



RAYAT MARKETING®

Retail | Events & Exhibitions | Market Surveys | POSM

www.rayat-marketing.com

Leaders in Retail Solutions

Rayat Marketing

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Geographic Coverage

Riyadh - Jeddah - Dammam – Mecca - Madinah - Khobar - Buraidah
Tabouk - Taif - Ehsa - Jubail - Arar - Hafr Al Batin - Cairo - Alexandria
Sharm El-Shiekh - Hurghada - Aswan - Ismailiya - Kafr El-Shiekh
El-Sharkeya - El-Faiyum - El-Suiz - Assiut - Mansoura - Domiat - El-Mahala

Rayat Marketing Company (KSA)

Abu Bakr El Sideek, (opposite Al Mursalat Medical Center), 1st Floor
Riyadh, 11372, Tel: 011 4500 410

Rayat Marketing Consultations (Egypt)

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Al Maadi, Tel: +202 25 245538 Ext. 4405

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Rayat Marketing

An established leader in Retail Field Promoters & Merchandising service offering national coverage (Saudi Arabia & Egypt) for International & multinational Brands delivering smarter solutions that help them grow faster and more efficiently.

With a strong client service team of Promoters and an experienced merchandising force, Rayat Marketing provides a stretchy and groundbreaking approach to stimulating strategies in Retail.





Rayat Marketing

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For over 15 years Rayat Marketing has been helping some of the most powerful brands in world markets reach – & exceed – their performance objectives.

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Vision & Mission

To ensure Customers feel the same Passion as Brand owners do for their Products & Services and to establish real Brand experiences and sales initiatives that bring Brands to life, increase reach, convert customers and drive revenues.

Core Values

WE BELIEVE IN BUILDING RELATIONSHIPS

Projects come & go, however, our relationships are endless. Our philosophy in serving clients is purely simple: first we listen, then we respond and over-deliver at all times.

WE BELIEVE IN DELIVERING QUALITY WITH INTEGRITY

According to the saying, your word is all you've got. We deliver what we promise for and adding our special touch to each project

WE BELIEVE IN OURSELVES

We've proved it to ourselves time and again over the last 15 years: with great partners, we can achieve the impossible.

WE BELIEVE WHERE THERE IS RESPECT, THERE IS TRUST

With respect derives trust and with trust originates relationships. We bring a culture of expertise and the comfort of family to every relationship we build.

EXPERIENCE THAT WE BELIEVE IN

Our beliefs help brands reach their maximum potential. Rayat Marketing, Where Ideas Take Flight.

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Our specialized Team is well qualified to meet short-term tactical support to strategic retail deployment, to develop a prompt, efficient and cost-effective solution to meet Clients requirements.

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Leadership Statement

Rayat Marketing performance speaks for itself. Since 2004 onward, the company has experienced accelerated growth.

This success has fuelled our journey of “Together – We’re all Winners” with our team, clients and stakeholders.

Compelled by our mission, vision and core values, we are always willing to take the extra mile for our clients and are never pleased to delivering anything other than brilliance.

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We Deliver

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Promotion & Merchandising Services

Excellence in quality & execution is the heartland of our long-standing reputation.

Our route to market teams are tasked with the well-organized application of the point of buying strategy, connecting with our clients to sell more and increase market share.

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From taking initiatives to increasing sales where we have the ability to influence orders, to building on-shelf visibility and optimizing flow, activating and energizing brands, we're always there to make certain that our clients stand out from the crowd and their products are in stock on the shelf and all the time.

Such success is achieved by a blend of dedicated, synergized and customized teams of **Rayat Marketing – leaders in retail solutions.**

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Whether the requirement is for a Team of Promoters, Merchandisers or Mystery Shoppers, be it a dedicated Consumer Electronics, FMCG, or any other business field segment, Rayat Marketing is known for its competitive edge towards entertaining the best suited Teams for you on territorial and national coverage base around the Kingdom & Egypt.

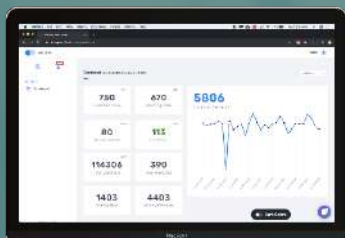
We understand that your requirements may vary throughout the year, but we do not believe this should impact the quality of Teams provided forward.

Key to Rayat Marketing's success in the field arena is its excellent staff retention rates, initial and ongoing commitment to sales training, team motivation and personal development.

Promoters & Merchandising Teams are actively supported & managed by Team Leaders, Account Managers, Supervisors and Mystery Shoppers Team - on a day to day basis focusing on the quality of sales and customer service.

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Best Practice



RayatDynamics®

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A RETAIL ONLINE SERVICE OPERATION SYSTEM

RayatDynamics Retail Online Service Operation System is a fully automated, platform for planning, managing and reporting operations on a local & national scale and is put to use by the Rayat Marketing Team throughout their operational activities. Access is customised to Clients of Rayat Marketing to oversee specific data performance reports introduced on day to day basis by Rayat Marketing designated Team serving their Brand/s on territorial basis.

The System seamlessly manages everything from finding Promoters & Merchandisers to managing them, collecting data towards generating specialized reports.

Key system highlights include:

- ✓ A Fully comprehensive retail service operations system.
- ✓ No limit to the amount of data points that can be collected with Uninterrupted data collection frequency.
- ✓ Data automatically updated and pushed to clients
- ✓ dashboard through web and mobile devices.
- ✓ Automated analysis through pictures, videos and graphs.
- ✓ GPS-enabled execution maps for real-time individual store results and analytics.
- ✓ Fully automated issue tracking and resolution system.

The background of the slide features a photograph of a stage lighting technician. The technician, wearing a dark t-shirt and a headlamp, is seen from the back, working on a complex rig of large, professional stage lights. The scene is set outdoors, with a building visible in the background. The image is partially covered by a semi-transparent teal overlay where the text is located.

We Deliver

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Events & Exhibitions Services

We have our own methodology approach to events management, a 360 services creative solution; budgeting, scheduling, site selection, stages and platforms, lighting, a/v, technical support, registration, coordinating transportation and parking, arranging decor, event security, visitors management, advance tools to manage activities catering plans, etc.

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✓ **We offer Planning & Organizing services**

We entertain a strong and professional Team of organizers who have individual passions, work efficiently and effectively to fulfil your vision whether organizing a small social gathering or a large corporate conference, the team is ready to chart your achievements, including budgeting, scheduling, site selection, visitors traffic management and more...

We believe in creating an unforgettable event, conference, and meeting experiences that help motivate, inspire, and attract your audience.

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✓ We offer Logistics Support services

We provide the necessary requirements that enable us to offer best performance in all transportation and fleet management processes in dedication to meet events and exhibitions needs..

✓ We offer Stages Backdrops

We create & design stage backdrops that are visually striking, flexible branding solutions giving your event impact. Backdrops are photographic quality prints on fabric that are illuminated to leave an impression. They are a great way of delivering a message, promoting a product, reinforcing the message of an event, or building recognition of your brand.

✓ We offer Technical Solutions & Flexible Booth Designs

We entertain equipment that serve events in all aspects. We provide the latest technical solutions including lighting, registration system, audio control and monitoring systems and more customized systems that fulfil all events requirements. We also design & construct and install booth designs based on your corporate identity, colours and themes work.

We Deliver

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Production Services

We offer Design, Printing, Gift Items, Promos Materials & plenty more...

We are able to design for you a concept and create an endless body of work that clearly captures the look and feel you wish to achieve.

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Our professional design Team is able to translate rough ideas from ground up and transform to a best looking brand you aim to have for your Organization

- ✓ Business cards, from simple to fancy.
- ✓ Stickers. Die cut, vinyl, transparent, etc,
- ✓ Digital Signage, Print advertisements for trade publications, Gift Items, Agendas, etc.
- ✓ Brochures, catalogues, booklets and flyers that move a potential customer to take one home.
- ✓ Display Stands (Roll Ups, POSM collaterals, Exhibit Stands, Booths, Podiums, Promo Materials, Pop Ups, Backdrops, Exhibit Stages, etc).

We also install Lighting Effects for indoor & facades areas as well as provide marketing campaigns utilizing all available tools of communication reach to audiences.

Branding Materials

You name it, and we'll get
done for you!

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DIGITAL SIGNAGE SOLUTIONS

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Exhibit Stands SOLUTIONS

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Digital & Marketing Services

We're idea creators, designers and executors of growth strategies for your company in efforts to acquire profitable customers throughout thoughtful means of advertising services & digital communication tools.

Creating quality advertising takes time, creative energy, resources, and a certain amount of experience, whether it's a project or a campaign, we'll be your strategic partner of choice that works for your business reach.

We intend to redefine the value and expectations of creative services by tying together a 360 degrees solution starting from strategy consulting to a thorough execution of ROI driven, digital experience, road shows and more...



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We offer Digital Strategy services

Creating a marketing strategy and action plan can be exciting and hectic even for most experienced marketers.

Our digital marketing planning Team shall work with you to provide expert advice and bring creative-changing strategies to life. Our talented Team seeks to understand what you want to achieve and develop complete solutions that help you meet your marketing ambitions.

We'll help you plan where you want to get and point you in the direction along the way.

We offer Corporate Branding services

Your brand represents your company's primary essence. It's what sets your organization apart and separates you from your competition.

Our Team works hard for you to establish a reliable, well-defined brand positioning strategy that will clearly set apart your brand from other competitors and why customers should choose you.

This can be achieved by a powerful storytelling that can generate a strong emotional attachment with your customers and audiences. It's the binding-building power of storytelling that importantly drives loyalty and trust.

We offer Market Surveys (CAPI) / Retail Audit Reports

Rayat Marketing was the 1st in Saudi Arabia to introducing a Realtime survey methodology using CAPI (Computer-Assisted Personal Inter-viewing), customized as per the needs and requirements of each client.

The designed "CAPI" platform on premises data collection, enables Realtime sharing of information, usage of a broad range of multimedia functions and implement complex questions. This application is based on Android & IOS platforms.

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We offer Social Media & Campaign services

Social media has proven to be addressed as a viable and potentially well-paid marketing channel for B2B & B2C Organizations of all sizes, across markets.

Our Team is specialized in crafting targeted, high quality content that serves to attract, engage and even convert customers as they influence their social relationships into their purchasing decisions.

In setting up strong digital campaigns and connecting you to your audiences, Our social media marketing Team spans all of the major social networks and a variety of niche sites, including Google+, Facebook, Twitter, LinkedIn, Pinterest, Instagram, SlideShare, YouTube and more for the big result your company may be searching for.

We create & manage social pages, digital campaigns, online advertisements, 24/7 customer engagement, search engine optimization, search engine marketing, monitoring & more.

We offer Web & Mobile App services

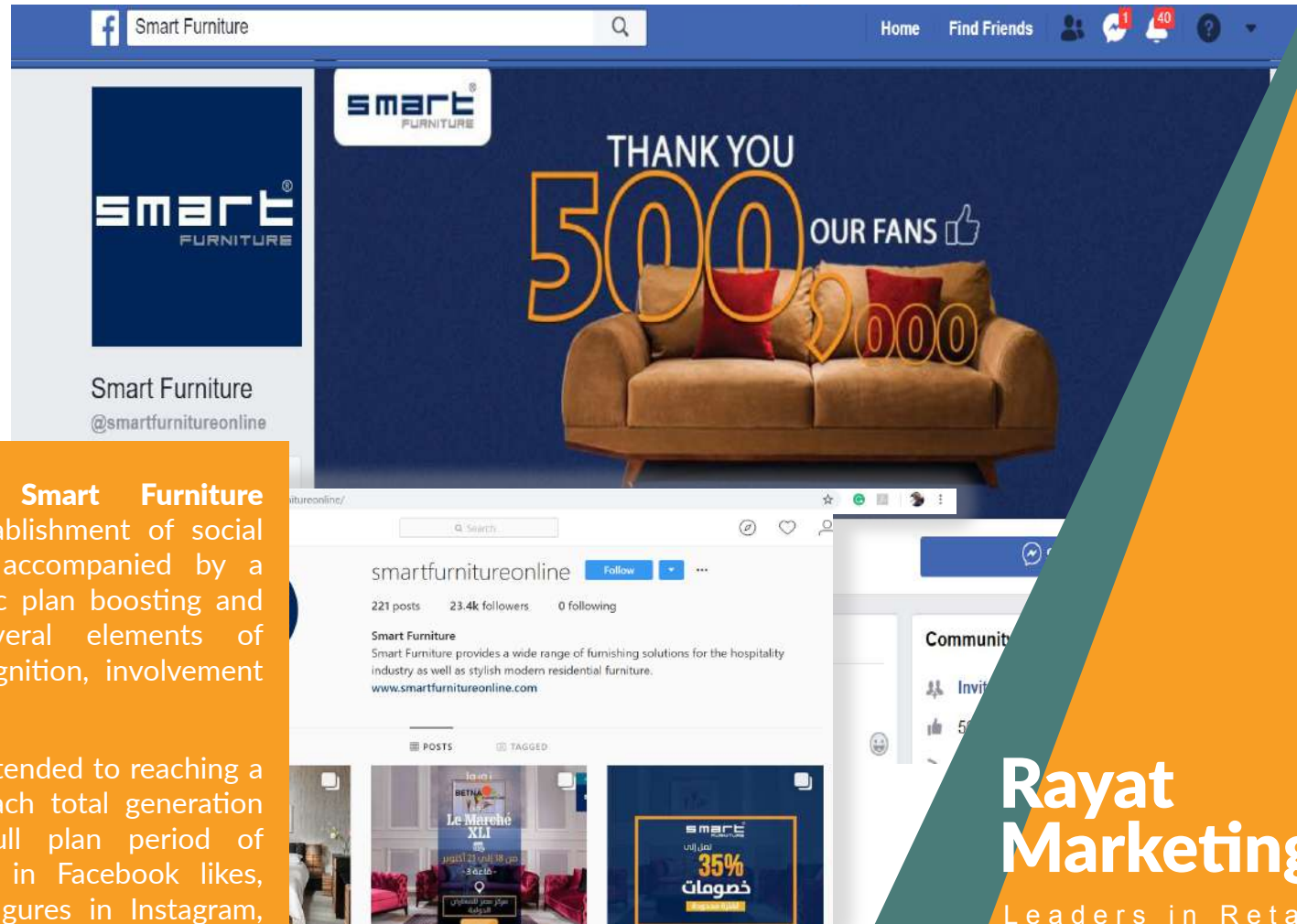
Whether you're starting a new website or you've had a presence online for years, we can help you.

Our experienced Team of programmers can build anything from simple to large-scale website applications that will revolutionize your industry, products, processes, or communications. Imagine it and we'll build it.

We offer Content Marketing services

Content marketing is a tool of marketing that encompasses the creation and sharing of online material (as videos & 2d-animations, blogs, email, and social media posts) intended to stimulate interest in your Brand products / services. It is the practise of addressing the value of your product or service to your customers & audiences.

SOME OF THE SOCIAL MEDIA PAGES EXECUTED



The Client **Smart Furniture** requested establishment of social media pages accompanied by a digital strategic plan boosting and triggering several elements of audience recognition, involvement and posting.

All that was attended to reaching a community reach total generation within the full plan period of over 500,000 in Facebook likes, considerable figures in Instagram, etc.

SOME OF THE SOCIAL MEDIA PAGES EXECUTED



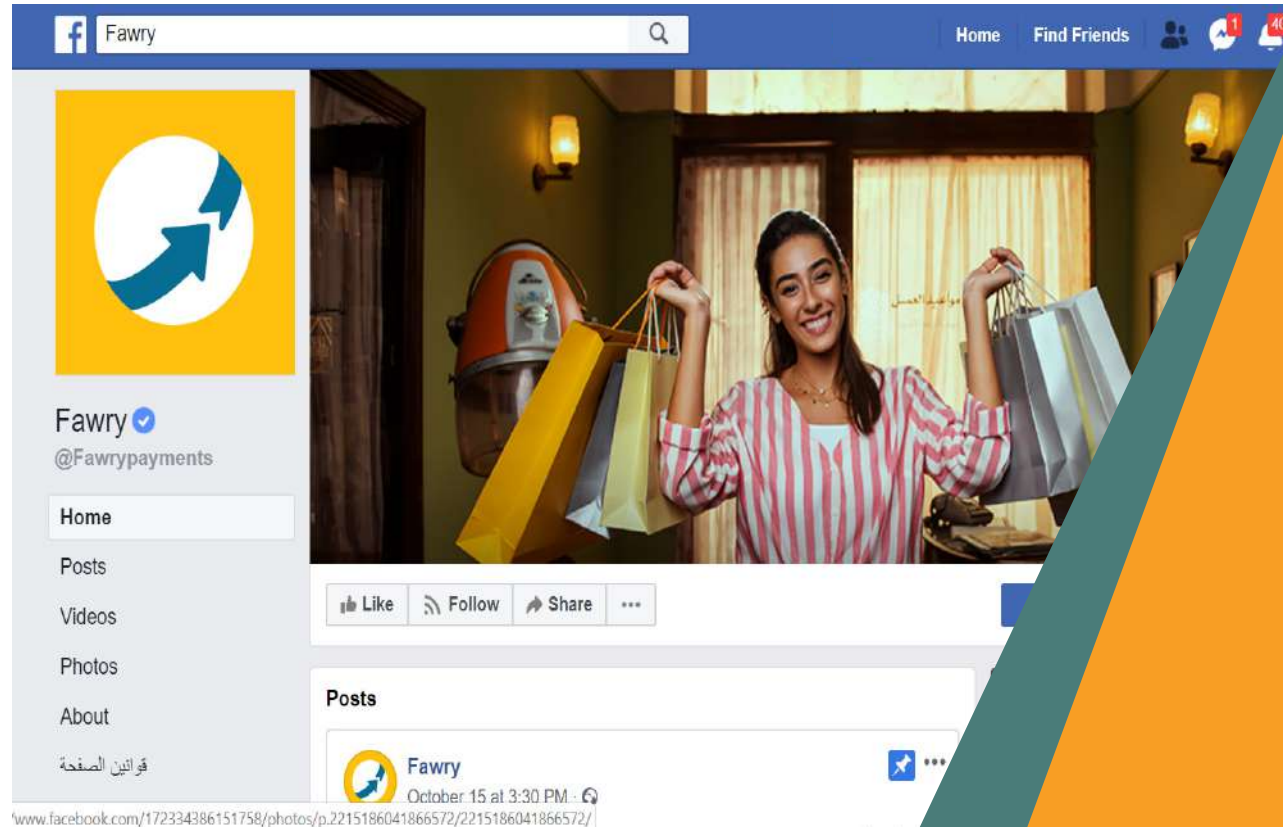
COTTONIL requested establishment of the redesign of its SM pages accompanied by a new digital strategic plan to stimulate audiences and new prospects to its brands and new collective models thru the introduction of its new collection and community engagement throughout the campaign forward.

Over 120,000 likes and unlimited community engagement of posts, etc. the Client was satisfied with the reach achieved within the declared period as per plan.

SOME OF THE SOCIAL MEDIA PAGES EXECUTED

Fawry requested establishment of a digital strategic social media pages and campaign to boost its continued awareness plan of its unmatched services if offers to simplify the billing headache of audiences and utilizing the simplest tools of communication put in use for day to day transactions.

A digital campaign Plan with prior strategic guidance from a corporate objective, and over 200,000 likes reached within a short period on facebook likes, accompanied with over 2000 followers on Instagram reach fulfilled leaving Client in comfort zone.

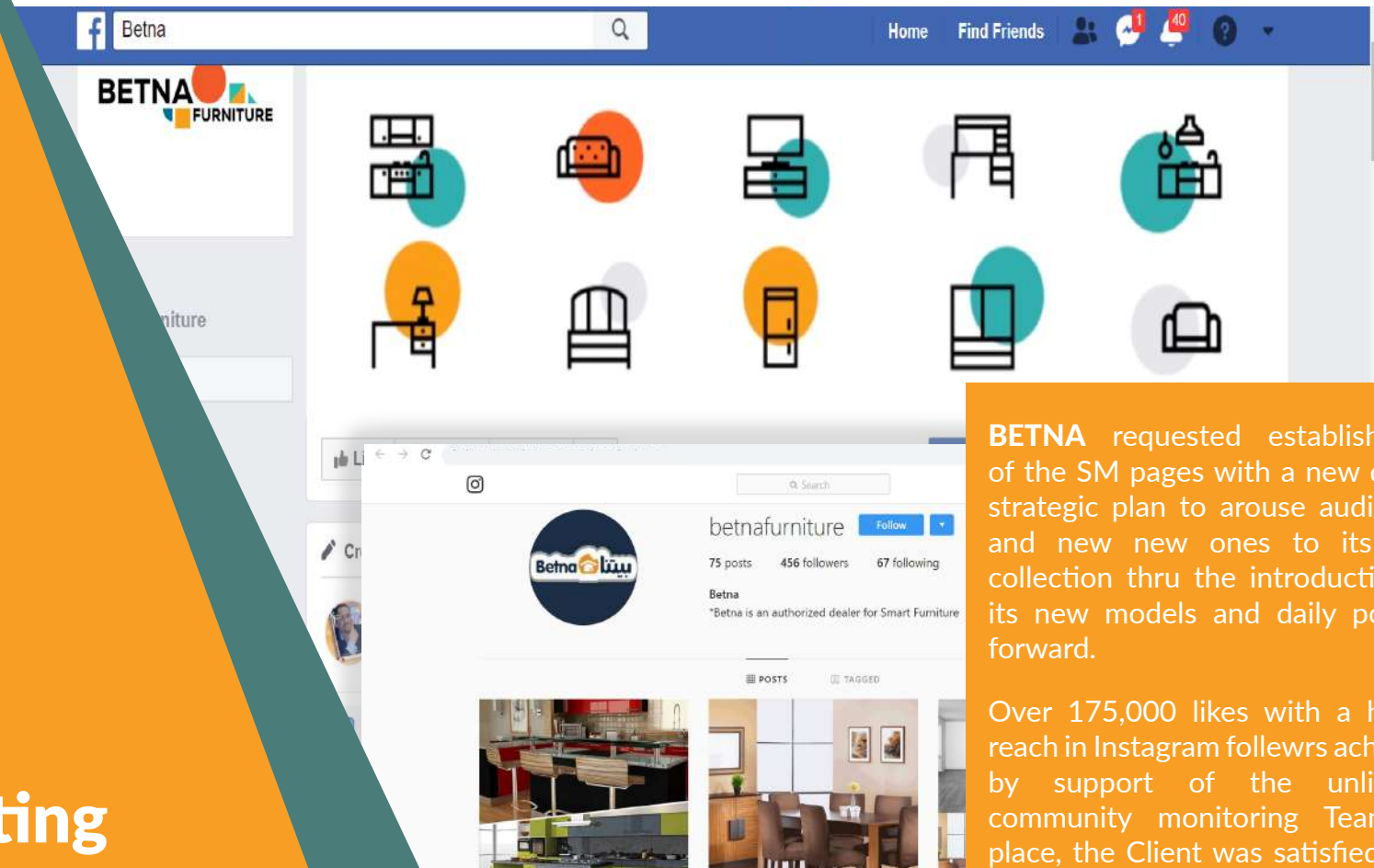


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SOME OF THE SOCIAL MEDIA PAGES EXECUTED



BETNA requested establishment of the SM pages with a new digital strategic plan to arouse audiences and new new ones to its new collection thru the introduction of its new models and daily posting forward.

Over 175,000 likes with a higher reach in Instagram followers achieved by support of the unlimited community monitoring Team, in place, the Client was satisfied with the reach achieved within the declared period as per plan.

SOME OF THE WEBSITES PROJECTS **EXECUTED**



HOME ABOUT US MEN SOCKS ▾ WOMEN ▾ KIDS ▾ TIGHTS ▾ CONTACT  ENGLISH 

Men, Women, Babies

FOR ALL AGES



The Client **Solo** had requested to follow and adopt brand guidelines – in a way to focus in the website over legs and socks only.

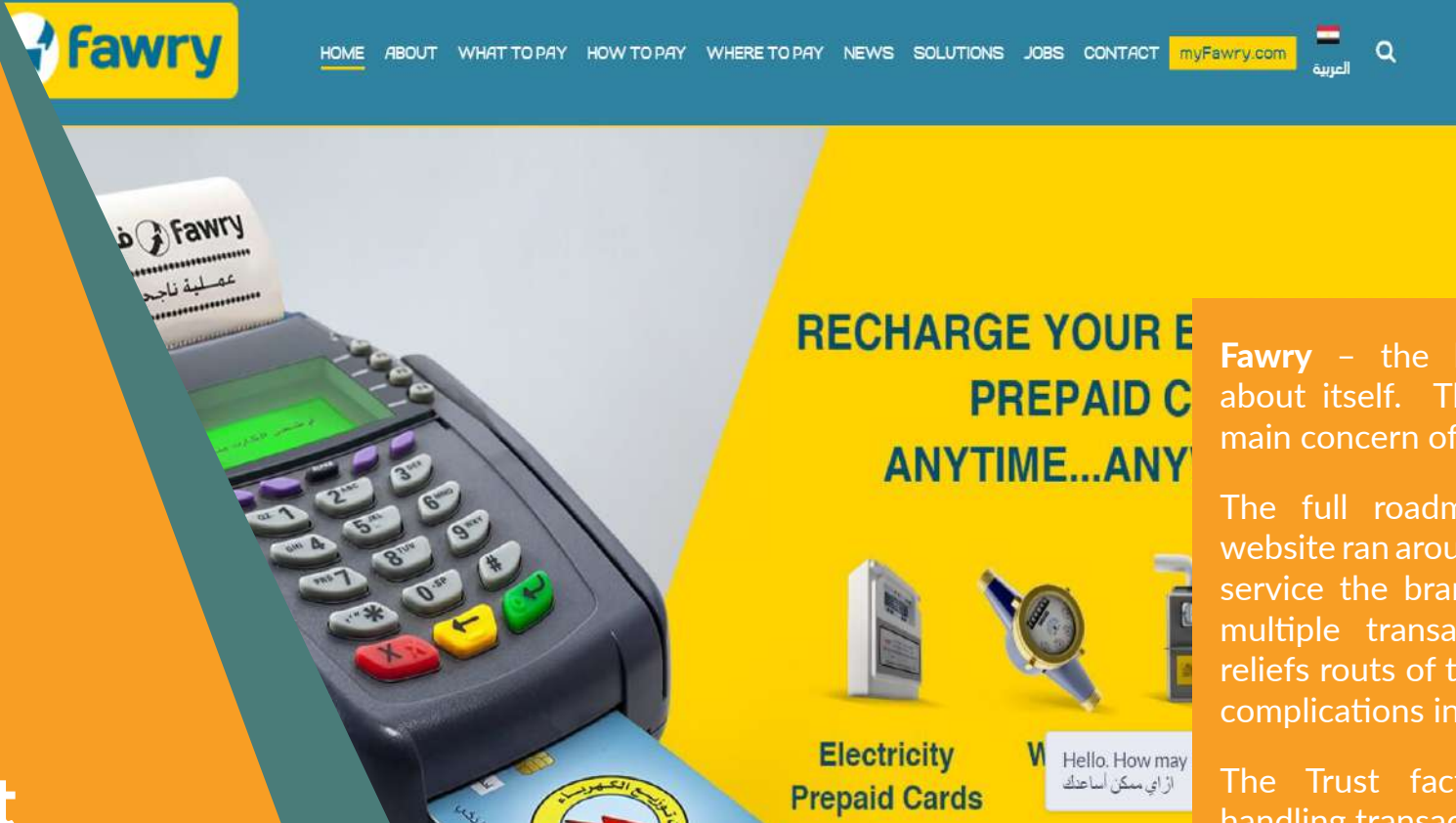
The Team was successful achieving the needed with greater delivery of the history of the brand forward.

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SOME OF THE WEBSITES PROJECTS EXECUTED



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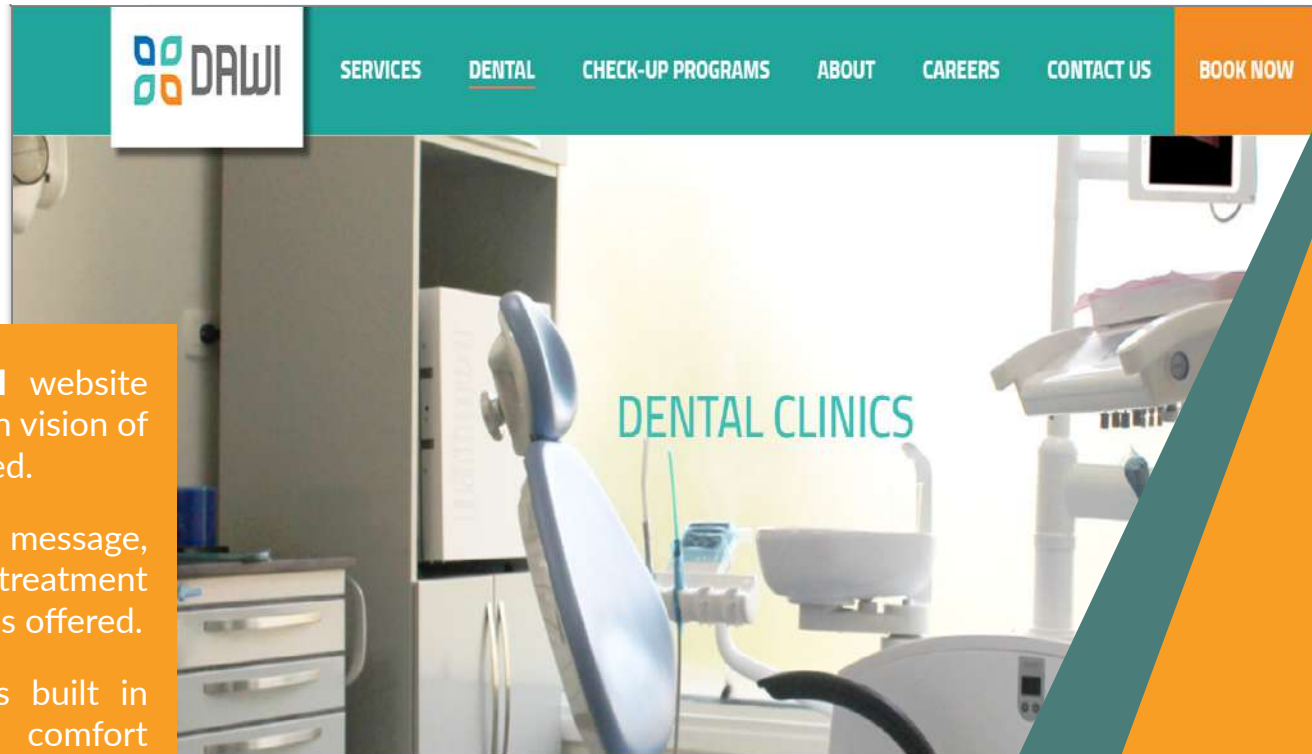
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Fawry – the brand talks about itself. This was the main concern of the Client.

The full roadmap of the website ran around the swift service the brand offers in multiple transactions that reliefs routs of time waist & complications in life.

The Trust factor in the handling transaction was an important consideration to be felt throughout.

SOME OF THE WEBSITES PROJECTS **EXECUTED**



The client **DAWI** website was constructed in vision of the services offered.

A straight forward message, showcasing treatment rooms and services offered.

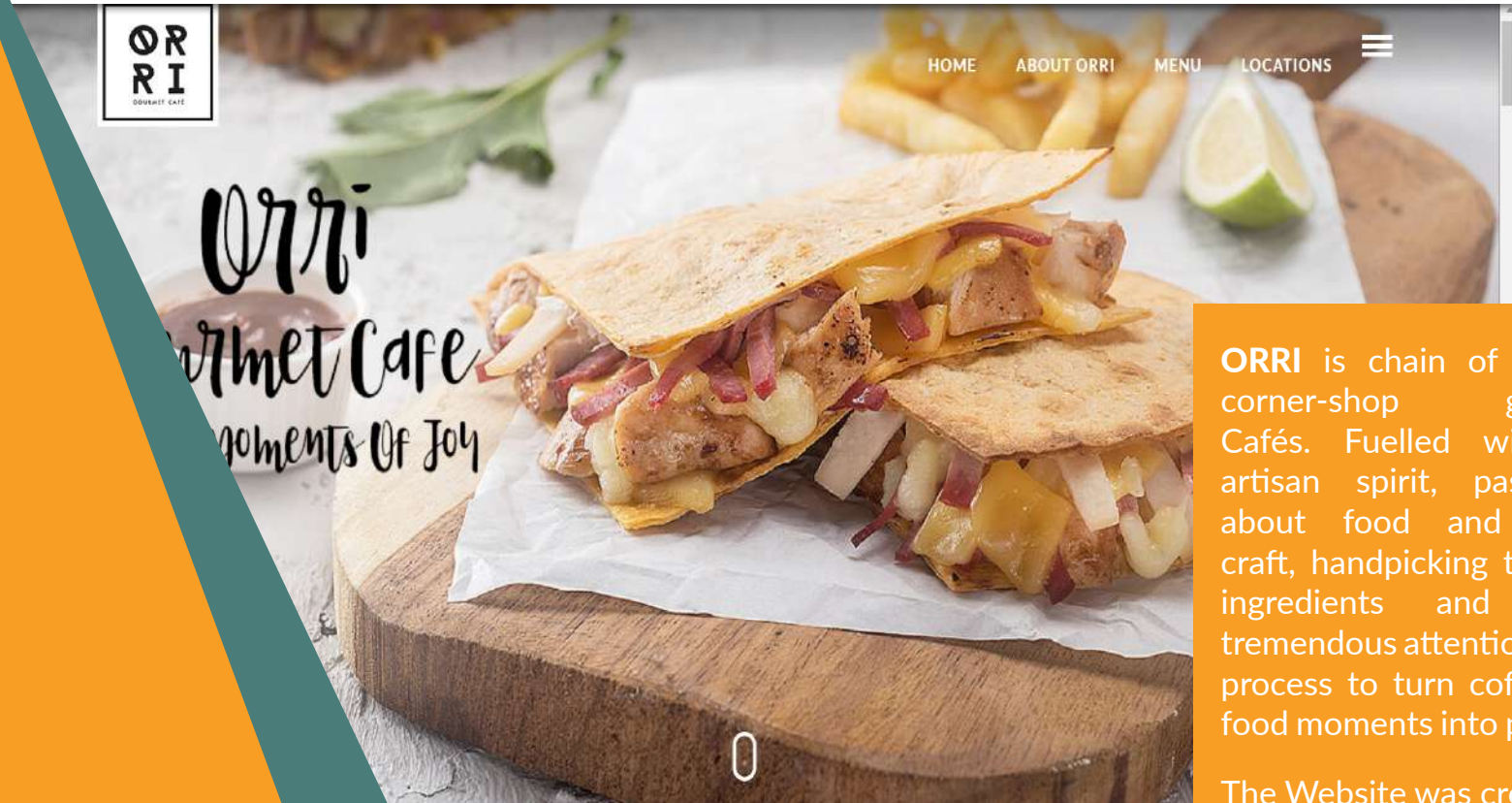
The Website was built in a way to show comfort as well as a trust building relationship.

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SOME OF THE WEBSITES PROJECTS **EXECUTED**



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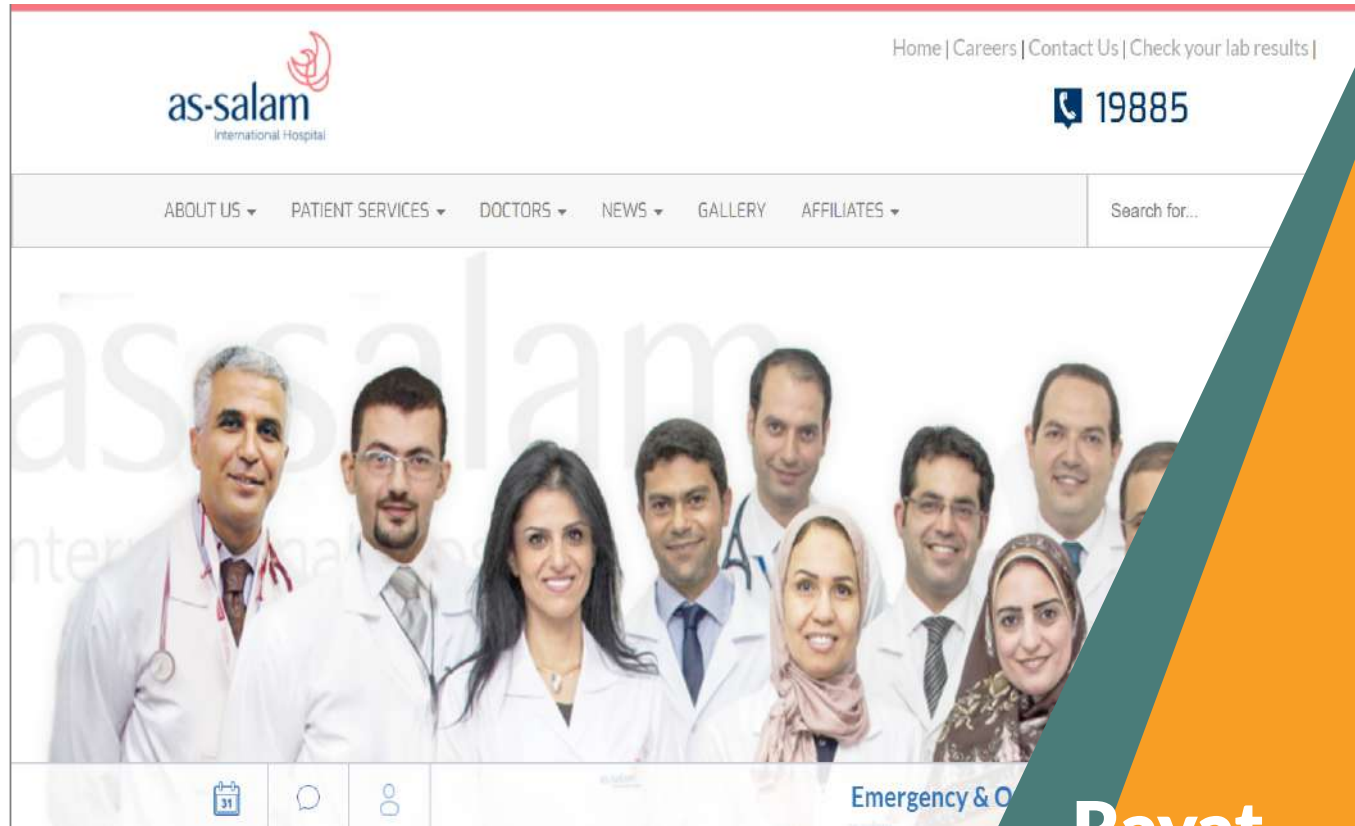
ORRI is chain of upscale corner-shop gourmet Cafés. Fuelled with the artisan spirit, passionate about food and coffee craft, handpicking the best ingredients and giving tremendous attention to the process to turn coffee and food moments into pure joy.

The Website was created to showcase the spirit of what ORRI vision runs around in a very artistic manner.

SOME OF THE WEBSITES PROJECTS EXECUTED

AS-SALAM Hospital 1st impression page in its website was supposed to address the message to its patients.

The Website was constructed living up the spirit and belief of its Staff – where comfort and trust lies within the integrity of their services to all patients.



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SOME OF THE MOBILE APP PROJECTS EXECUTED



Home

How it Works

Earn

Spend

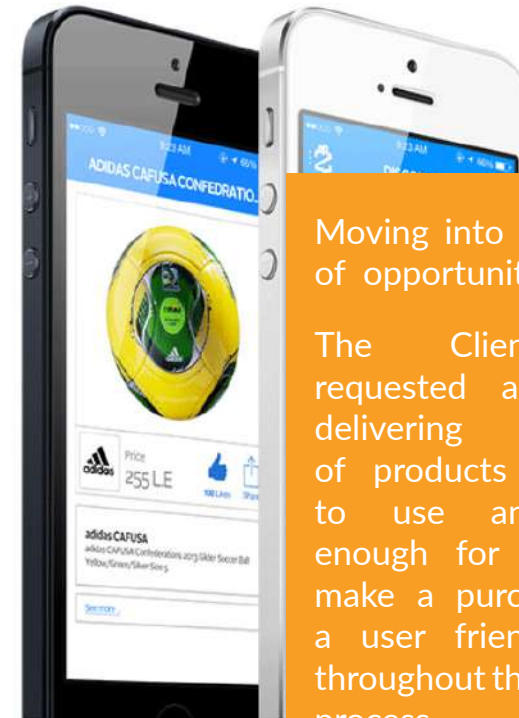
The App

Discover !

Discover new interesting
products everyday from
your favorite brands &
earn earning points and
rewards.

is your smartphone
for fun!

Zoboone »



Moving into an APP world
of opportunities....

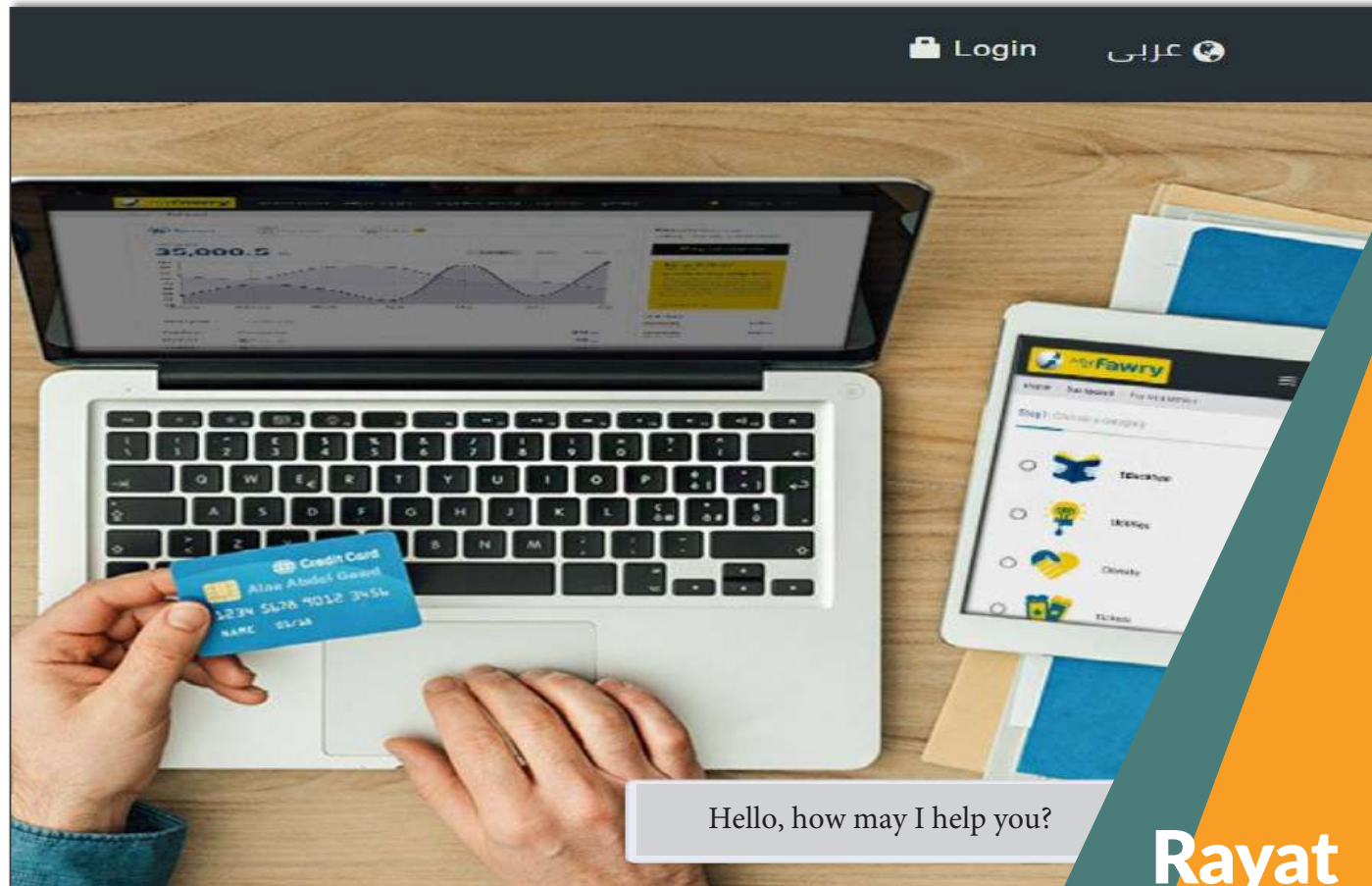
The Client **Zoboone**
requested a simple but
delivering wide range
of products APP / easy
to use and attractive
enough for audiences to
make a purchase – using
a user friendly structure
throughout the transaction
process.

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SOME OF THE MOBILE APP PROJECTS **EXECUTED**



Fawry APP was designed in consistency with its website services however, its meant to be handy for use by audiences who carry their mobiles more in practise than their laptops.

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Exquisite Services to Brands we proudly serve

We take Pride in closely working with every single Client to improve our Retail Solution services offered and achieve the best possible customer experience.

Rayat Marketing's strong reputation is built on offering its best solution to a long list of satisfied clients. We share some of the major clients we proudly serve:

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الهيئة السعودية للمدن الصناعية ومناطق التقنية
Saudi Industrial Property Authority



Canon

EPSON

brother®

SONY



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HUAWEI



Carrefour



Helwan
University

lenovo

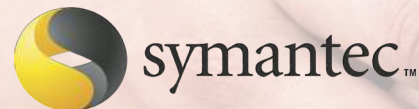


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Neisco For Modern Water Systems Production



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COTTONIL®



ARDISEIS
Egypt Branch

TOSHIBA



acer



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HASSAN ALLAM

SKRETTING
a Nutreco company

GRAND
Fish Feed
جواند لصناعة أعلاف الأسماك

KOUDIJS
كاواديس كابو فيد
Koudijs Kapo Feed

الشركة المصرية للخدمات البريدية
EGY SERV

unionaire

DELL

BOSE

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Cool Facts

2506

Customers
Served

1008

Events
Achieved

672

Exhibit Stands
Produced

0

Unresolved
Issues

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