



We Care



Our People



Team Work



Commitments



Self Improvements



Competing Successfully by Providing Better Value

In an era where competition is fierce, every brand and business not only want to maintain their share of pie but also want to increase it. The easy approach one takes to win the competition is to compete on price or seek more customers in the same market or in adjacent markets. Sometimes businesses compete for these customers on pricing or related services. Quite often during the journey they don't realize in the horse-trading of winning the largest market share they often compromise on their margin and bottom line thereby putting the organizations safety and longevity at risk.

Recently, new patterns have begun to emerge, when companies have seen market shares stagnate or fall, they have innovated by building additional capabilities within the organization to compete successfully. They build more dimensions to their service or product offerings so that customers get better value. There are several ways one can two ways to look at it. When Chinese brands were blocked in one of the largest markets, they wanted to gain the lost share from the market in which they are operating, and the easy approach was to provide offerings and prices that were lower than competition in other markets. This did not bode well in the long term as competing brands and companies innovated and provided better products, combination of services and offered better all-around value.

We have seen almost all major companies have started to build additional capabilities in their core offerings to offer better all-round value, that gives them more dimensions to compete for the share of the consumer wallet. One could question if this this strategy works? While there are no easy sure-fire answers, the truth depends on the business appetite. One classic example that we saw in recent times is that of Samsung. The global leading brand wanted to maintain their premium position in the android space and overlooked mushrooming Chinese competition and lost market share to challenging upstart brands like Xiaomi and Oppo. Ultimately Samsung replaced their CEO and have started competing with Chinese brands on price versus features to regain lost market share.

Here at Mohamed Abdulrahman Al-Bahar group,

we have successfully built our business by competing in the market, by innovating and providing our customer with better value. Almost all our business competes in the market with many companies. Our people in front line sales compete for orders, our consumer teams compete for share of wallet and for market share. Our HR team often compete for quality talent. In every scenario - we must compete and be successful to be a market leading organization.



What are the essential parameters that enable us to provide more value and thereby compete successfully?

(A) Our teams have compelling direction:

The foundation of every great team is a direction that energizes, orients, and engages its members. Our teams at Al-Bahar group cannot be inspired if they don't know what they're working toward and don't have explicit goals. These goals are bite sized yet accumulate to be challenging, but not so difficult that the team becomes demotivated.

(B) Our outcomes are consequential:

We care to care about achieving a goal, we are passionate about winning an account, or taking care of the customer requirement. When there is consequence to the action by means of an extrinsic reward like recognition, pay, and promotions; or intrinsic rewards, such as satisfaction and a sense of meaning then the group effort to achieve the goal is much more concerted and often results in success.

(C) Customer relationships as a source of competitive advantage:

At Al-Bahar group we grow our business by using very close customer relationships as distinct advantage. Our team members take pride that we have better relationships with our customers than our competition does. Therefore, we are able to ensure that our

business have an edge.

(D) Innovate to outperform our competition:

Competing successfully requires a way of thinking that observes the market. Our leaders are focused on benchmarking to market offerings. This also means that when our competitors provide something new in the market, we innovate to outperform.

(E) Value as a differentiator:

our teams may not always be able to provide the lowest

prices in the market, however our teams take the efforts to go the extra mile, sometimes its about providing service support to the customer,

sometimes it about providing an accelerated delivery or providing better terms of sale. In every scenario we strive to see what we can do extra for our customers.

Our success is achieved in partnership with our customers, as we compete in the market, we have invested in growing solutions designed to guide the customer towards the success that they are focused on. Ultimately all these factors ensure that our customers get better all-round value. Al-Bahar group we work hard to ensure that all our relationships are secure by taking care of the customer needs, innovating, and investing to deliver all around value.

We are not afraid of competition, we welcome it! We think the competition makes us better and drives us to provide better value for the customer thereby providing a win for all!



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