

COGNIZANCE

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MD'S MESSAGE

Market share represents the percentage of an industry, or a market's total sales, that is earned by a particular company over a specified time period. Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period. Market share is the most important metric companies can use to judge the effectiveness of any possible revenue generating effort, such as marketing campaigns and brand/product development. The reason for this is simple - market share shows you how you are doing compared to your competition, allows you to quantify the impact your strategies and tactical execution have had on business results. A higher market share usually means greater sales, lesser effort to sell more and a strong barrier to entry for other competitors. A higher market share also means that if the market expands, the leader gains more than the others. By the same token, a market leader - as defined by its market share - also has to expand the market, for its own growth.

HOW TO INCREASE MARKET SHARE?



1. INNOVATION

Innovation is an excellent method of increasing market share. Innovation can be in the form of product innovation, production method innovation, or simply introducing new technology to the market that competitors are yet to offer. With innovation, Unitech can gain an edge over its competitors and dominate the industry - this exactly what we are doing introducing Nexus, Pixel, Cubix, Aluminum Cladding System... these products are a direct result of continuous innovation.



2. LOWERING PRICES

We can also expand our market share by lowering our prices. Lowering prices will attract more customers and help widen the customer base and increase sales, hence increasing the market share of the company. Currently we can't take this approach as the global prices are rising and we do not have the room to lower the prices.



3. STRENGTHENING CUSTOMER RELATIONSHIPS

By strengthening our existing customer relationships, we can protect our existing market and ensure no loss of the existing customer base owing to high competition. This also increases customer satisfaction, which in turn helps increase customer base through word-of-mouth.



4. ADVERTISING

Advertising is an expensive yet effective way to increase market share. With heavy, cutthroat competition in the market, advertising is an excellent way of gaining an upper hand over competitors.



5. INCREASED QUALITY

Customers are getting increasingly conscious about the quality of a product in addition to its price. By ensuring higher quality standards, we can increase our market share.

WHAT CAN BE DONE IN UNITECH?



IN KSA

The total construction contractor awards in KSA are estimated to be worth US\$ 490 billion in 2022. The construction industry's output is supported by the government's focus on the development of overall infrastructure, as well as energy and utilities construction projects, in a bid to diversify its economy away from oil. The 2022 budget indicates economic recovery as the key pillar underpinning the improving fiscal outlook. As of May 2022, the market is doing good in terms of running projects and all our branches in KSA are taking an advantage of this opportunity. Our focus should be to increase our market share in terms of overall value and volume. We have added many products to the basket that are beginning to mature and give favorable results. However the process of product development is a continuous process and currently we have around 10 new products that are in early stages of development.



IN UAE

The construction market of UAE is looming and its slowed down due to many factors. There are few number of projects that are available. The approach we should take to increase the market share is to develop new products and take the share of those products from the market and grow the overall share of our product basket. We are already adding new products however we need to improve focused Product Development Groups that can result in the discovery of unique product ideas & delve deeper into certain customer issues or concerns. With the addition of new products, we would cultivate more customer base that in turn would require more customer centric approach as we need to take care of our existing customer base along with the new one (Continue to delight customers with excellent service).



IN QATAR

The Qatari construction market was valued at USD 55 billion in 2021, and it is expected to reach a value of USD 76 billion by 2027, registering a CAGR of %10.54 over the period of -2022 2027. Qatar's economy is likely to continue to grow for the foreseeable future due to the end of the embargo on Qatar (which was put in place in 2017) by the Gulf Cooperation Council (GCC) however for a short time the construction in the country would drastically slow down due to the upcoming FIFA World Cup in 2022. Our focus in Qatar is to continue developing new products and tap into that share of the market. Traditionally, Unitech's presence in Qatar has been very subdued due to many factors, whereas the Qatar's construction market has been booming for quite some time now. We need a total new set of mind to tap into this market. Unitech should be the first choice of customer in Building & Construction Material Provider in this country.



IN EGYPT

Egypt's project market has slightly more than 93\$bn-worth of projects under execution and more than 425\$bn-worth of projects at various stages of pre-execution. The Egyptian construction industry had been growing at a fast pace and we are focused on developing new products and increasing our production capacity to tap into the African markets. Our focus in this country is to increase the market share in terms of overall value and volume, just as we are doing in KSA.



IN OMAN

The construction industry in Oman is forecast to grow by %11.1 to reach OMR 2,620 million in 2022. Despite the growth there are near-term challenges in certain construction sectors

and few active projects. In this country we will take the same approach we have taken in the UAE, increase the market share by developing new products and take the share of those products from the market and grow the overall share of the our product basket.



IN LEBANON

New products are being developed to cater the market (Such As: Solar Understructures), Unitech Lebanon is looking beyond Lebanon into the African markets and taking some of that market share.



IN BAHRAIN & KUWAIT

In both these countries, the growth is modest and again there are fewer projects. Our Operational Style has to be changed in these countries in order to gain more market share.

Innovation and disruption are also great ways of increasing market share. The market share is a key indicator of market competitiveness, it enables executives to judge total market growth or decline, identify key trends in consumer behavior and see their market potential and market opportunity. By understanding our true market share, we can filter out market noise with a metric that is not impacted by macro-environmental variables and measure your impact to revenue across our organization using a consistent, unbiased metric for each location, market and in summary for our entire business.

Saqib Altaf.

PRODUCT SPOTLIGHT

BMG METAL CEILING



Metal Ceilings are usually specified in modern buildings for many valuable reasons. It is considered a high-performance ceiling due to its increased life span and durability. The high recyclable content also makes it one of the most valuable ceiling solutions in the new building code. The metal ceiling can be produced in different shapes, colors, and patterns from plain to perforated, square, rectangular, trapezoidal, wave, and curve.

BMG METAL CEILING can be produced in different shapes, colors, and patterns from plain to perforated, square, rectangular, trapezoidal, wave, and curve. BMG Metal Ceiling range varies from our standard products up to any custom made designs specified by the architects and designers. BMG Metal Ceiling range varies from our standard products up to any custom-made designs specified by the architects and designers.

Thickness: 0.45 mm up 2 mm

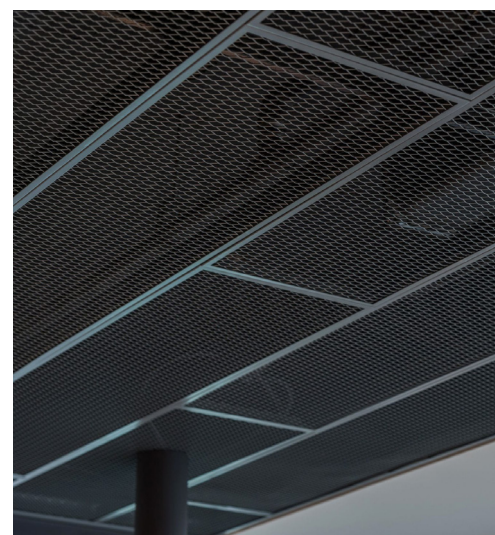
Colors and Finishes: RAL 9010, RAL 9003, RAL 9005, Wood Finish, Brush Finish, Mirror Finish, RAL9006 - other colors are available upon request

METAL CEILING TYPES :

- ▶ Modular Ceilings (Clip-In, Lay-In Clip-In Swing Down, Hook -On, Torsion Spring)
- ▶ Corridor Solutions (Clip-In, Swing Down, Lay-In).
- ▶ Strip Ceiling (High-Wind Resistant, Interspaced Strip, Grooved Linear).
- ▶ Linear Blade Ceilings (Baffle Strip, Linear Bladr, U - Strip).
- ▶ Open-Cell Ceilings.
- ▶ Island Ceiling.
- ▶ Beamgrid Ceiling (Continuous Beamgrid, Lay-In Beamgrid, Concealed Beamgrid).
- ▶ Mesh Ceilings (Mesh Clip-In, Mesh Hook-On).
- ▶ Security Ceilings (Interlocked Security, Riveted Security).
- ▶ Dimensional Ceiling. *All Panels Are Available (Perforated or Plain)

PRODUCT PERFORMANCE :

- | | |
|-----------------------|------------------------|
| ▶ Acoustic Property | ▶ Corrosion Resistance |
| ▶ Fire Classification | ▶ Antimicrobial |
| ▶ Light Reflection | ▶ Humidity Resistance |
| ▶ Cleanable | |



NEWS UPDATE: RAWLPLUG TRAINING

RAWLPLUG®

Listening & learning from each other allows us to continue improving !

We cherish the achievements of our Sales teams who are continuously going the extra mile in creating excellent client experience.

As a part of We Care campaign, this is a glimpse of Rawlplug training sessions that were held across the Kingdom.



Eastern



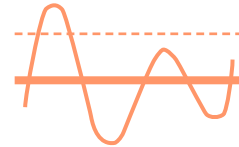
Riyadh



Jeddah

Hard Skills VS Soft Skills

The balance between them is the key for success



By Definition

Hard skills include the specific knowledge and abilities required for success in a job

Soft skills characterize your relationships with other people, or are about how you approach life and work.

Measurable or Not

Hard skills are teachable abilities that can be defined and measured much more than soft skills. Hard abilities are easy to quantify.

Soft abilities are personal-driven and subjective skills. They are really hard to measure.

How to Prove Them

Hard skills are easy to prove with certificates, education degree, award and etc.

Soft skills related to your personal characteristics and traits and are difficult to prove.

Examples

Basic computer skills -
Data analysis skills -
Mathematical and numeracy skills -
Knowing foreign languages -
Physics knowledge -

- Communication skills
- Leadership skills
- Flexibility and adaptability skills
- Decision-making skills
- Creativity

Particular Example

Let's take software developers. Their hard skills are the knowledge of development language such as Java and C++

The soft skills of a software developer are his abilities to work successfully in a team and to communicate.



Hard Skills

Hard skills are learned abilities you have gained through formal education, certification programs, and on-the-job training.

10 Top Hard Skills

- Software Development
- Degrees and Certificates
- Artificial Intelligence
- Networking & Wireless
- SEO/SEM Marketing
- Business Analysis
- Foreign Languages
- Machine Learning
- Cybersecurity
- Data Analysis

Soft Skills

Soft skills are abilities that help you work with other people. They include your personality, responsibility, attitude, and motivation

10 Top Soft Skills

- Communication
- Problem Solving
- Time Management
- Decision Making
- Leadership
- Negotiation
- Organization
- Teamwork
- Creativity
- Flexibility

Eid Celebration

Jeddah Office

In a family atmosphere full of joy, this is how our colleagues in Jeddah celebrated Eid Al-Fitr. We are delighted to share these great moments with you .



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OF EXPERIENCE