



**ARAU GROUP**  
YOUR KEY TO SUCCESS

**ARAU MARKETING  
COMMUNICATION**

## C.E.O. Mission Statement

Our corporation values lie in the happiness of our employees and the appreciation of our customers. As one of the most important driving forces in developing modern society, corporations have become the backbone of the communities they belong to. To build a happy and harmonious society, it is a worthwhile attempt for us to build a thriving business. We strive to fully undertake our social responsibility, build a green and sustainable businesses, lead as an example of a thriving business, and ultimately achieve the shared vision of "home".

Experiences:

- Over 25 years of experience in the sales and retail industry within the MENA region.
- Held top business development positions for leading businesses in Saudi Arabia.
- Vast consulting experience with many leading companies in the MENA region.



## Who Are We? We Provide a One-Stop Business Solution

Our mission: to fulfill customer's needs through convenient, sustainable offerings and provide simple yet perfect customer service to maximize the shareholders value.

Our values: •Integrity •Quality •Transparency •Team work •Discipline.

Our vision: •Perfection •Consistency •Efficiency.

ARAU Group Services are conducted by professionals with significant marketing experience and they operate in focused functional areas. Through these areas, we can develop concepts, and support training and career development. In addition to that, we can also provide environmental services, project management, information technology and effective marketing strategies. Over the last years, we have developed knowledge and expertise to meet the customers' needs and to offer integrated business solutions.



## OUR STRENGTH

We always consider the importance of Market needs

We're at the forefront of Leading Global Practice

Commitment to agree on specific targets

An Open Collaboration and Flexibility Approach

Uniquely Innovative and Progressive Approach

Diverse range of service offerings

We can meet your requirements

We can design, develop and deliver full business solutions

We believe it's vital to keep our clients up to speed with the cutting-edge practices

We're flexible to accommodate your individual requirements

Knowledge of the best-practice benchmarking



**ARAU GROUP**  
YOUR KEY TO SUCCESS

## SERVICES OVERVIEW

We provide a one-stop shop concierge integrated service package to emerging businesses.

Marketing

Business Solution

Consultancy

Brand Building

Global Sourcing



**ARAU GROUP**  
YOUR KEY TO SUCCESS

## MARKETING SERVICES

We Provide Simple Yet Effective Marketing Activities

SOCIAL MEDIA SOLUTIONS

BULK SMS

BULK EMAIL

WEB DEVELOPMENT

GRAPHIC DESIGNING

APPS DEVELOPMENT

PROMOTION

ADVERTISING



**ARAU GROUP**  
YOUR KEY TO SUCCESS

## **BUSINESS SOLUTIONS**

We provide cost-effective business solutions to meet your objectives and budgets, such as:

- CRM SOLUTION BUSINESS
- INTELLIGENCE FEASIBILITY STUDY
- BUSINESS RESEARCH
- SOFTWARE DEVELOPMENT
- BUSINESS PLANNING
- SWOT ANALYSIS
- ROI ANALYSIS



**ARAU GROUP**  
YOUR KEY TO SUCCESS

## **CONSULTANCY SERVICES**

We Have Wide Experience in Retail, Distribution & Manufacturing

EVALUATION

DEVELOPMENT

NEW PROJECTS

SOP

PLANNING

CONCEPTS

EFFICENCY

ENGAGEMENT



**ARAU GROUP**  
YOUR KEY TO SUCCESS



## **GLOBL SOURCING SERVICES**

We Deliver Customized Global-Based and Full BPO Sourcing (Business Process outsourcing) Solutions For Our Clients

RIGHT SOURCE

NEGOTIATE

ENGAGEMENT

VERIFY

PROCESS & INTRODUCTION

SCORE CARD

SUPPLY CONSISTANCY

COMMUNICATION



**ARAU GROUP**  
YOUR KEY TO SUCCESS

## ARAU Experts Can Assist You at Every Step.

### The process:

First, it begins with:" the importance of market needs".

Then, we carry out a considerable research.

After that, we put the details of the solution.

### Evaluation:

-Launch the completed project.

-Continue the relationship with the clients from year to year.

-Collaborate and Produce.

-Receive an ongoing support.

### Presentation:

- Present the project development plan for review.

-Get acceptance and approval on the project.

-Run a back-end review of the project on the test area.

-Implementation.



**ARAU GROUP**  
YOUR KEY TO SUCCESS

# **ARAU MARKETING COMMUNICATION SERVICES**

**WEB DEVELOPMENT**

**CORPORATE IDENTITY**

**EVENT MANAGEMENT**

**DIGITAL MARKETING**



**ARAU GROUP**  
YOUR KEY TO SUCCESS



**YOUR KEY TO SUCCESS  
THANK YOU**