



# Outline Of Content

**01** Company Overview

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**02** Our Vision and Mission

---

**03** Business Strategy

---

**04** Core Services

---

**05** Stages of business implementation

---

**06** Experience in industries & sectors

---

**07** Region Network & Business Partners

---

**08** Facts

---

**09** Client Portofolio

---

**10** Business City Board

---

**11** Contact Information

---



# 01

## Company Overview



# Company Overview

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Business City was Founded in 2016.

Business City Agency provides high end services to help corporations & SMEs to develop strategies that deliver results.

- We see things that others miss, offering you more creative solutions that combine our deepgeographical experience, intimate sector knowledge and clear insights into how to create value in your business.
- We work collaboratively, build lasting capabilities into your team & help your organization mobilize for development & change.
- We define our success by your results, as well as we care deeply about our clients.
- We enjoy our work & we have a commitment to adding value.

# 02

## Our Vision & Mission



# Our Vision & Mission

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## Vision

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Our vision includes expansion through our business network of local and international partners, and we always strive to achieve mutual success with them.

## Mission

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We always strive to raise the capacities of all our corporations & ourselves to develop in the different targeted markets & provide added value through our various services.

**03**

**Our Business Startegy**



# Our Business Strategy

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- Does your strategy guide how you allocate your resources?
- Can every employee articulate your strategy and are they empowered to execute it?
- Are your competitors talking about you in their boardrooms?

**At Business City, we see strategy as much more than a plan.**

**Since Business City was founded in 2016, strategy has been our core business.**



# 04

## Core Services



# Core services

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## Management Services

Integrated Business Development Services

Strategic Planning

Organization Structure

Process Improvement

Performance and Optimization Management

## Marketing Services

Marketing and Sales Strategies

Strategic Marketing Solutions

Market Research

Branding & Rebranding Strategy

Market Share & Positioning

## Financial Services

Financial Strategy

Financial Project Analysis

Financial Advisory Services

Financial Modeling and Valuation

Capital Raising & Financial Management

## Investment Services

Investment Strategy

Investment & Fund Management

Investment Advisory Services

Risk Management

Real Estate Investment Advisory

# Management Services

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## Integrated Business Development Services

Our integrated business services encompass a wide range of consultancy solutions, including strategy development, market research, financial analysis, and operational optimization. We provide comprehensive support to help businesses achieve their goals.

## Strategic Planning

- Helping the client develop a clear and comprehensive business strategy.
- Conducting market research and analysis to identify growth opportunities and potential threats.
- Assisting with setting long-term goals and objectives, and creating actionable plans to achieve them.

## Organization Structure

- Analyzing the client's current organizational structure and identifying areas for improvement
- Providing recommendations on how to optimize the organizational structure for better efficiency and productivity
- Assisting with the implementation of organizational changes, including change management strategies

# Management Services

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## Process Improvement

- Identifying and addressing inefficiencies in the client's business processes.
- Recommending and implementing process optimization techniques, such as lean manufacturing or Six Sigma.
- Helping the client streamline operations and improve overall productivity.

## Performance Management and Optimization

Our performance management and optimization service focuses on enhancing organizational effectiveness and efficiency. We assess key performance indicators (KPIs) and operational processes to identify areas for improvement. By implementing best practices and data-driven strategies, we help clients streamline operations, reduce costs, and boost overall productivity. Our ongoing support ensures continuous performance monitoring and adjustment, driving sustainable growth and success.

## Business Alliances & Representation

We assist clients in forming strategic alliances and partnerships with other corporate businesses. Our services include identifying potential partners, negotiate agreements, and representing clients interests during the alliance formation process.

# Marketing Services

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## Marketing and Sales Strategies

- Conducting market research and competitive analysis
- Developing and implementing effective marketing and sales strategies
- Providing recommendations on branding, customer segmentation, and digital marketing.

## Strategic Marketing Solutions

We offer strategic marketing solutions to enhance brand positioning, develop competitive advantages, and drive customer engagement. Our solutions encompass brand strategy, market segmentation, customer experience optimization, and product/service differentiation.

## Market Research

Our market research service provides comprehensive insights into industry trends, customer preferences, and competitive landscapes. We utilize a combination of qualitative and quantitative methods to gather data, helping businesses make informed decisions and identify growth opportunities. Our analysis equips clients with the knowledge needed to refine strategies and enhance market positioning.

# Marketing Services

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## Branding and rebranding strategy

We develop branding and rebranding strategies that align with clients' business goals and target markets. Our services include brand identity design, brand messaging, brand positioning, and brand equity management.

## Market share & positioning

Our market share and positioning service evaluates your current market presence and competitive standing. We analyze your market share in relation to competitors and develop strategies to enhance your unique value proposition. By identifying target audience segments and market trends, we provide actionable insights to strengthen your brand positioning and drive growth.

## Digital Marketing & social media Management

Our digital marketing services cover a broad spectrum, including social media marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, and email marketing. We develop and execute effective online/offline.

# Financial Services

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## Financial Strategy

Our financial strategy service focuses on optimizing your financial performance and ensuring sustainable growth. We conduct thorough analysis of your financial health, develop budgeting and forecasting models, and identify cost-saving opportunities. By aligning financial goals with business objectives, we provide actionable recommendations to enhance profitability, manage risks, and support strategic decision-making.

## Financial Project analysis

Our financial project analysis service evaluates the viability and potential returns of proposed projects. We conduct detailed cost-benefit analysis, assess financial risks, and develop forecasting models to project future performance. By providing insightful metrics and recommendations, we help clients make informed decisions that align with their strategic objectives and maximize investment outcomes.

## Financial Advisory

Providing personalized advice on various investment opportunities based on thorough market analysis and financial goal assessment.

# Financial Services

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## Financial Modeling and Valuation

Creating detailed financial models for forecasting investment returns and assessing valuation scenarios to support decision-making for acquisitions, divestitures, and other investment opportunities.

## Capital Raising and Financial Management

Our capital raising and financial management service assists businesses in securing the necessary funding to achieve their growth objectives. We evaluate funding options, prepare compelling pitch materials, and connect clients with potential investors or lenders. Additionally, we provide comprehensive financial management support, including budgeting, cash flow analysis, and performance monitoring, to ensure effective use of capital and long-term financial stability.



# Investment Services

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## Investment Strategy

Our investment strategy service focuses on developing tailored investment plans that align with your financial goals and risk tolerance. We conduct thorough market research and portfolio analysis to identify optimal investment opportunities. By providing strategic recommendations and ongoing performance monitoring, we help clients maximize returns while effectively managing risks, ensuring a robust investment approach for sustainable growth.

## Investment and Fund Management

Our investment and fund management service provides comprehensive strategies for managing investment portfolios and funds. We assess client objectives and risk profiles to develop tailored investment strategies that optimize returns. Our team conducts rigorous market analysis, monitors portfolio performance, and makes informed adjustments to ensure alignment with financial goals. We also focus on compliance and reporting, providing transparency and accountability in fund management for long-term success.

## Investment Advisory

Our investment advisory services offer personalized guidance to help clients navigate the complexities of investing. We assess individual financial goals, risk tolerance, and market conditions to develop tailored investment strategies. Our team provides ongoing portfolio monitoring, performance analysis, and strategic recommendations to optimize returns. With a focus on transparency and education, we empower clients to make informed investment decisions that align with their long-term objectives.

# Investment Services

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## Risk Management

Identifying, assessing, and mitigating investment risks through diversification and hedging strategies.

## Real Estate Investment Advisory

Offering expertise in real estate investments, including property selection and market analysis.

# 05

**Stages of business  
implementation**



# Stages of business implementation

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# 06

**Experience  
in industries & sectors**



# Experience in industries & sectors

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**Real estate Development**



**Engineering & Construction**



**Private Education**



**Food Production**



**Agricultural Food**



**Agricultural industry**



**International Trade**



**07**

**Region Network & Business Partners**



# We have a Global network and Business partners :

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📍 Dubai, UAE.

📍 California, U.S.

📍 Saudi Arabia, Gulf.

📍 Greece, Europe.

📍 Egypt, Africa.

📍 UK, Europe.

📍 Toronto, Canada.

📍 Tunis, North Africa.



# 08

## Facts



# Business City Group

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**15+ Years**

of working experience.

**38+ Satisfied clients**

in 7 countries.

**20+ brands**

amazing collaborations.

**45+ successful  
projects.**

15+ Years of Experience.

38+ Satisfied clients in

7 countries.

45+ successful projects.



# 09

## Client and Projects Portfolio



# Our Top Clients

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# Challenges & Achievements



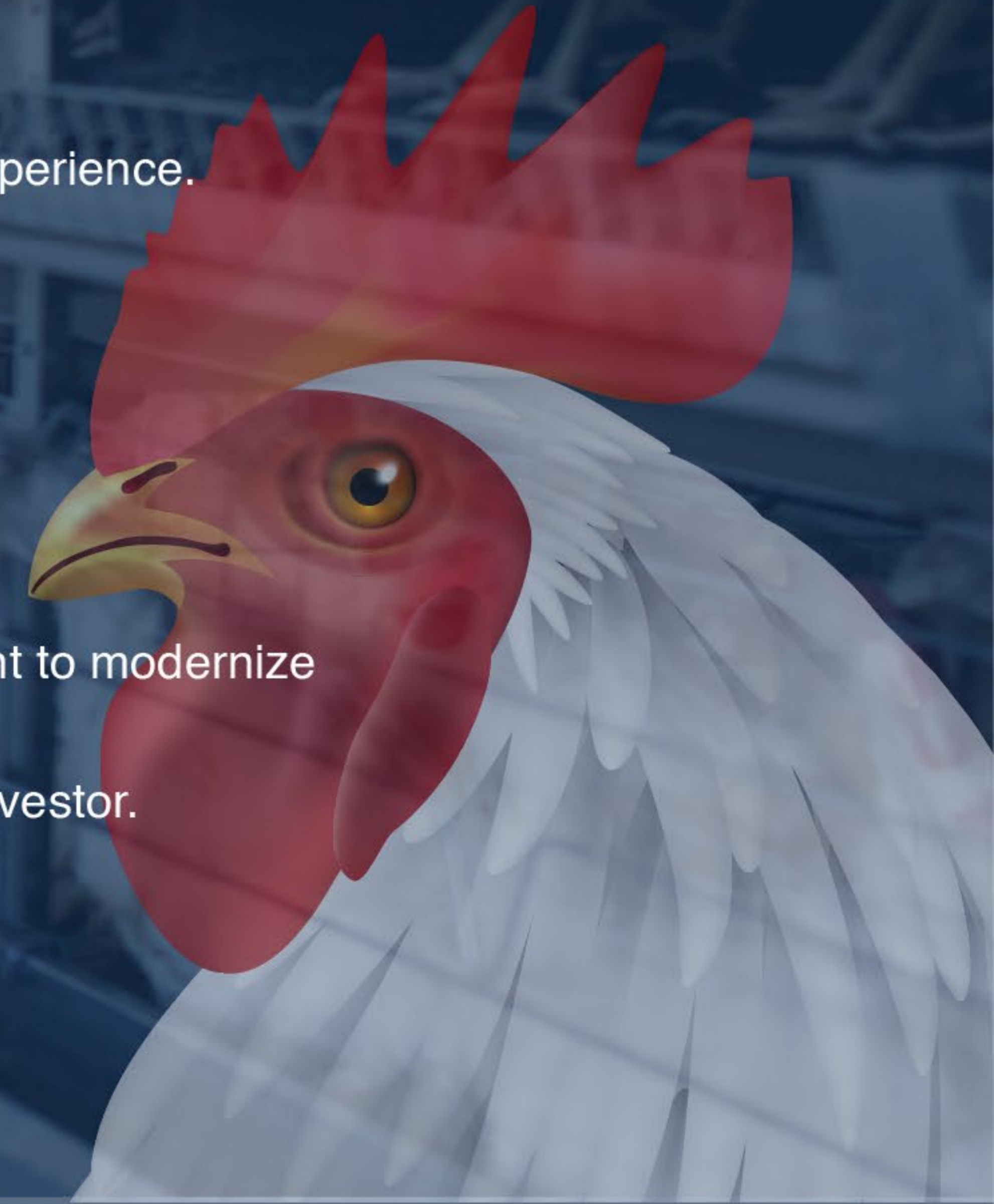
## Sharkia Poultry

### Company Overview:

- Founded 1975.
- The company is considered one of the leading entities in the poultry industry, with over 50 years of experience.
- Headquartered in Belbeis city, Sharqia Governorate, Egypt.
- Company Valued at \$5,000,000 million.

### The Challenge:

- The Eastern Company for Poultry was an established brand, but required revitalization and investment to modernize its operations.
- The client sought Business City Group's expertise to reposition the company and attract a strategic investor.



# Our Impact:

- Conducted a comprehensive market analysis to identify growth opportunities and industry trends in the Egyptian poultry sector.
- Developed a new brand identity, including a modern logo and updated company profile, to reflect the company's market positioning and future aspirations.
- Prepared a detailed investment proposal highlighting the company's strong foundations, experienced management team, and growth potential to engage prospective investors.
- Leveraged the market research and project materials to facilitate successful investor engagement and secure strategic investment.



Sharkia Poultry Company Profile

Established in **1975**

Sharkia Poultry

17.2 Kilo Grams

Company Profile

## Branding

شرقية Sharkia > Sharkia Poultry

Before After

BUSINESS CITY GROUP

Sharkia Poultry

عرض إستثماري للإستحواذ على شركة الشرقية للدواجن

BUSINESS CITY GROUP

Sharkia Poultry

زيارة ميدانية للمزرعة والمصنع الخاص بشركة الشرقية للدواجن

# Mount International School MISC

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## Company Overview:

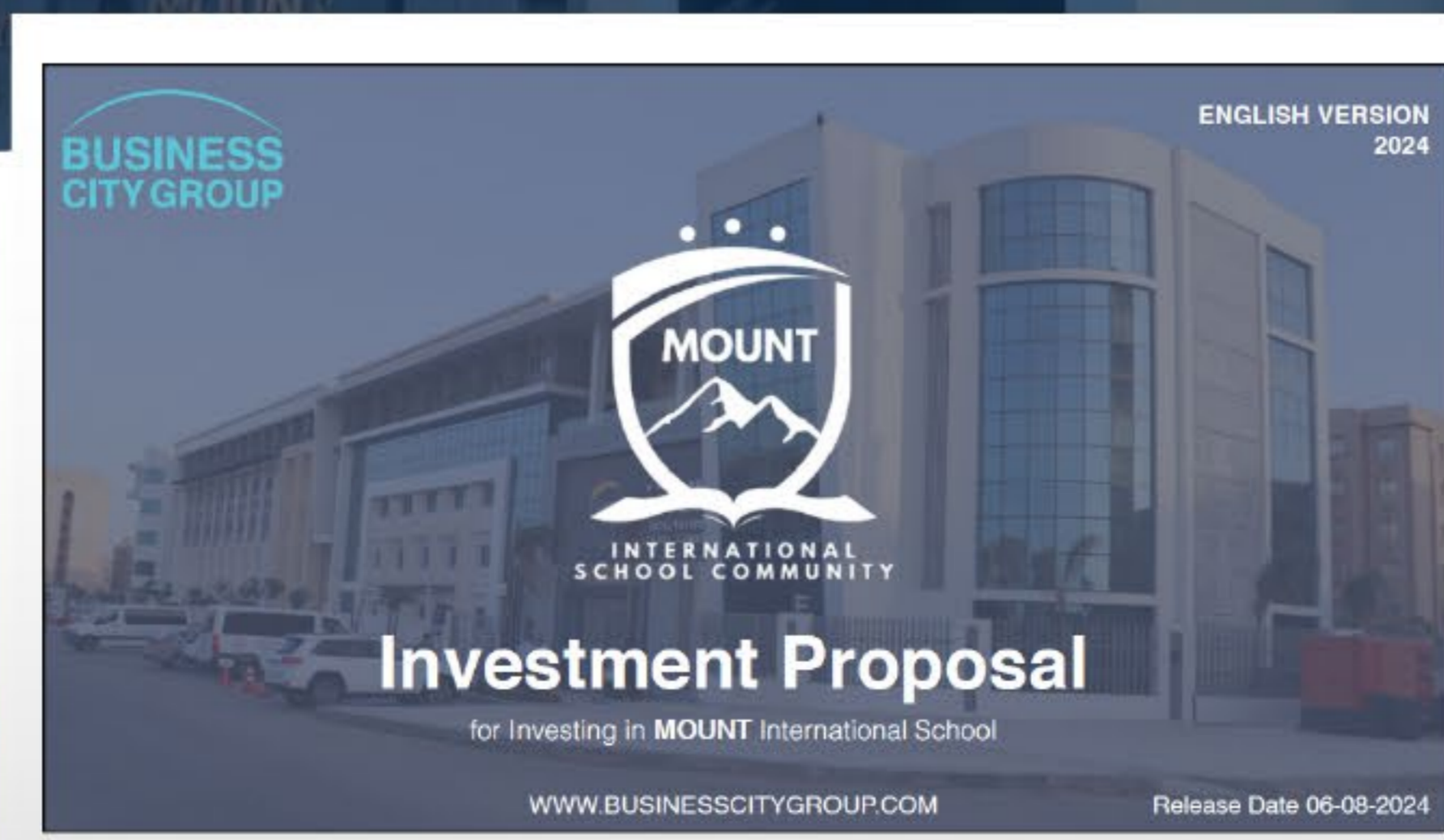
- Founded 2020.
- The school is distinguished by its delivery of high-quality education, focused on developing students' academic and personal skills.
- located in Mostakbal City, near the New Administrative Capital of Egypt.
- Company Value \$14,200,000 million.

## The Challenge:

- Mount International School Community was seeking strategic investment to support its growth and expansion plans, including opening additional branches.
- The client engaged BCG to develop a comprehensive investment proposal to attract potential investors.

# Our Impact:

- Created a detailed company profile highlighting the school's key strengths, including its educational approach, infrastructure, geographical advantages, and financial performance.
- Prepared a professional investment proposal, providing a thorough overview of the school's operations, growth potential, and financial projections.
- Developed a strategic investment and expansion plan, outlining the school's vision for growth, potential ROI for investors, and a detailed micro-expansion roadmap.
- Facilitated site visits and provided comprehensive documentation, including financial statements and asset details, to enable informed decision-making by prospective investors.
- Leveraged BCG's extensive network to engage with a diverse pool of potential investors, both domestically and internationally, to secure the required strategic investment.





# Hala Real Estate

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## Company Overview:

- Established in 2019.
- The company is dedicated to providing exceptional real estate solutions, aiming to be more than just a brokerage firm focused on transactions.

## The Challenge:

- Hala Real Estate engaged BCG at the very beginning of its operations, seeking a comprehensive system and organizational structure to establish the company and ensure its smooth running from the start.

# Our Impact:

BCG implemented a multi-phased approach to address Hala Real Estate's needs:

## **Business and Management:**

- Provided a full management and organizational structure for the company.
- Developed a service structure, operational system, and strategic business plan.

## **Marketing:**

- Developed a comprehensive strategic marketing plan.
- Designed marketing penetration and digital services.

## **Sales:**

- Established sales services and a sales strategy.
- Implemented a sales plan and provided training for the sections and sales team.

# Achievements

- Ensured the successful implementation of all these systems and processes, enabling Hala Real Estate to operate effectively from the outset and provide exceptional real estate solutions to its clients.
- Assisted Hala Real Estate achieve revenue growth and an expanded revenue stream by implementing these comprehensive solutions.

# PUD

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**PUD** | Platinum  
Urban  
Development

## Company Overview:

- Established in 2022.
- PUD is an ambitious real estate development company with over 15 years of industry experience, specializes in the development of upscale residential and commercial properties.
- Headquartered in Abu Dhabi, United Arab Emirates.

## The Challenge:

- PUD engaged BCG at the very beginning of its operations, seeking a comprehensive system and organizational structure to establish the company and ensure its smooth running from the start.

# Our Impact:

- BCG implemented a multi-phased approach to address PUD's needs:

## **Business and Management:**

- Provided full-scale management support, including organizational and service structure.
- Developed an operational system and strategic business plan.

## **Financial Advisory:**

- Provided financial data, including budgets, financial statements, and cash flow projections.

## **Strategic Planning and Investment Support:**

- Conducted market research to identify growth opportunities, trends, and competition.
- Developed a comprehensive strategic plan to guide PUD's expansion and positioning.
- Assisted in evaluating and prioritizing investment opportunities.

## **Integrated Planning and Execution:**

- Coordinated the integration of management, financial, and strategic services.
- Provided ongoing support and guidance to PUD's leadership team.

# Achievements

- Enabled PUD to establish a strong foundation and operate effectively from the outset.
- Supported PUD's revenue growth and expanded revenue stream through the comprehensive solutions.

# Business City Board



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Chief Executive Officer

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Reem Youssef  
Non-Executive Director



Mirna Bouchedid  
Non-Executive Director



Inas Essa  
Non-Executive Director

# Business City Team



Ahmed Hatem

Art Director  
Design Section



Basant Fateen

Senior Creative Designer  
Video Editing Section



Mohamed Monuir

Senior Marketing  
Marketing Section



Mohamed ElHusseiny

Senior Market Research  
Research & Development  
(R&D) Section



Alwi AlAttas

Operation Officer  
Business Operation Section

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