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The Business Plan for Lootah -Green Solutions Project

Sales and Marketing Scope of Work



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Sales and Marketing Scope of Work

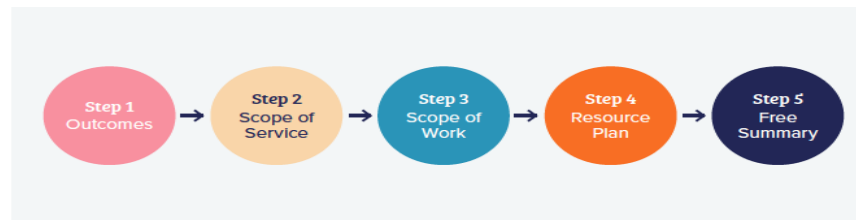
“Sales & Marketing Strategy”

“We are always where you be ”

نحن دائما حيث تكون



- New Marketing Strategy
- New marketing materials “English and Arabic”
- Creating A New Company Website
- Designing Marketing campaign with Social Media influencers
- Creating Data Hub center for all Our Sales Clients
- Creating sales channels , B to B and B to C – Online sales service



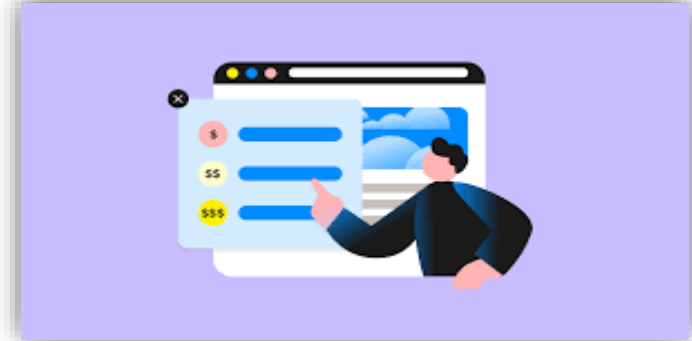


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Registration and Product approvals



- Getting the UAE authorities to provide all products certification and quality approvals.
- Attesting process for all the certificates from China
- Dealing with Dubai Municipality
- Dealing with Dubai Economic Department
- Health and safety approvals for the products
- Civil defense approvals





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I. Easy To Solar Window Films (Buildings sector)



Targeted Partnerships for the EASYTO Solar Window Film

- Lootah Construction Company (as Rol
 - Mohamed Bin Rashid Housing Establishment
 - Sheikh Zayed Housing Program
 - Engineering Consultants Offices
 - Constriction Companies
- (Starting with small and medium size companies)
- Contracting Companies

The above through the new assigned sales team – on a separate sales plan

(figures in the executive summary)





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Targeted Partnerships for the EASYTO Solar Window Film

Market Alliance with Lootah Group Constructions



- ❖ Strong alignment of Green Solutions with **Lootah Group** Constructions .

- ❖ Using the success of our first project as proof of concept and base of our quality and product capabilities.

- ❖ Pricing will be on **Cost price**



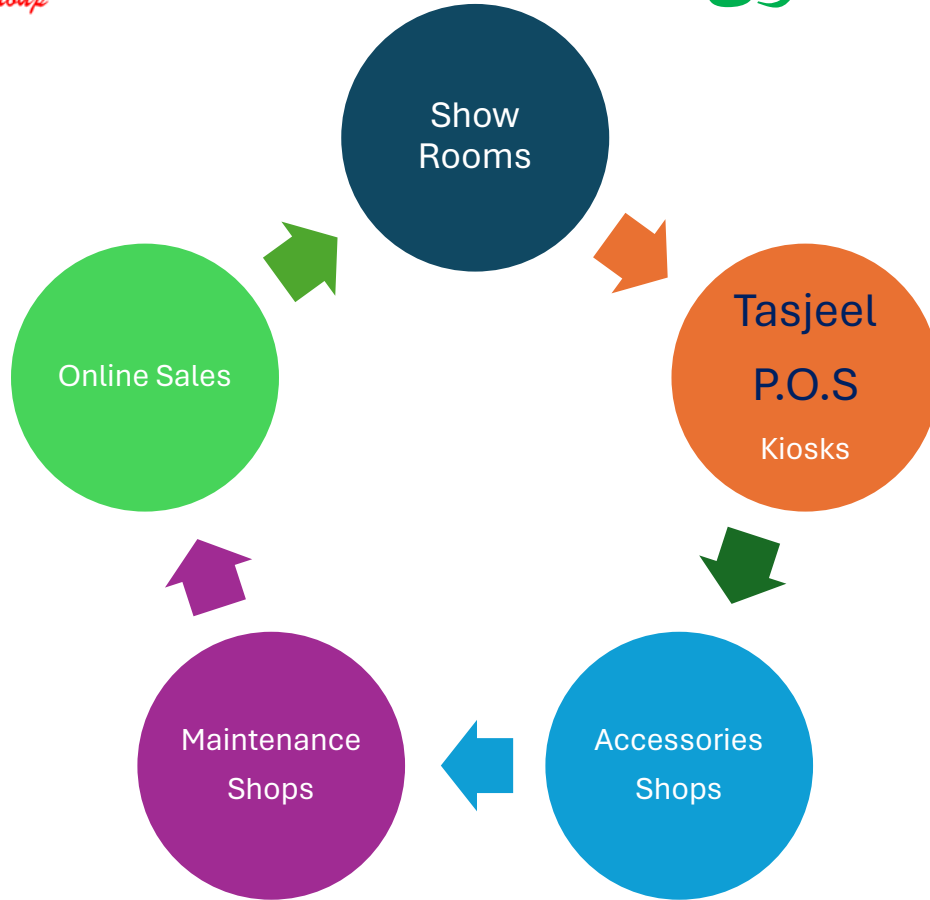


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“Sales & Marketing Cycle”

“We are always where you be”

نحن دائماً حيث تكون





II. Easy To Solar Window Films (Automobile Sector)



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A) Targeted Partnerships with Government organizations for Solar Auto Film

- Tasjeel

B) Solar Auto Film – B to B Sales distribution channels

1. Automobile Agencies
2. Car Accessories Shops
3. Used Car Markets

C) Solar Auto Film – B to C Sales distribution channels- Online sales

1. Road assist platforms – online marketing





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Targeted Partnerships with Government organizations for Solar Auto Film

Tasjeel Points Of services



- **Tasjeel** is one of the best locations we need to target for our Auto Film.
- **Tasjeel** deals with new and used cars, any owner exchange will provide us with opportunity to sell our product and create urgency and need for Auto film installation.





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B) Solar Auto Film – B to B Sales distribution channels



GROUP OF COMPANIES

1) Automobile agencies

- Assigning exclusive Agents for the product at special rates:
- Alfutaim company
- Elite Cars company



The Elite Cars

B) Solar Auto Film – B to B Sales distribution channels

2) Car Accessories Shops

- Reaching to about 20 Car accessory shop on contract basis.

Chosen shops specs :

- Major shops with good location
- Strong quality and service feedback.

Benefits :

- Incentive Scheme
- Alliance with our social media campaign





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B) Solar Auto Film – B to B Sales distribution channels



3) Used Car Market providers

- Reaching to about 15 Car accessory shop on contract basis.

Chosen shops specs :

- Major shops with good location
- Strong quality and service feedback.

Benefits :

- Incentive Scheme
- Alliance with our social media campaign





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C) Solar Auto Film – B to C Sales distribution channels- Online sales



“Solar Auto Film on the go”
online sales platform service

- Road assist platforms
- The reach will be through the Social Media Campaign.
- The Technical teams that are certified will install or replace your
- Auto film in any place at any time 24/7.





Financial Summary

FINANCIAL ANALYSIS REPORT - EDGE SPORTS



FIXED CAPITAL		
I) 2024		Aed 200,000

WORKING CAPITAL (FIRST 3 MONTHS)		
		Aed 1,885,500

TOTAL INVESTMENT (FIRST 3 MONTHS)		
		Aed 2,085,500

EXPECTED SALES REVENUE		
I) 2024-25		AED 7,872,600.00

PROFIT 2024-2027		
I) 2024-25		AED 1,727,384.66
2) 2025-26		AED 3,202,376.37
3) 2026-27		AED 5,222,616.83

PAYBACK PERIOD

1.5 YEARS



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Further Details is in our Executive Summary

Ahmad Awad Consultancy



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