



add**Apt** is a BOP Development Engine whose aim to help businesses to realized their vision and ambitions, by employing Brand Power, aligning People Capacity with the Organization's Current and Future Goals; and tapping on key components

Branding & Marketing that granting a sustainable and profitable growth, expanding new markets, and adding value to life
Developing Organizations by focusing on managing business change while maintaining: the pace, synergy, and direction
Developing People where competencies are aligned with individual & the business needs, ensuring exceptional teamwork

Vision:

Taking professional lead in Emerging New Markets by ensuring Profitable Business Integration, and striving for healthier well being and sustainable wealth

Mission of Statement:

Working with business suites, enterprises, and entrepreneurs on developing business , grasping on opportunities, and creating efficient inter-markets LINK

addApt – values

- Humanity Well-Being - **Contribute**
- People Focused - **Love**
- Antiracism - **Equal**
- Ethical & Transparent - **Win**
- Entrepreneurial - **Compassion**
- Team - **Share**
- Integral & Accountable - **Trust**

addApt - Scope of Business

addApt Brand

addApt Bridge

addApt LinkS

addApt Manager

addApt Maestro

addApt People

addApt Brand

- Focus Group & Market Research
- Branding & Strategy
- Marketing Planning & Campaigns
- M&A, ATL & BTL
- Product Launching

addApt Bridge

- GDS, GDA, RTM
- ECR & Category Management
- Business Integration Systems, SOP's, Standards
- ISO, Six Sigma

addApt LinkS

- **Emerging New Markets**
Horizontally- add market
vertically- add business
- **Links**
B2B
New Markets
- **M&A**

addApt Manager

- OGSM (Corporate Business Mapping & Planning)
- Balanced Business Plan (BBP)
- Project Planning
- Project Management

addApt Maestro

- Event Management
- Exhibitions
- Conferences & Forums

addApt People

- **People Development:**
Building Business Capacity
Competencies alignments
- **Customized Training-**
Functional & Corporate
- **Individual-Team Development**
Teamworks,
Communication,
Interpersonal and key Skills

Business Experience - Few to mention



Markets Experience





Ali Hallal – Admin & Operations Director



Munjed Al Sharif – Art & Creative Consultant



Reham Al Sharif – Strategic Planning Consultant



Elie Chaaya – Business Development Consultant



Zack Beiruti – CEO

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