



We Care



Our People



Team Work



Commitments



Self Improvements



## Collaborate to Compete - and Win

Strategic alliances can strengthen both partners against competition in the market. At Al-Bahar Group we value our partnerships and alliances greatly. We believe that collaboration is key, and strength lies in shared knowledge. In a world where competition is stiff and the economic situation is unstable, working with our partners to bring about the best outcomes is key.

### Learning from partners is vital

Successful alliances consider both partners capabilities. Using the partnership to build skills and acquire knowledge that both organizations benefit from is the inherent advantage of collaboration. Whether it be product knowledge, winning sales strategies or coming up with unique solutions - consulting your partners can provide you with a wealth of new ideas to grow and strengthen your business. Using an alliance with your partner to acquire new knowledge, skills or capabilities reflects the commitment and capacity of your team to absorb and fully immerse themselves into the partnership. This commitment to learn as much as possible from our partners will improve our capabilities and in turn give winning outcomes to both partners.

### Investing in the shared vision

In creating a shared vision, you build a solid foundation for the alliance that will enable both parties to focus efforts into the right activities. Bad communication and lack of shared vision is a major pitfall in alliances - failure to get both parties on the same page will increase the stress and tension placed on the partnership and greatly reduce the chances of success.

Keeping communication open and comprehensive gives us the chance to build a deeper understanding of each party's objectives and ambitions regarding the alliance. With those objectives in mind partners can work together to come up with a solid game plan

that sets them apart from their competitors.

### Cultivating the relationship

Actively looking for opportunities to understand one another at a social level can have huge benefits at an organizational level. Spending time to build friendships and trust between employees and executives helps to better comprehend the processes and motives behind actions taken by both teams. Building a familiar relationship helps keep the flow of communication smooth and fluid benefiting all.

Keeping everyone informed on developments and changes eliminates confusion and issues, which could then cause both parties to miss out on opportunities or waste time on projects that do not work. A friendly outlook towards each other makes for a smoother and more pleasant experience working together for a common goal.

### Learning from the competition

Learning from the failures and successes of your competitions can save you time, resources, and money. Understanding your competition and figuring out their practices gives you an eye into what would be beneficial borrow and implement in your own organization. Looking at where your competitors excel and fall short can help you to plan accordingly and build your winning to take a bigger slice of the proverbial pie.

A good way to start is:

#### - Research

Take advantage of the information that is easily available for you online and in the market. Keep tabs on other organizations that offer the same products and services you do.

#### - Learn what works

After finding out who your competitors are, learn what they're doing. They could have some excellent ideas you can use for your own products/ services. Build on the success of your competitors and

learn from their strategy and technique in all aspects of their business.

#### - Learn from their mistakes

Just because you made a pact to learn from your competitors does not mean you should repeat their mistakes. Learning about their pitfalls can save you a lot of time and money, so identify ongoing mistakes in your competitor's strategy and observe what they are doing wrong.

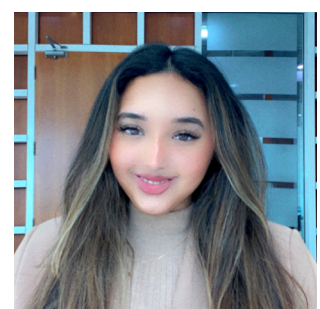


#### - Customers have valuable feedback

You can find valuable information from customers and their reviews. Look up your competition's reviews and take the insight into what customers are not interested in or looking to avoid. Customers tend to have a lot to say, you can even get that feedback from them directly by asking them why they've come to you rather than a competitor. Knowing where the competition fails, and you succeed gives you indicators on where your strategy is thriving.

Ultimately, competition is a good thing. Your competitors will always be there, so you may as well learn from them!

Pay attention to both your allies and your competition to build a strategy that makes your organization the forerunner of the market.



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