

# COGNIZANCE

A UNITECH NEWSLETTER | JULY 2024 | ISSUE 28

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## MD'S WORD

# VALUE CREATION: DRIVING INNOVATION AND GROWTH

Value creation isn't just a slogan, a buzzword, or a fleeting business strategy; it's the backbone that sustains and propels our company forward. Value Creation is the cornerstone upon which we build lasting business relationships, drive innovation, and empower and contribute significantly to our industry.

Value creation isn't solely about financial returns, though those are undoubtedly important. It's about crafting solutions that resonate with our customers, building enduring relationships, and contributing positively to our community. It's about empowering our people to reach their full potential and adopting a culture of innovation and excellence. All of us are the driving force behind innovation, growth, and competitive advantage, this is what we have been doing for the past 45 years.

Such Journey requires solid commitment, resilience, and a relentless pursuit of improvement. It demands that we constantly challenge the status quo, seek out new opportunities, and adapt to the rapidly changing industry.

The ability to "create and maintain value" is a lifelong pursuit. It's about learning from our successes and failures, embracing feedback, and staying curious. Such pursuit has to be associated with a set of business essentials, with which, we are able to maintain our Value Creation Model at its highest.

### Innovation

Develop new ideas, products, and engineering solutions.

### Increase Customer Focus

Strive to deliver solutions that emphasizes on exceeding customer expectations

### Seize Opportunities

Think critically and strategically to identify opportunities for growth and development.

### Team Spirit

Working effectively as one team fostering collaboration and team engagement to achieve shared goals.

### Adaptability

Adapt rapidly to changing market conditions

### Technology

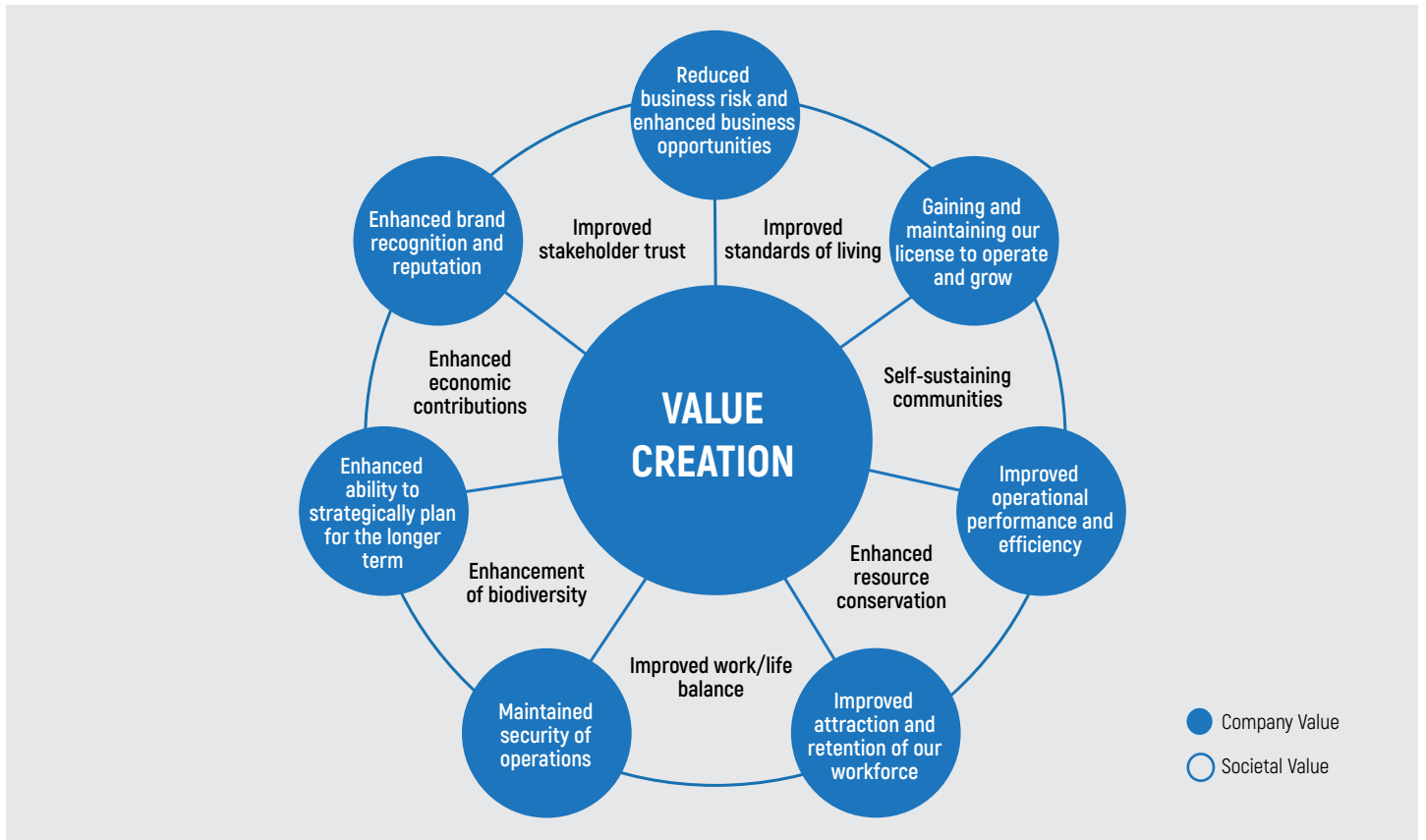
Embrace new technologies and trends.

All of us play a pivotal role in fostering a culture where value creation is not just expected but celebrated.

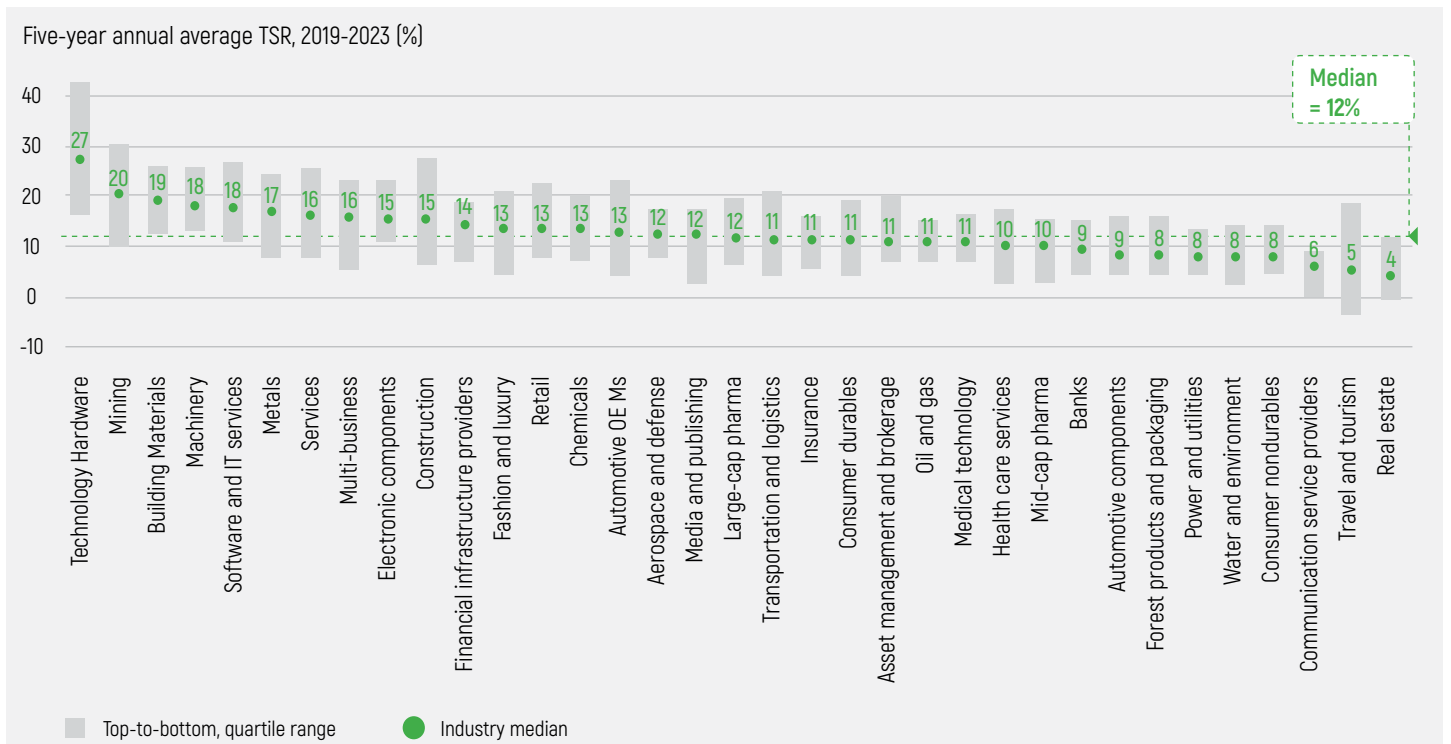
We shall always strive to think boldly, to embrace calculated risks, and to strive for extraordinary outcomes. By providing the necessary resources, support, and autonomy, we can drive our collective success.



All of us are proud of the value we've created thus far. It is the outcome of our collective hard work, dedication, and ingenuity. However, our journey is far from complete. We shall continue to raise the bar, explore new frontiers, and deliver even greater impact.



### THE 2024 VALUE CREATORS RANKINGS BY INDUSTRY (SOURCE: BCG)



## PRODUCT SPOTLIGHT

# A SOLUTION BEYOND THE ORDINARY



**PLEKO** is a global leader in the Exterior Insulation and Finishing System (EIFS) industry, providing a wide range of high-quality solutions designed to optimize concrete, enhance bonding, and deliver durable finishes.

**PLEKO's** product portfolio covers a broad spectrum of construction needs:

### ▶ GENERAL CONSTRUCTION MATERIAL

PVA, Acrylic, and SBR Products: Enhance concrete and cementitious mixtures for improved bonding and overall performance.

### ▶ TILE ADHESIVES & GROUTS

Comprehensive solutions for tiling and grouting, suitable for both new and repair projects, indoors and outdoors, including wet areas, kitchens, balconies, and swimming pools.

### ▶ WATERPROOFING

Liquid-applied waterproofing products offer excellent protection against water intrusion, ideal for complex details and penetrations in wet rooms.

### ▶ CONCRETE REPAIR

These products ensure the maintenance and longevity of concrete structures by protecting against water infiltration, corrosion, and structural damage.

### ▶ HARDENERS & CURING

Hardeners and curing agents enhance the strength, abrasion resistance, and surface permeability of concrete floors.

### ▶ FLOORING

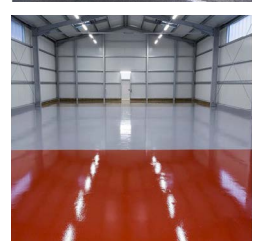
Comprehensive flooring solutions include screed and leveling compounds, hardeners, impregnations, and covering adhesives or coatings, addressing diverse construction needs.

### ▶ SKIM COATS & RENDERS

Improve the aesthetics and protection of masonry or board system walls with Pleko's skim coats and renders.

### ▶ DUST CONTROL & SOIL STABILIZATION

Providing dust and erosion control and soil stabilization, ensuring long-lasting performance for unpaved roads and construction sites.



**TRUST PLEKO FOR INNOVATIVE, RELIABLE CONSTRUCTION CHEMICALS**

## PRODUCT SPOTLIGHT

# A GUIDE TO CHOOSING THE RIGHT TILE ADHESIVE FOR YOUR PROJECT



Selecting the correct tile adhesive is crucial for a successful and long-lasting tile installation.

**PLEKO TILEFIX** offers a range of cementitious tile adhesives to cater to various project needs:

### ▶ **TileFix 400 [Economical Choice]**

- **Ideal for:** Budget-conscious projects in dry interior areas.
- **Key features:** Easy to use, good adhesion.
- **Limitations:** Not suitable for exterior or gypsum substrates.

### ▶ **TileFix 401 [Cost-effective Choice]**

- **Ideal for** most interior tiling projects.
- **Key features:** Cost-effective, excellent adhesion.
- **Limitations:** Not suitable for exterior or gypsum substrates.

### ▶ **TileFix 402 [High-performance adhesive]**

- **Ideal for:** Interior and exterior projects, including wet areas and swimming pools.
- **Key features:** High performance, outstanding adhesion, suitable for various tile types.
- **Benefits:** Versatile for demanding projects.

### ▶ **TileFix 403 [Unmatched performance]**

- **Ideal for:** High-end projects requiring premium performance.
- **Key features:** Unmatched performance, superior adhesion.
- **Benefits:** Suitable for large format tiles, natural stone, and glass mosaics.

**It's important to note that professional installation is recommended for all TileFix products to ensure optimal results.**

### **When selecting a TileFix adhesive, consider these key factors:**

- **Project location:** Indoor or outdoor?
- **Tile type and size:** What kind of tiles are you using?
- **Substrate type:** What surface will the tiles be applied to?
- **Budget:** What is your project's budget?

By carefully evaluating these elements, you can confidently choose the ideal TileFix product for your project.

**NEWS UPDATE**  
**UNITECH PARTICIPATES IN BIG 5 CONSTRUCT EGYPT**



**Unitech Egypt** participated in the 6th edition of Big 5 Egypt Construct which took place in Cairo. The event, a premier gathering of industry professionals, presented an excellent platform for showcasing its innovative products and solutions to industry leaders, professionals, and key players in the construction industry in Egypt.

The event, held from 17-19 June, attracted more than 18,000 construction experts and exhibitors from 20 countries.

A visually appealing and digitally oriented booth enabled Unitech Egypt team to offer technically advanced demonstrations of its engineering solutions to booth visitors and prospected clients. Team members of our international business partners were also present at the booth including Eternoivica team from Italy.



## NEWS UPDATE

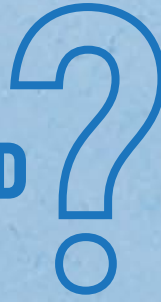
# KNOWLEDGE IS POWER

### Successful Training Sessions

We recently hosted a comprehensive training program to equip sales and marketing teams with the latest knowledge and strategies for promoting **Nexus**, **Ferox** and **Bison** products. These Training Sessions, aimed at enhancing the product knowledge and selling techniques of our sales teams across various branches.



# HOW TO UNDERSTAND CUSTOMERS BETTER



Every business tries to satisfy its customers. Its products or services may be modest (cheerful socks), very practical (a petrol station with enough pumps) or rather elevated (a life-changing adventure in the Himalayas). But the underlying goal is always defined by a series of guesses as to what we, the consumers, are going to appreciate. Business is, in this sense, about understanding customers. In a functioning market society, profit should be the reward for correctly interpreting the needs and wishes of the audience ahead of the competition.

Yet understanding customers is rather tricky. People don't go around carrying placards that spell out their longings. It is hard for a company to get to grips with the unarticulated – but crucial – hopes, fears and desires of the people who might buy things from them.

It's easy to think that customers are just buyers. But they're not – not really. In our heart of hearts, we know they're human beings like us. They're not just people you're trying to make money from; they're individuals with their own stories, worries, and hopes. And, just like any human being, they deserve to be listened to, understood, and respected.

**If you really want to understand your customers, you need to start by being curious about them.**

**Why did they choose your product or service? What are their hopes and fears? What are their biggest challenges?**

Once you start asking yourself these questions, you'll begin to see your customers in a whole new light. You'll realize that they're not just buyers; they're people you can learn from and grow with. And when you approach your customers with curiosity and respect, you'll be well on your way to building a successful and sustainable business.



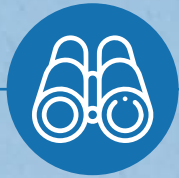


## Here are some tips for understanding your customers better:



### Talk to them

and ask questions about their lives, needs, and hopes. Listen to what they have to say without interrupting.



### Observe them

Pay attention to how they interact with your product or service. What do they like? What do they dislike?



### Read their reviews

See what customers are saying about your product or service online. What are the common themes?



### Empathize with them

Try to put yourself in your customers' shoes. What would you want from a business like yours?



### Be authentic

Be yourself and let your personality shine through. Customers can tell when you're being genuine.

By following these tips, you can develop a deep understanding of your customers and build a strong relationship with them. This will not only help you to sell more products or services, but it will also help you to create a more fulfilling and rewarding business.

**Remember, your customers are not just buyers; they are people. Treat them with respect and curiosity, and you will be rewarded.**



## PRODUCT SPOTLIGHT SOLAR PV SYSTEMS

# ARE WE INVESTING IN THE FUTURE OF ENERGY? Let's talk solar!

UNITECH is a leading provider of comprehensive solar PV solutions for residential, commercial, industrial, and other sectors. We offer off-grid, hybrid, and grid-tied systems, backed by extensive regional experience.


## We do it all

- ▶ **Solar PV system design, installation, and maintenance:**  
From small residential to large-scale industrial projects, including specialized solutions for elevators, common areas, and water pumping.
- ▶ **Off-grid storage solutions:**  
Ranging from residential to commercial applications.
- ▶ **Wholesale distribution of top-tier solar components:**  
Panels, inverters (hybrid and grid-tied), batteries (LiFePO<sub>4</sub>, gel, lead-acid), mounting systems, and accessories.



### We partner with leading brands:

Jinko, JA, Longi, ZNShine, Deye, Sungrow, Tormatech, Voltronic, Austa, PCenersys, Powerbelt, Growatt, Z-power.

Scan the QR code for quick access 



# HARNESS THE POWER OF THE SUN

## Learn More About Solar PV Systems



<https://youtu.be/gl5tY5Noacc?si=UerdCqvwH9bC7YIS>

NEWS UPDATE



Powered by



Dear Unitech Family,

We are thrilled to announce that **UNITECH** will be participating in **Jeddah Construct**, taking place from



29<sup>th</sup> September -  
1<sup>st</sup> October 2024



4:00 PM -  
10:00 PM



Jeddah International Exhibition  
& Conference Center

We will be at:

Hall: Main Hall

Stand: D60

Let's get ready to showcase UNITECH's innovative solutions as we lead the way in Saudi Arabia's thriving construction industry.

Join us to network, learn, and grow.

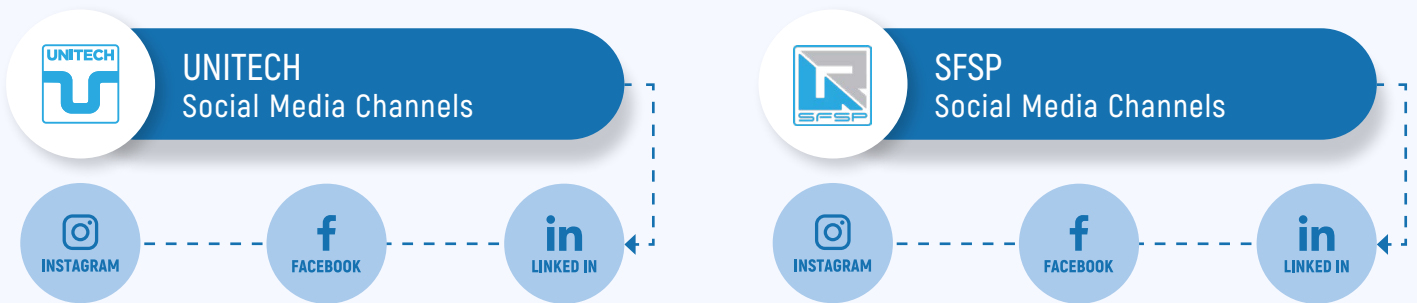


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# SOCIAL MEDIA CHANNELS



The mission of our social media channels is to provide you with posts and short publications that will highlight the products, services, brands and teams that make up the Unitech family.

**Follow Us, So you can be updated with our new developments, news and more...**





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