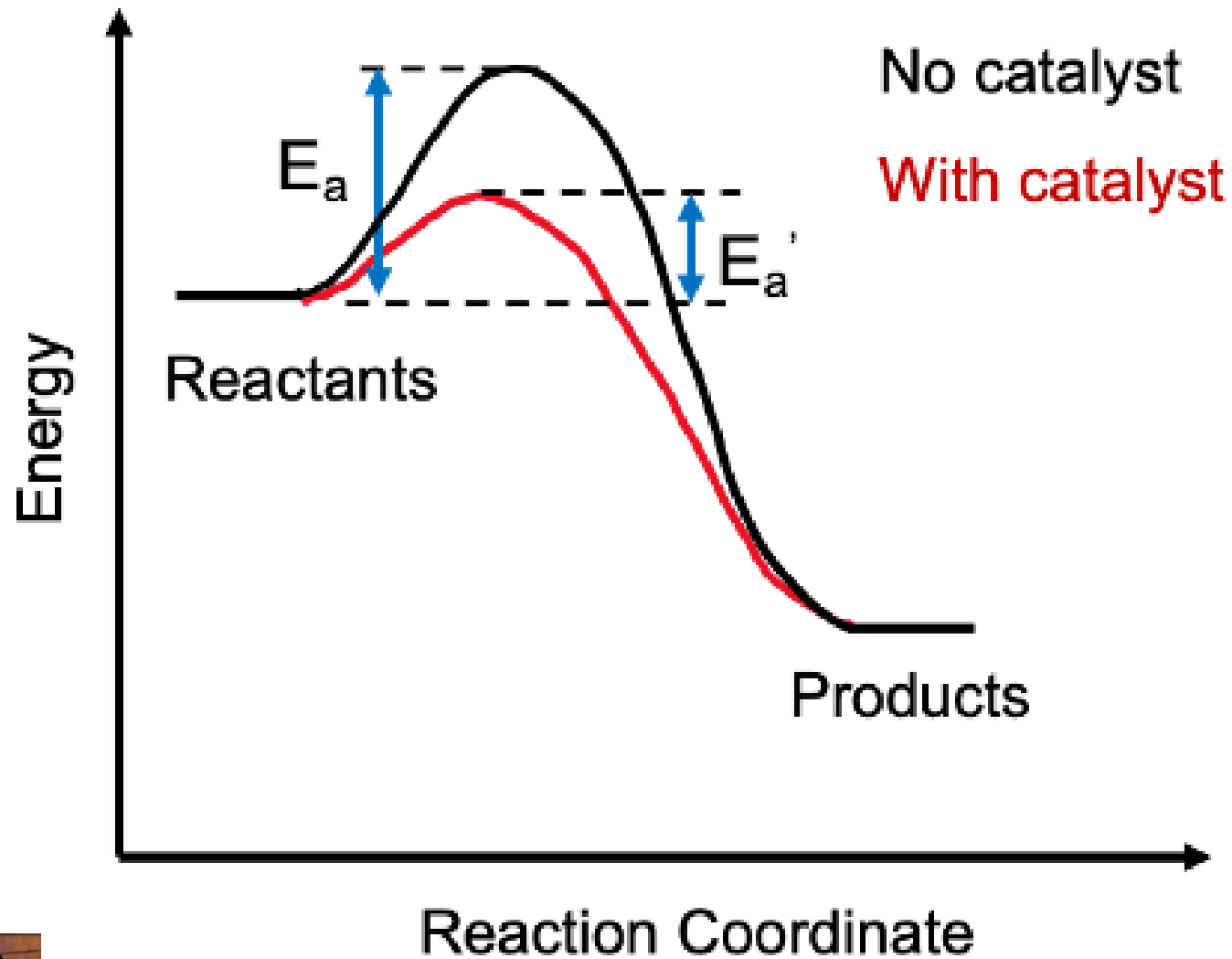
Trade Marketing VS Brand Management

- While brand grants promises, trade must make these promises affordable for the customers. **While brand builds loyalty among consumer (B2C), trade builds trust and relationships with wholesalers and retailers (B2B).**

- **While brand management is the beginning, trade management is an extension of everything brand has achieved so far.**

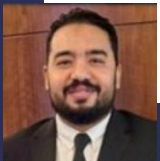
One may say that we do not need two teams taking care of the same product. But when we go deeper into contents of responsibilities and roles it is important to cover them all. There is an evident connection between brand manager's roles and trade marketing manager's roles. It is extremely important that these two teams act in the same direction – for company's profit.





TRADE MARKETING

- WORK AS A Catalyst in Marketing Department .
- Assuring Best Result , Best Quality & time



Practice Trade Marketing :

1. Planning (MARKETING PLANNER)
2. Every Day Tools
3. SOP
4. Project Management (Marketing Activities)
5. •Marketing Material Store control (Stocks)
6. •Logistics .
7. •Promotions
8. •Designing
9. •Campaign & Launches
10. •POS Installation
11. •Part of Deals and Contracts
12. •Brand Budget Control
13. •Vendor Registration and Appraisal .
14. •Kits Offers Production & Packing .
15. •DISPLAY & Merchandising Plan



MARKETING PLANNER

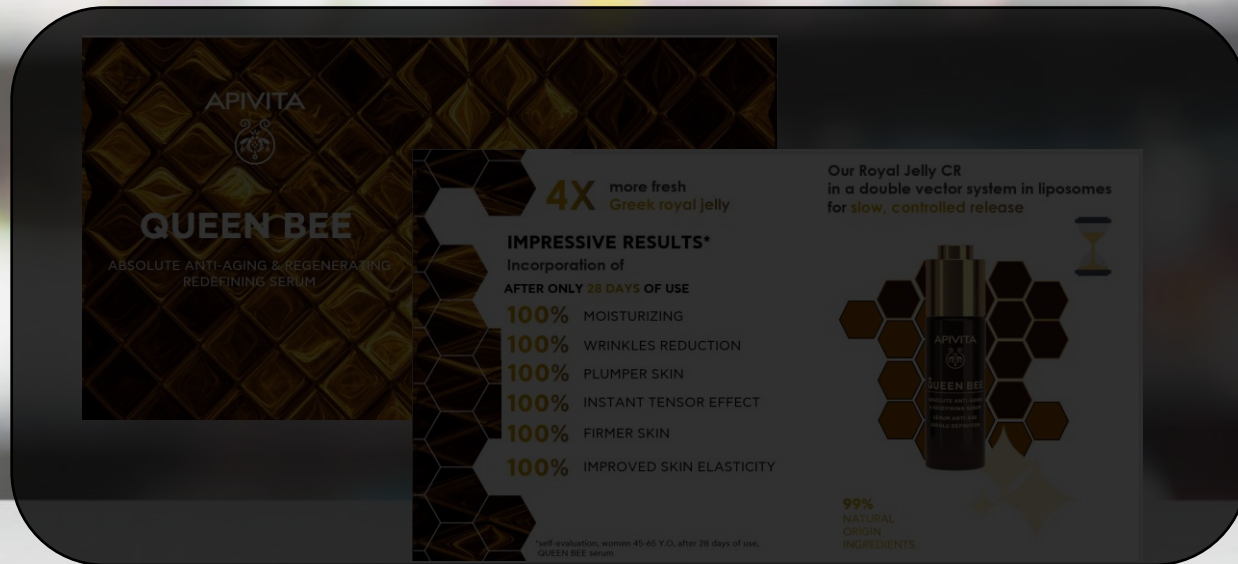
	CYCLE 1			CYCLE 2		CYCLE 3			CYCLE 4		CYCLE 5	
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
LAUNCHES												
	--New Ranege--★			New Product ★		-----★			-----★			
	HAND Range★		Face Care New Range★									
TRADE ACTIVATION												
	Hair Range		Range A	Range x		GIVE YOUR X Healthy			New Campaign★		Range X2	
						Example : Hijj			Activity Name			
PRACTICAL OFFER												
	Skin Care		FACE & BODY			Hair Range						
									FACE & BODY			



TRADE ACTIVATION

CYCLE 1

Samples Flayer

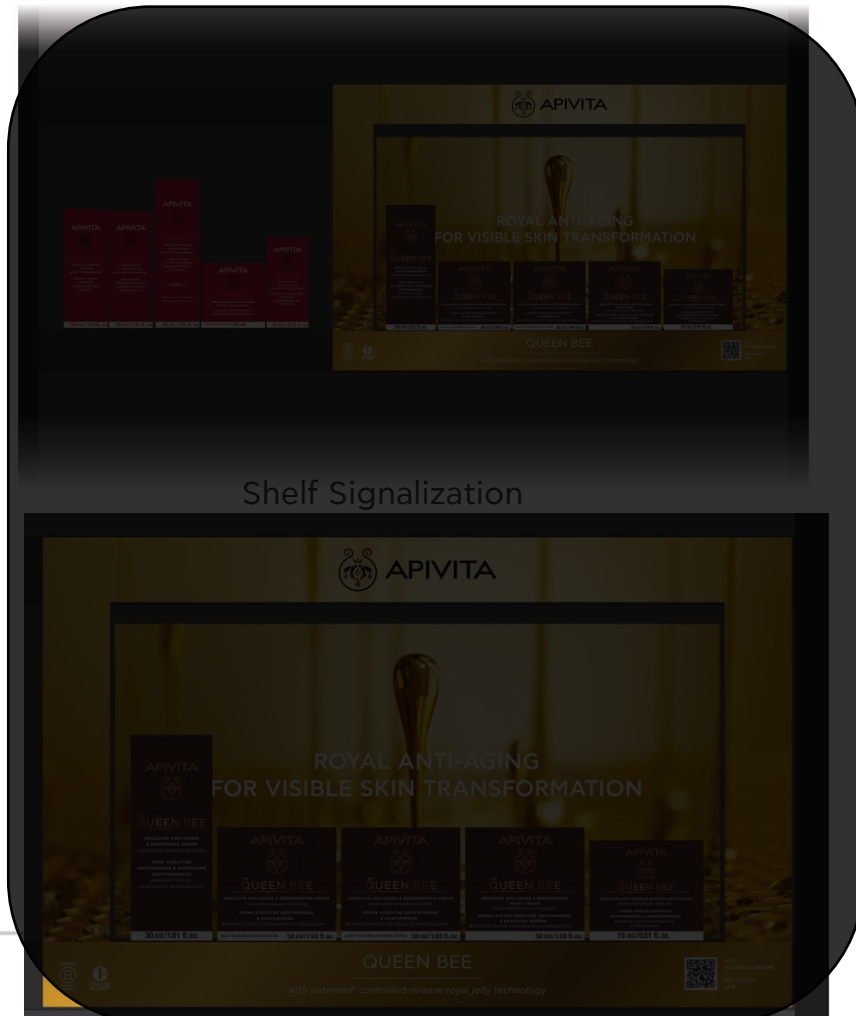


OPEN FILES in GREEK & ENGLISH,
for LOCAL PRODUCTION



TRADE ACTIVATION

CYCLE 1



COUNTER STAND

SPECIFICATIONS

DIMENSIONS: W 26,5/ H 34,8/ D 29 cm

MATERIAL: Metal & Plexi glass

CAPACITY: Serum, Cream, Eye two (2) sellable & one(1) tester each



SPECIFICATIONS

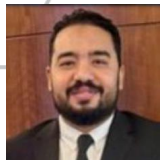
DIMENSIONS: W 46/ H 20/ D20 cm

MATERIAL: Acrylic Golden Mirror



TRADE ACTIVATION

CYCLE 1



SPECIFICATIONS

DIMENSIONS: W 43,5/ H 132,5/ D 39 cm

MATERIAL: Metal & Black Acrylic

CAPACITY: All Queen Bee products, three(3) sellable & one(1) tester each

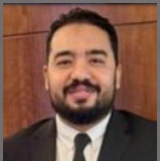
Tools :

DashBoard

Marketing Planner

Cross Function (Validation if there is any updates
Marketing Plan) .

CRM System Monitoring



Project Management :

Responsible for All Marketing Activities ..

Starting from :

Request , Brief , Estimate cost / Budget , Project Approvals , Designs ,
Condition Letters , Procurement , PO , Execution , Invoice Closer .
-Time Management Dashboard

Date	PO	STATUS	Brand	Vendor	Sample Received	Sample Approved	Delivery Date	Days	Type	Rate %	< > February 2023
											Su Mo Tu We Th Fr Sa 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 1 2 3 4 5 6 7 8 9 10 11
1/4/2023	23045	Complete	Multi Brand	Al-Eman Advertising Agency	1/23/2023	23/01/2023	30/01/2023		Store Dressing	100	El Habib Pharmacy
1/9/2023	23022	Complete	EUCERIN	Arab Craftsmen Co	1/9/2023	09/01/2023	19/01/2023		Podium	100	Eucerin Booth
08/01/2023	23018	Complete	Multi Brand	Golden Vision Advertising Agency	10/01/2023	10/01/2023	22/01/2023	1	Floor Stand	100	Gondola Almotamaa
1/23/2023	18880	Complete	Avene	Almoghles Adv Est	1/23/2023	25/01/2023	02/02/2023		Offset Printing	100	Avene brochures
1/26/2023	23098-2	Complete	FILORGA	Almoghles Adv Est	1/28/2023	08/02/2023	13/02/2023		Offset Printing	100	Filorga Bag / brochures
1/26/2023	23098-1	Complete	FILORGA	United Printing Company	1/26/2023	26/01/2023	14/02/2023	20	Podium	100	FILORGA Booth
1/26/2023	19141	Complete	Avene	United Printing Company	1/26/2023	26/01/2023	14/02/2023	20	Podium	100	Avene Booth
2/9/2023	23169	Complete	Avene	AL ITIFAQ PRESS CO	2/13/2023	13/02/2023	15/02/2023		Offset Printing	100	Avene brochures jeddah derm
09/02/2023	23161	Complete	Avene	Almoghles Adv Est	13/02/2023	13/02/2023	15/02/2023		Offset Printing	100	Avene Pepar Bag
13/02/2023	23269	In Progress	Avene	Smart Vision Trading EST	13/02/2023	13/02/2023	15/02/2023		Gift Items	100	Flash Memory



Planning :

- Review Marketing Plan .
- Elements for each Cycle .
- Cross Function Meeting to validate if there is any update .



POS Installation :

Through Trade Marketing Officers
Installation of : Display elements (Shelf talker , Floor Stands , Wall
unites , etc ...





Display Elements





Display Elements

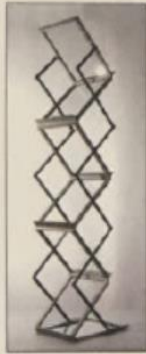
1. Floor Stands & Wall Units
2. Counter Stands
3. Glorifiers
4. Counter Top
5. Tester Bar
6. Roll Ups
7. POP Ups
8. balloons
9. Totems
10. Headers
11. Shelf Talker
12. Danglers
13. Booklets & Catalogs
14. Flyers
15. User leaflet
16. Brochures
17. Foot Print
18. Wobblers
19. Paper bag
20. Product Cards
21. Back Lights
22. Promotion Kits
23. Prescription Pad
24. Trials



Brochure Holder Stands



Upright Clear
Acrylic Brochure
Holder Stand
(Code: BHC-A4)



Zig Zag
Polycarbonate A4
Size Leaflet Stand
(Code: BHCZ-A4)



Zig Zag
Wooden A4 Size
Leaflet Stand
(Code: BHWZ-A4)



Zig Zag
Metallic A4 Size
Leaflet Stand
(Code: BHMZ-A4)



Brochure
Holder Rack
(Code: BHR-A4)



Netted A4 Size
Leaflet Single
Column Stand
(Code: BHNS-A4)



Netted A4 Size
Leaflet Twin
Column Stand
(Code: BHND-A4)



GATE-FOLD



ROLL-FOLD



BI-FOLD



ACCORDION FOLD



Z-FOLD



TRI-FOLD



C-FOLD



Flag Poles

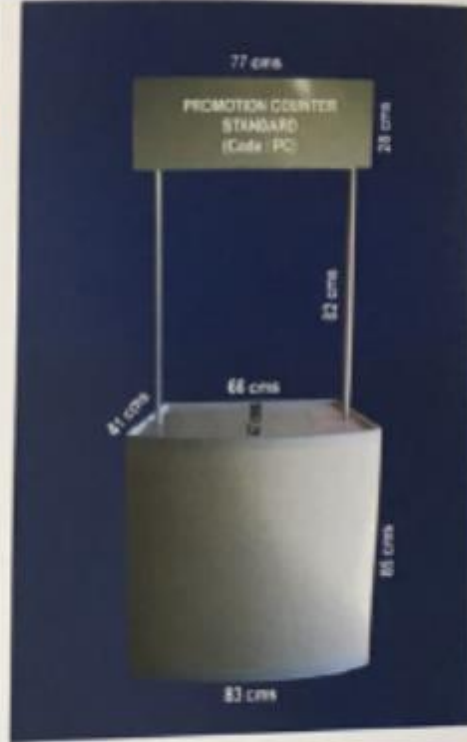


Dish (Optional)



Flag Pole
(Code: FLAG POLE) Height ~ 5.4 & 7.4

Promotion Counter

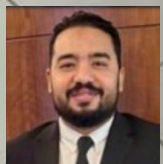


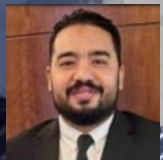
Popup Counter



Promotion Table



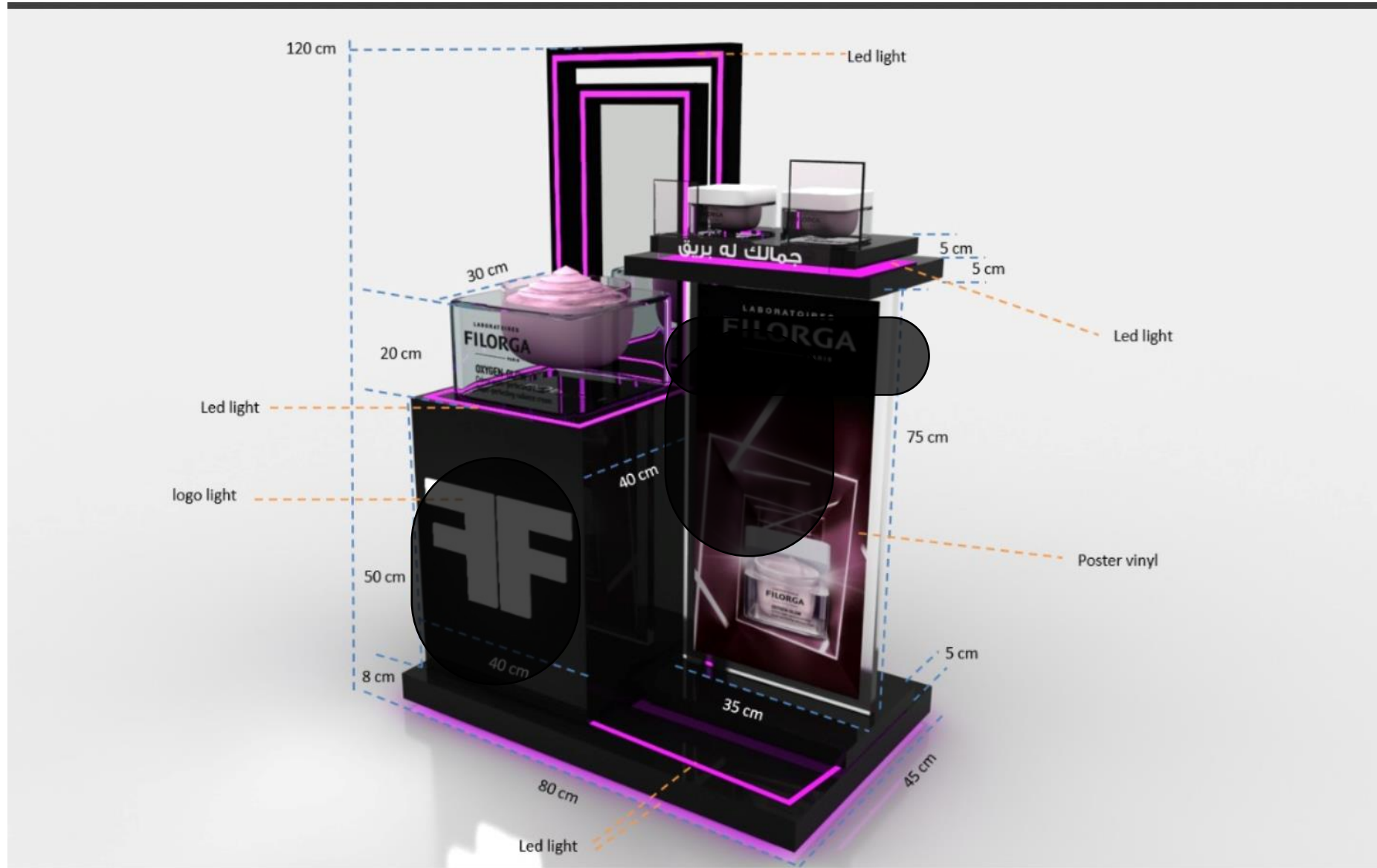






PRODUCTION











Campaign & Brands Launches

Responsible for Campaigns Execution .

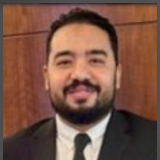
Work with Brand Managers & PR team to Plan & Execute Launches .

Conference Meetings & Events .



Deals & Contract

- Retailers New or Annual Contracts - TM is responsible for Marketing Support Part .
- Trade Marketing Agreed with Retailers & Sales Team with Plan of Activity & Display .
- Apply Marketing Activity according to Brands Calendar.



Budget Control :

Track Brand Marketing Budget with Brand Managers for “ to choose the best fitted activities “

Some Companies : Management Assign Budget for Trade Activities and TMM is responsible for optimizing the budget according to marketing plan & market Demand .

Vendor Registration & Appraisal

Check Vendor Profile and visit production house & Agency to validate Vendor ability to cover company requirements .

Send Approve to Procurement Department to enroll vendor to Company vendor list .

Evaluate Vendor performance & Quality of Each Project .

Kits Offers Production & Packing

Coordination with (Brand Managers & Sales Team) to plan Kits Production starting by Promotion plan & Mechanism .

Prepare Di-Cut to prepare Design & Barcode Creation .

Raise Project request & Condition Letter .

Support Key Account with Samples for Coding .

Responsible for Production , Receiving , Logistics Process for Empty Kits .

Goods Receiving from Wearhouse and Delivery to Packing vendor .

Deliver Kits after Packing to Wearhouse then distributed to Retailers .



DISPLAY & Merchandising Plan

Update Merchandising plan with brand Manager according to Brand Marketing Calendar .
Planning & Production of Updated Display elements .
Alignment with Merchandising team in implementation .



Thank You



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 Egypt

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 KSA

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10:00PM
 UAE

Place
Online
Zoom



Instructor
Dr. Mohamed Abdelnaser
Trade Marketing Manager