



Co-located with:



Introducing:



**18 – 21 FEBRUARY 2023**  
RIYADH FRONT EXHIBITION AND  
CONFERENCE CENTER (RFECC)

# How to reflect Strategy Transformation in the FM Company's Brand image

Ahmad Bukhari

Sunday 19 Feb 2023

[www.thebig5saudi.com](http://www.thebig5saudi.com)



# SSCL Speakers





**18 - 21 FEBRUARY 2023**  
RIYADH FRONT EXHIBITION  
& CONFERENCE CENTER

**ATTEND MY SESSION ON:**  
How to reflect strategy transformation in the FM company's brand image

 SUNDAY, 19 FEBRUARY 2023

**AHMAD BUKHARI**  
Sales Manager  
Saudi Services Company Limited



**REGISTER NOW**

CO-LOCATED WITH:





**18 - 21 FEBRUARY 2023**  
RIYADH FRONT EXHIBITION  
& CONFERENCE CENTER

**ATTEND MY SESSION ON:**  
Industry best practices in implementing effective hygiene solutions

 SUNDAY, 19 FEBRUARY 2023

**MOHAMMED ALEEMUDDIN**  
Head of Training and Development  
Saudi Services Company Limited



**REGISTER NOW**

CO-LOCATED WITH:



# Ahmad Bukhari - Sales Manager



**Ahmad Bukhari** is Marketing and Sales expert with 14+ years record of achievements and demonstrated success evinced by driving multimillion Saudi Riyals sales growth across multinational companies, coupled with providing exceptional leadership in Marketing, Trade Marketing, Business Developments and Business Intelligence.

**Ahmad** holds a Bachelor of Science degree (B.S.) in Industrial Management, specialized in Marketing from **King Fahd University of Petroleum & Minerals**, and Executive Master of Business Administration (EMBA) from **King Abdulaziz University**.

**Ahmad** is leading SSCL's identity transformation and looking after KSA sales.

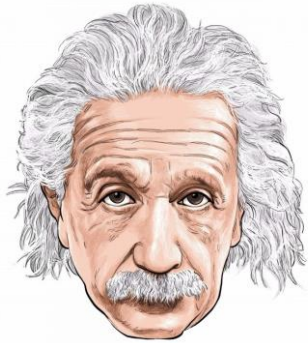


Ahmad Bukhari  
Sales Manager  
[aabukhari@sbgom.com](mailto:aabukhari@sbgom.com)  
+966569660770

# Takeout



- Why to transform?
- Benefits of Transformation?
- Do FM companies need to invest in their company identity?
- How to maintain company's brand value in changing identity?
- Is it important to FM B2B companies to invest in Marketing/Branding activities?



“Insanity is doing the same thing, over and over again, and expecting different results.”

**Albert Einstein**

# Why to Transform?



Declining Profits

Financially  
Underperforming



Industry Change

Strategic  
Preemptive



Technology Shift

Market Change



# Transformation is the new normal



## Transformation is becoming the “new normal”.

Our number one finding; Transformation is becoming more and more prevalent across industries. This trend is only expected to continue to accelerate.

Even heavy-asset industries (think, GE) and slower moving industries (think, energy and utilities) are facing an unprecedented level of industry shifts and disruption.

It is very clear to us that transformation, to many viewed as a complex, painful and deeply challenging leadership task, is about to become the “new normal”.



## It will force us to rethink and relearn how we build and operate companies globally.

When Transformation becomes the “new normal” companies will need an entirely new playbook on strategy and transformation.

We have moved through ‘strategy as analysis’ to ‘strategy as innovation’. Next, we need to write the playbook that can guide companies well into the 21<sup>st</sup> century. Many of the pieces are already on the table but need to be assembled into a complete Transformation roadmap.

Mastering ecosystems, rich explore portfolios and world-class corporate venturing will become cornerstones of a new operating model.



## Transformation is the 21<sup>st</sup> Century #1 leadership challenge.

The ability to successfully build transformational companies will be the premier leadership challenge for the 21<sup>st</sup> century.

Failure to do so will lead to massive value destruction as dominant companies and entrenched industry leaders fail to transform in time.

One of our key findings; most organizations can see industry shifts coming but are structurally unable to address them.

We propose the 10 Principles of Transformation to help companies prepare for the future – today.



# Types of Strategy Transformation



## SHOCK

Shock is triggered by outside events or outside pressures that force the company to transform, or at least attempt to transform. Burning platform.

**Very hard to pull off.**



## SHIFT

Shift is a sudden strategic move that carries massive and abrupt changes to the business models and underlying value creation logic.

**Exit a declining core.**



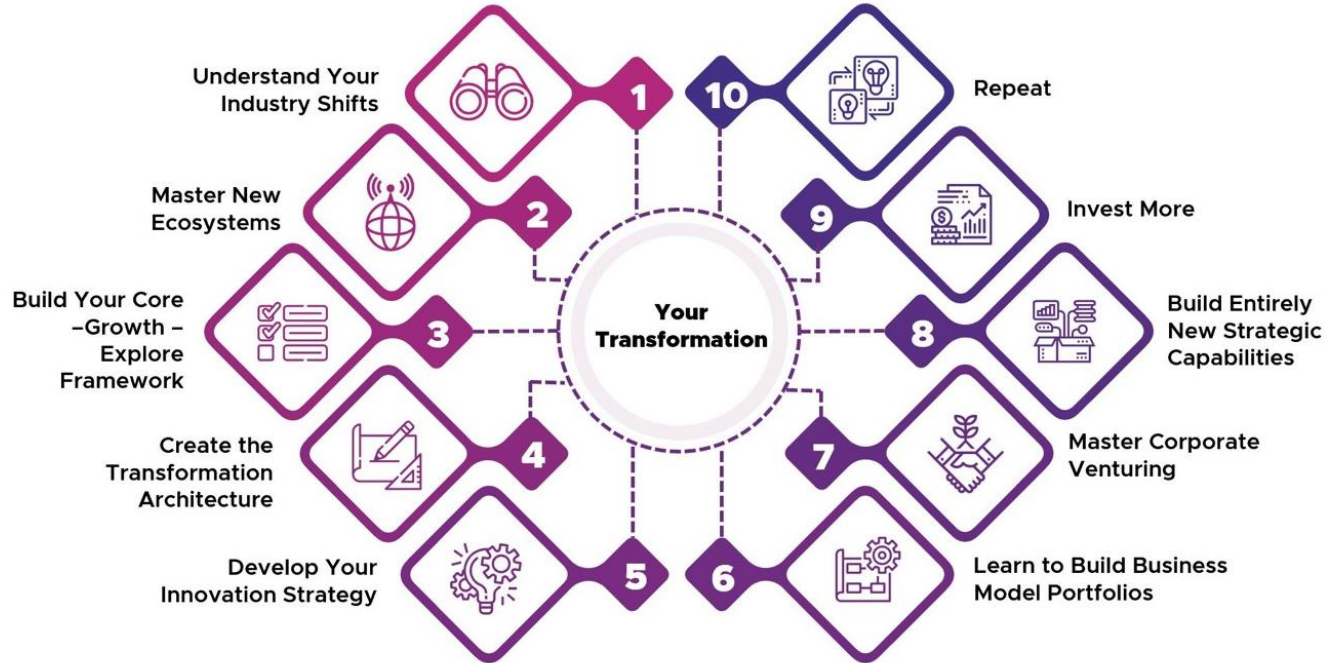
## EVOLUTION

Evolution is a long-term, planned and well-executed gradual change in resource allocation and business areas. The evolutionary transformation may play out over ten+ years. The Core-Growth-Explore playbook is virtually always followed.

**Continuous reconfiguration.**



# The 10 Principles of Transformation



# Benefits of Transformation



Enhance clarity and transparency

The framework helps visualize and illustrate how information flows in a company



Enhancing the supervision process

Measuring, monitoring and reporting data enables us to take corrective actions in areas requiring improvement



Increase performance efficiency

Clarity of roles, responsibilities, information flow mechanisms and decision-making processes in the organization contributes significantly to raising performance levels



Raising levels of responsibility

Allows for a more precise definition of roles and imposes accountability, which increases the level of responsibility for different tasks

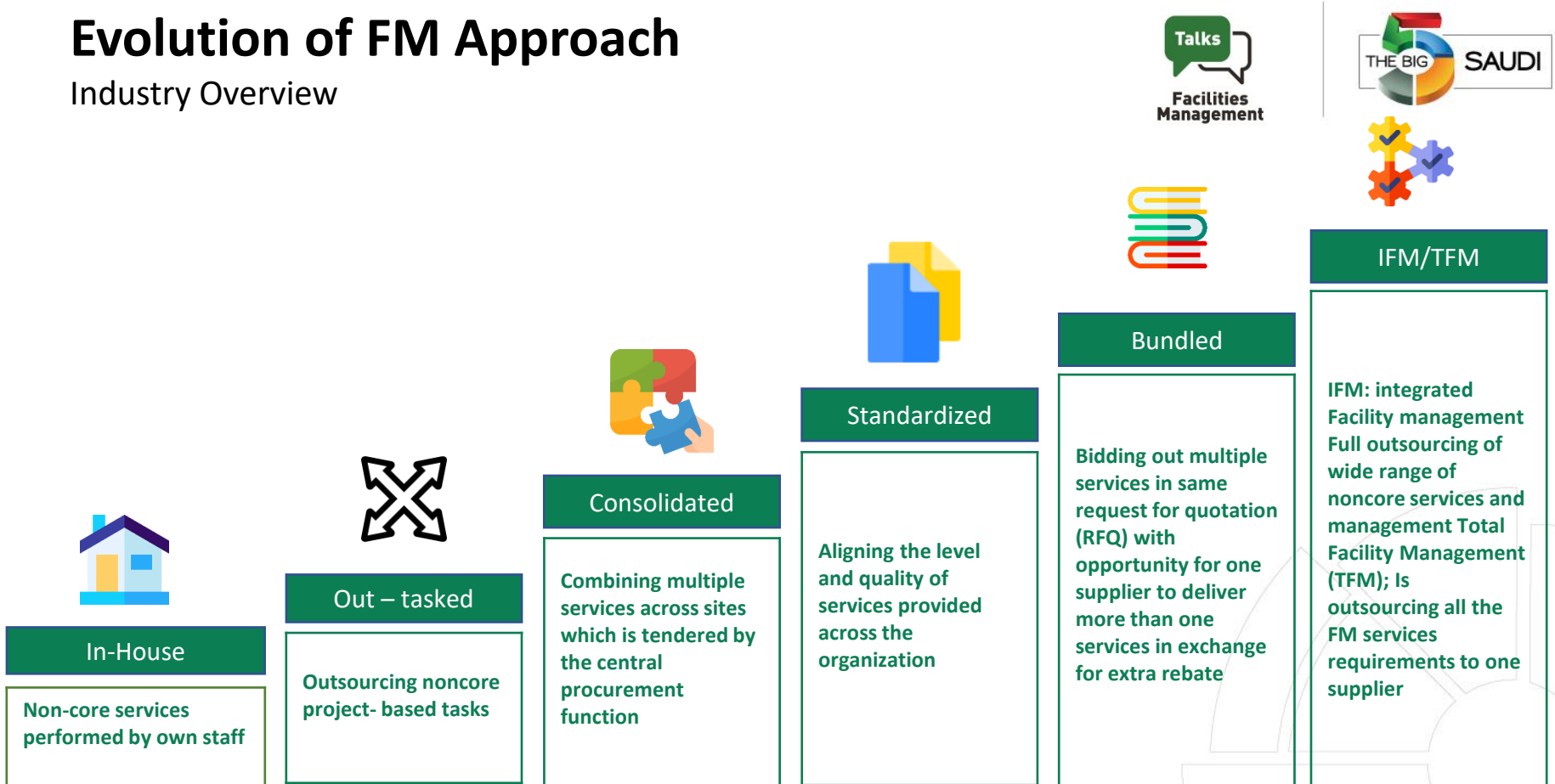


Establish a broader vision

The governance framework helps to draw clear lines of strategy that enable management to make decisions and manage risks more effectively

# Evolution of FM Approach

## Industry Overview



# What Do We Look At?



1

WHAT DO BRANDS SAY, AND HOW CAN WE BE DIFFERENT?

2

DO BRANDS JUST 'LIST SERVICES', OR 'OFFER BENEFITS'?

3

ARE BRANDS PROFESSIONAL AND MODERN, OR AMATEUR AND OUTDATED?

4

HOW ARE BRANDS TALKING TO (AND ABOUT) TALENT?

5

HOW DO LOCAL AND GLOBAL BRANDS DIFFER?

# SSCL Journey



الشركة السعودية للخدمات المحدودة  
**SAUDI SERVICES Co. Ltd.**

**SSCL** الشركة السعودية  
للخدمات المحدودة

# Why to Spend in FM Industry



## Know the market

Each type of customer, what their needs are, and how they perceive facility management. Know and anticipate their needs.



## Know the facility management strengths and weaknesses

What is done well, and where does it fall short? To do this, facility managers should identify what skills are involved in marketing, which of these skills are performed, and how well they're performed.



## Develop a marketing plan that serves as a road map



## Recognize the importance of quality customer service

Every facility staff member must realize how every interaction with a customer can serve marketing objectives and foster a positive image of the facility management department.

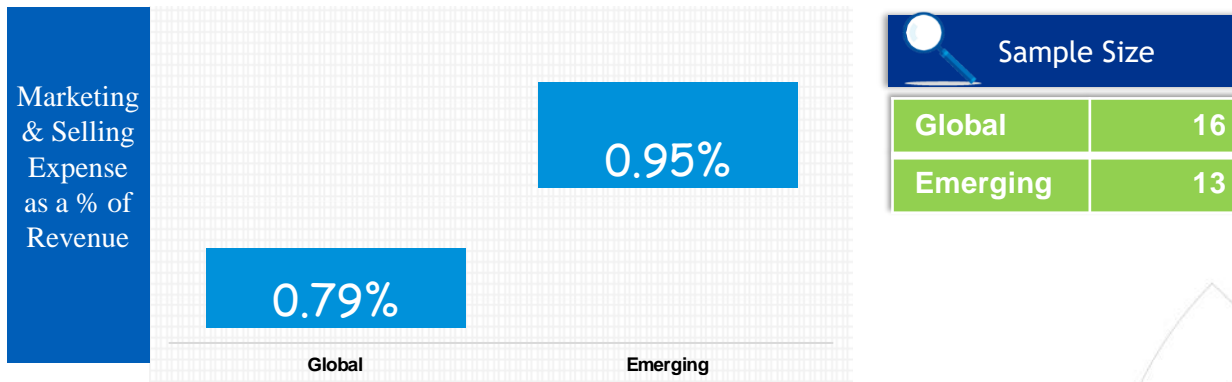


# Marketing Spend Level

## How much to Spend in Marketing and Sales?



Based on a high-level analysis, the following graph presents a comparison of marketing and selling expense for companies operating in similar sectors



The range above for marketing costs may be used as a guideline for what comparable companies with mature marketing functions and plans are spending on marketing and selling activities. Importantly, companies in the initial stages of implementing a new marketing plan are likely to spend a higher percentage of revenue.



# THANK YOU

