

Case Study: Expanding Sales & Business Development in Africa and the Middle East

Background

A technology solutions provider sought to expand its footprint in Africa and the Middle East — two regions with strong economic potential but fragmented business environments. The goal was to establish a solid customer base, leverage local partnerships, and achieve long-term growth in high-opportunity sectors.

Objectives

- Build a solid customer base in Africa and the Middle East.
- Expand regional presence through strategic partnerships.
- Leverage local insights to navigate diverse cultural and regulatory environments.
- Achieve sustainable growth and secure high-value accounts.

Strategy

1. Sales & Business Development

- Implemented targeted sales campaigns across high-potential industries, including mining, energy, and offshore infrastructure.
- Deployed regional business development teams to pursue enterprise and government clients.
- Customized go-to-market strategies for each country based on local market research.

2. Strategic Partnerships

- Formed alliances with local distributors and system integrators to expand reach and credibility.
- Engaged with regional organizations to align with national development goals and industry programs.
- Leveraged local insights to ensure compliance and strengthen customer trust.

3. Local Market Engagement

- Conducted industry workshops and events to demonstrate solutions and capabilities.
- Built strong personal relationships with decision-makers to accelerate deal cycles.
- Adapted solutions to meet country-specific regulations and customer needs.

Results

- Secured two major customers:
 - A multi-million USD contract with a gold mining operation in Congo.

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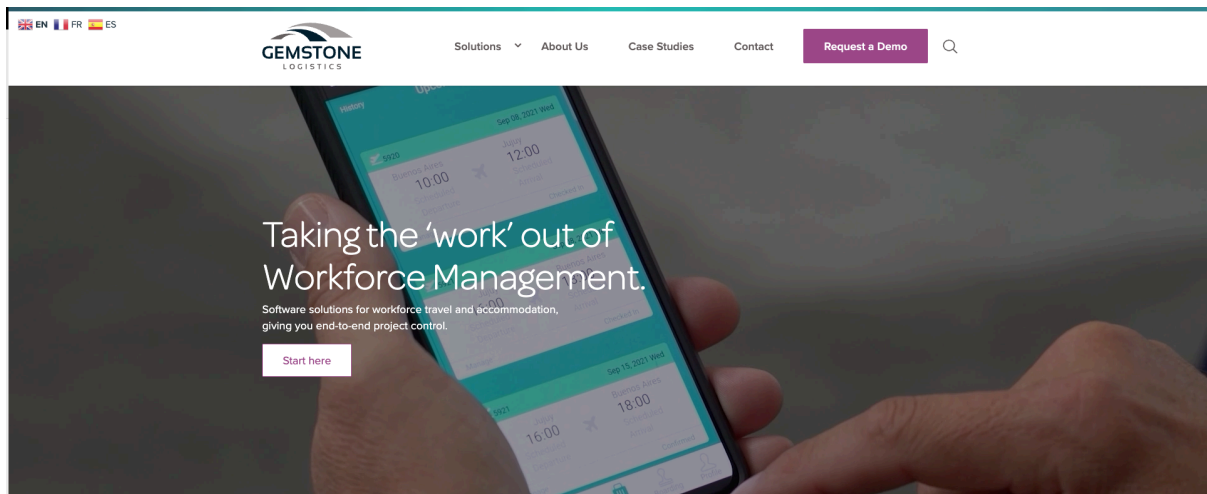


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- - A multi-million USD contract with an offshore industry customer in Oman.
- Established a solid and growing customer base across Africa and the Middle East.
- Built strategic partnerships that accelerated entry and credibility in new markets.
- Achieved robust market penetration with sustainable, recurring revenue streams.

Conclusion

By combining effective sales execution, strategic partnerships, and local market insights, the company successfully entered Africa and the Middle East, securing multi-million USD customers in Congo and Oman. These wins demonstrated the company's ability to capture large, complex accounts and laid the foundation for long-term growth across diverse and challenging markets.



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