GROWTH
BYTES

دليل سياسات واجراءات التسويق للشركات

CONTENTS

1. **Introduction**
- **Manual goal**
- **Manual Maintenance and control**

2. **(company name) Policy and guidelines**
- Objective
- General guidelines
- Strategy guidelines
- Target customers
- Distribution

3. Business development Marketing Functions (Policy and Procedures)

1.Corporate brand management

2.Manage business development marketing activities

3.Provide Marketing Support

3.3.1 Information management
3.3.2 Market segmentation
3.3.3.Pricing management
3.3.4. Planning and Forecasting sales .
3.3.5.Promotion and communication management
3.3.6. Advertising
3.3.7. Develop and manage marketing campaign
3.3.8. Manage marketing material and activities
     3.3.9.Follow up
3.3.10. Reporting

4. Business Development Organization
. Roles and responsibility

- Business Development Manager
- Business Development Officer
- Assistant Business Officer

5. Key Performance indicator
6.Marketing support procedure (attached)

1. INTRODUCTION

1.1 Manual Goals

One of the objectives of Business Development Department's Marketing Policies and Procedures Manual; is to explain and document marketing policies, in addition to documenting the procedures to implement those policies.

This guide also illustrates models issued by the Business Development Department; to exercise part of their everyday work and functions, and thus this manual shows evidence of the importance of benefiting from it in the decision-making process.

The development of effective policies is clear and easy to apply, which would promote and develop the role of the Business Development Department with (company name) Corporate Office. The positive anticipated results of implementing those unified policies can be summarized as follows :

● Increasing the efficiency and effectiveness of marketing, thereby increasing the company's total sales.

● Work on the accuracy and integrity of data and information needed.

● To shorten the time required to receive feedback on the existing problems and provide management with the necessary recommendations for solving these problems.

● The ability to organize data and to give priority depending on the requirements of the Management.

● The ability to provide data and reports to senior management, serving in the decision-making process and address developments in cement market.

1.2 Manual Maintenance and control

This manual is an internal working document for the use of (company name) Office only; it is considered company property, which authorizes its access and use by all workers in the Business Development Department in accordance with the terms of reference specified by the department manager.

It is the responsibility of the Business Development Department Manager; to retain and adjust the manual according to the conditions of the company or changes that may occur which may have an impact on a particular policy or a particular procedure.

Control

1. The Business Development Department Manager will be the controller of this manual. All inquiries and requests for revisions relating to matters included in this manual should be addressed to him. Changes to the manual will be reviewed by the Chief Financial Officer before being forwarded to the Chief Executive Officer for approval. If the Chief Financial Officer does not agree with the changes, the requested revisions will be reverted to the initiator.

2. The contents of this manual are confidential and are intended for internal use by (company name) Office. only.

3. This manual should always be kept in a safe place and must not be copied or revealed to third parties (i.e. persons not employed by (company name)) without the express written permission of the controller of this manual (i.e. the Business Development Department Manager).

4. Copies of this manual, in whole or in part, will be designated to involved personnel only.

5. Each set of this manual shall be serially numbered. Distribution/circulation of this manual is controlled and monitored by maintenance of a Manual Distribution Control Record (MDCR) for all manuals, that will record the following information about the distribution of copies of each manual:

o   Manual name
o   Manual copy serial number
o   Name of custodian (to whom the Manual is issued)
o   Position of custodian
o   Date of issue
o   Signature of custodian (on issue of the Manual)
o   Date of return and signature