
LOJINE[®] consulting

b2b marketing

b2b sales

e-strategies

business plans



LOJINE Consulting assists small and medium sized enterprises to attain growth in sales & profitability.
In short, we help business owners achieve results.

We can help you if your answer is 'YES' to any of these questions:

- Are you thinking “We know our business pretty well and we are proud of what we can do, but we just don't seem to sell as much as we should”?
- You believe you have more sales potential?
- Want your existing or new business to be more profitable?

- Does your marketing & sales effort need to be focused, or re-focused?
- Do you seek to reposition your company/ brand(s)?
- Are you doing your marketing on ad-hoc basis?
- Do you need better recognition & awareness?

- Launch or enhance a strong Internet presence?
- Need an Internet marketing strategy?
- Want to start a profitable online business or revitalize an existing one?

- You believe that better planning will help you target more profitable business?
- Need a professional business plan?

YES, I do

No, I don't



Consultation involves a two-way exchange of ideas and information before a decision is made

The more client involvement the more effectiveness of the consultation process;

Only then can consultants solve clients' problems while creating sustainable value

Consultants are not magicians who wave on their magic wands & solve clients' problems!



- Marketing consultancy firm, established in Egypt in 2004 by Mostafa Mito
- A team of committed, experienced marketing professionals and practitioners who all have a passion to assist companies attain growth in sales & profitability
- Continuously improving tools and systems to manage our global clients
- We are objective outsiders with no political axes to grind
- Commitment to our clients & transparency are our keys of success



Our Vision

Unlike any other company; this is our vision of the future of our business:

Fewer clients, caring more for our clients and caring more for ourselves, offering effective practical business solutions with a commitment to pursue excellence in all operations.

Our Values

- Respect
- Integrity
- Quality



Industry	LOJINE Consulting
IT	✓
Dot-coms	✓
Manufacturing	✓
Distribution	✓
Trading	✓
Marketing Services	✓
Recruitment	✓
Agriculture	✓

We work with many types of firms:
large and small, established or in the start-up phase





- Restructuring or establishing marketing departments
- Marketing strategies
- Marketing plans
- Brand development
- Brand management
- Re-branding
- Marketing communication
- Marketing research
- Marketing outsourcing
- Internet marketing strategies



- Restructuring sales dept.
- Sales strategies & tactics
- Sales planning
- Developing the sales kit/ sales playbook
- Establishing the sales cycle
- Standard operating procedures (SOP's)
- Internal communications
- Client communications
- Sales team evaluation



- E-deployment strategy
- E-marketing plans
- E-sales plans
- Website functional requirement document
- Website pre-analysis/ pre site structure
- Website structure & information architecture (IA)
- Designing user navigation flow & user experience
- Launching/ reviving an e-business
- Search engine optimization and registration



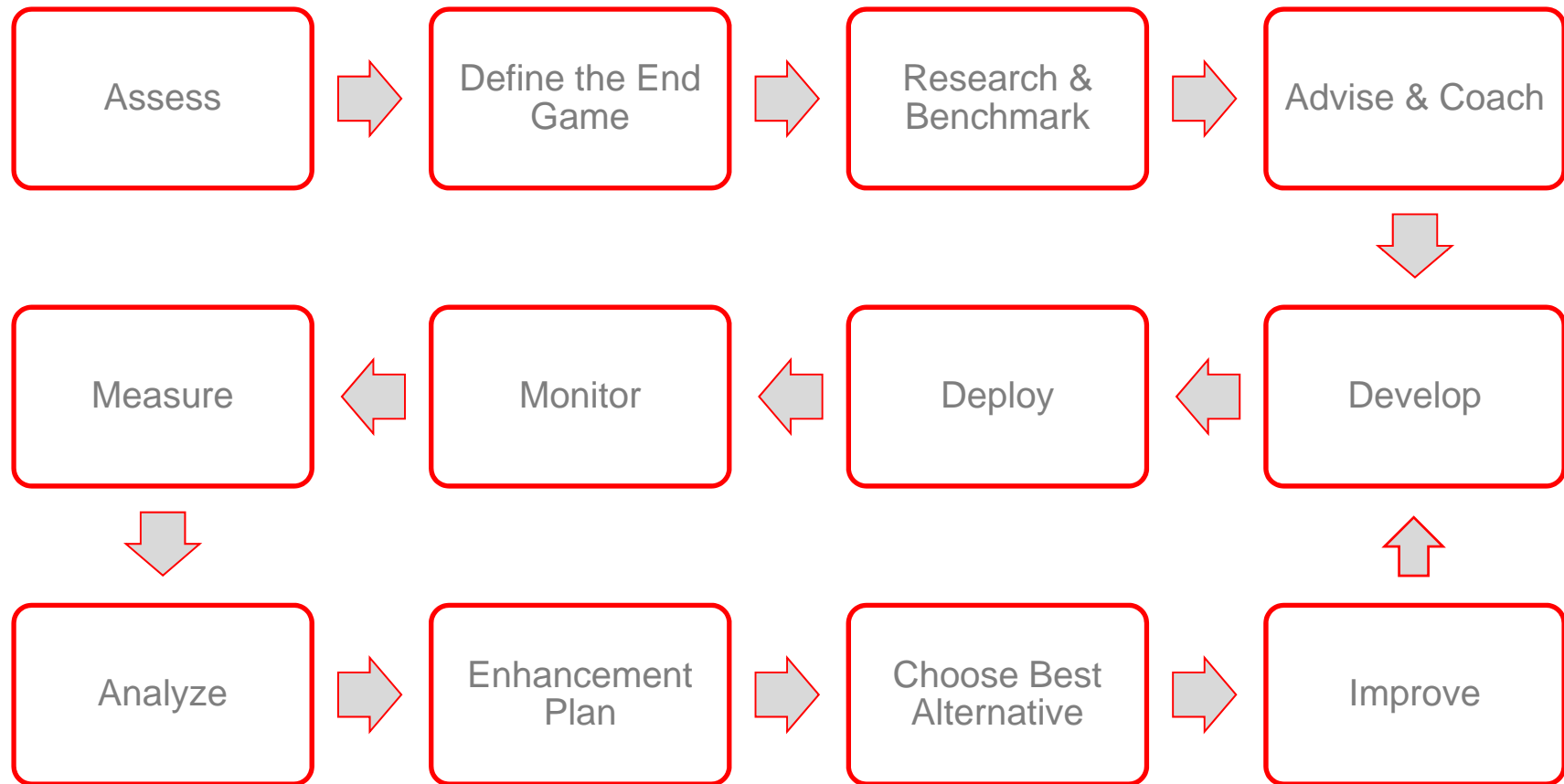
- Business plan market research
- Business plan writing
- Business plan presentations
 - Start ups
 - Established companies
 - Investors & capital sources



We work under the following basic principles

- Sales is a function of marketing, marketing is not a function of sales!
- There is a direct relationship between marketing & sales:
 - Poor marketing = Poor \$ales
 - Good marketing = Good \$ales
 - Excellent marketing = Excellent \$ales
- Specifically in B2B marketing & sales: marketing should play the dominant role
- If some companies think of marketing as an expense, they really don't know the cost of 'not investing in marketing':
 - Lost sales opportunities
 - Inability to acquire large key accounts
 - Losing existing clients
 - And more...





Need an Expert

- Specialized knowledge (industry or functional)
- Unique tools & approaches
- Information about latest innovations

Need an Outsider

- Objectivity (avoids internal politics)
- Fresh perspective
- Credibility

Need More Capacity

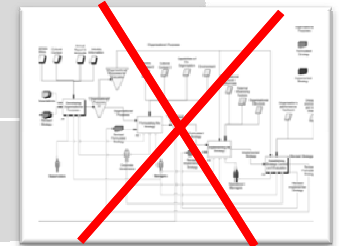
- Infrequently performed work
- Short term, intensive work
- Cheaper than creating a full time position

Guidance in Project Management

- Bring people together and improve team spirit
- Ensure tasks are accomplished on time & within budgets



Them - other consulting Firms	Us - LOJINE Consulting
Academic & complex terminologies	Simple English (and Arabic!)
Require lots of client resources	Work with existing or relatively limited client resources
Slower	Faster & more agile
Theoretical business solutions	Practical business solutions
Unneeded complexity	We believe that simplicity is the ultimate sophistication
By the book	Hands on experience



- Our style is 'hands on', we truly offer practical and cost effective guidance
- We carefully analyze your business environment and uncover the fundamental steps you need to take to sell more business
- We work within the realities of your budget and seek to maximize the productivity of your business
- We are experts in our field, having significant experience both as marketing consultants and as operational directors / senior managers
- Our approach is focused on delivering results and making strategy happen
- We are able to add value by using our experience across different industries served
- We are approachable and friendly, and understand the stresses and strains of trying to grow a business
- Perhaps most importantly, we consult with a limited number of clients at one time, thereby ensuring the client full attention and a commitment to success



1. Consultancy

- In one or more of our 4 core areas: marketing, b2b sales, e-strategies & business plans
- Consultancy/ Advisory based on agreed man days

2. Marketing Outsourcing

- Your marketing department if you don't have one
- More muscle if you do

3. Special Assignments

- Objectives and goals for services required are clearly identified
- Characterized by having a starting and an ending date

4. Marketing Audit

- Full assessment of your marketing & sales strategies, tactics & performance





Have a nice business 😊

Thank you

LOJINE[®]
consulting

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