GCC GROWTH CONSULTANCY · UAE AND KSA · ESTABLISHED 2009

Enter the market. Build the brand.

Market entry, brand building and e-commerce for the GCC.



Zenith

COMPANY PROFILE 2027

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One partner for market and brand.

We help companies enter GCC markets and build brands that sell there, in store and online.

2009

ESTABLISHED

As Zenith Creatives in Al Khobar, KSA.

3

DIVISIONS

15

TEAM MEMBERS

7 days

TYPICAL MOBILISATION

- Company record

The ampersand is how we work.

Strategy & execution

Numbers & narrative

Systems & storytelling

MISSION

To take good products and brands into the GCC and help them grow, with evidence behind every decision and integrity in every engagement.

VISION

To be the first call for any company entering or growing in the GCC.

Most companies commit first and learn later.

THE USUAL ROUTE

Commit Spend Learn

THE ZENITH& ROUTE

Learn Prove **Commit**

Commit moves from first to last.

Three divisions, one accountable team.

01 COMMERCE

Validate the market before you commit capital

TYPICAL CLIENT

Product companies and brands entering the GCC

02 CREATIVES

Brand systems that hold at scale

TYPICAL CLIENT

Brands launching, repositioning or scaling

03 E-COMMERCE

Sell across the GCC, beyond the shop floor

TYPICAL CLIENT

Brands and retailers selling direct to customers

01 COMMERCE

Validate the market before you commit capital.

Market entry leads. Five services support it.



Market entry and go-to-market

- Route to market and partners
- Sales and specification readiness
- Partner introductions and deal facilitation
- Regional advisory
- Analytics and technology, built in

01 COMMERCE

Four phases. A decision after each.

PHASE 01

Market and product intelligence

DECISION

Go, adjust or stop

Proof · Celplast, June 2026

PHASE 02

Go-to-market design and launch planning

DECISION

Approve the plan

Proof · Celplast, GO decision

PHASE 03

Commitment and execution alignment

DECISION

Sign

Proof · MST, Jeddah

PHASE 04

Market engagement and on-ground enablement

DECISION

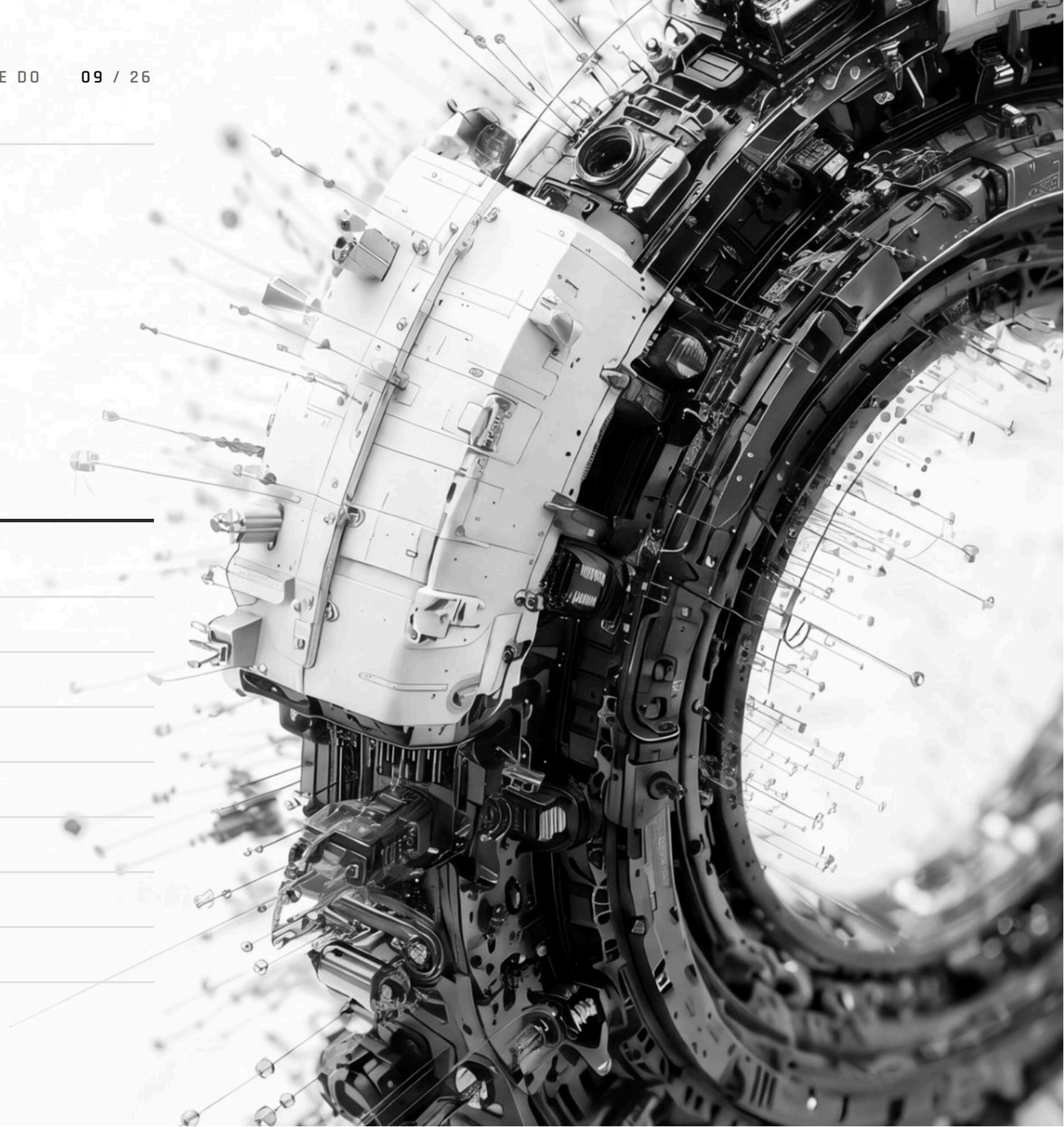
Scale or hand over

Proof · Celplast, converters and packaging companies

02 CREATIVES

Brands built as systems, not one-off assets.

Brand design leads. Eight services support it.



Brand design, redesign and AI reimagination

- Brand strategy and architecture
- AI brand and design systems
- Packaging design and strategy
- Sales and marketing collateral
- Brand communications
- Digital marketing and social media
- Websites and digital experiences
- Brand merchandise and gifting

02 CREATIVES

Seven checks between an idea and a brand.

The 7C framework: the checks we run on every brand system, in order, from clarity to credibility.

01 **Clarity**

02 **Concepts**

03 **Communication**

04 **Content**

05 **Craft**

06 **Consistency**

07 **Credibility**

03 E-COMMERCE

Sell across the GCC, beyond the shop floor.

A channel audit leads. Seven services build on it.



Channel audit

- E-commerce strategy and channel plan
- Store design and build
- Marketplace onboarding and account management
- Catalogue, product content and listing optimisation
- Fulfilment, payments and returns
- Performance marketing and conversion optimisation
- B2B ordering portals

03 E-COMMERCE

Transfer, not dependency.

We document and hand over, so your team can run what we build.

STEP 01
Discover

STEP 02
Define

STEP 03
Build

STEP 04
Launch

STEP 05
Optimise

STEP 06
Hand over

Every recommendation comes with the evidence.

60

entry decision taken on study evidence

■ Verified · Celplast, June 2026

1,401

projects mapped for one entry plan

■ Verified · Celplast study, June 2026

82

stakeholders named for one entry plan

■ Verified · Celplast study, June 2026

35%

combined growth in convention booking and transportation

□ Client-reported · Swagat Group, 2025

CASE 01 / 05 · MIGHTY SOLUTION TECH CO. (MST)

01 COMMERCE 02 CREATIVES

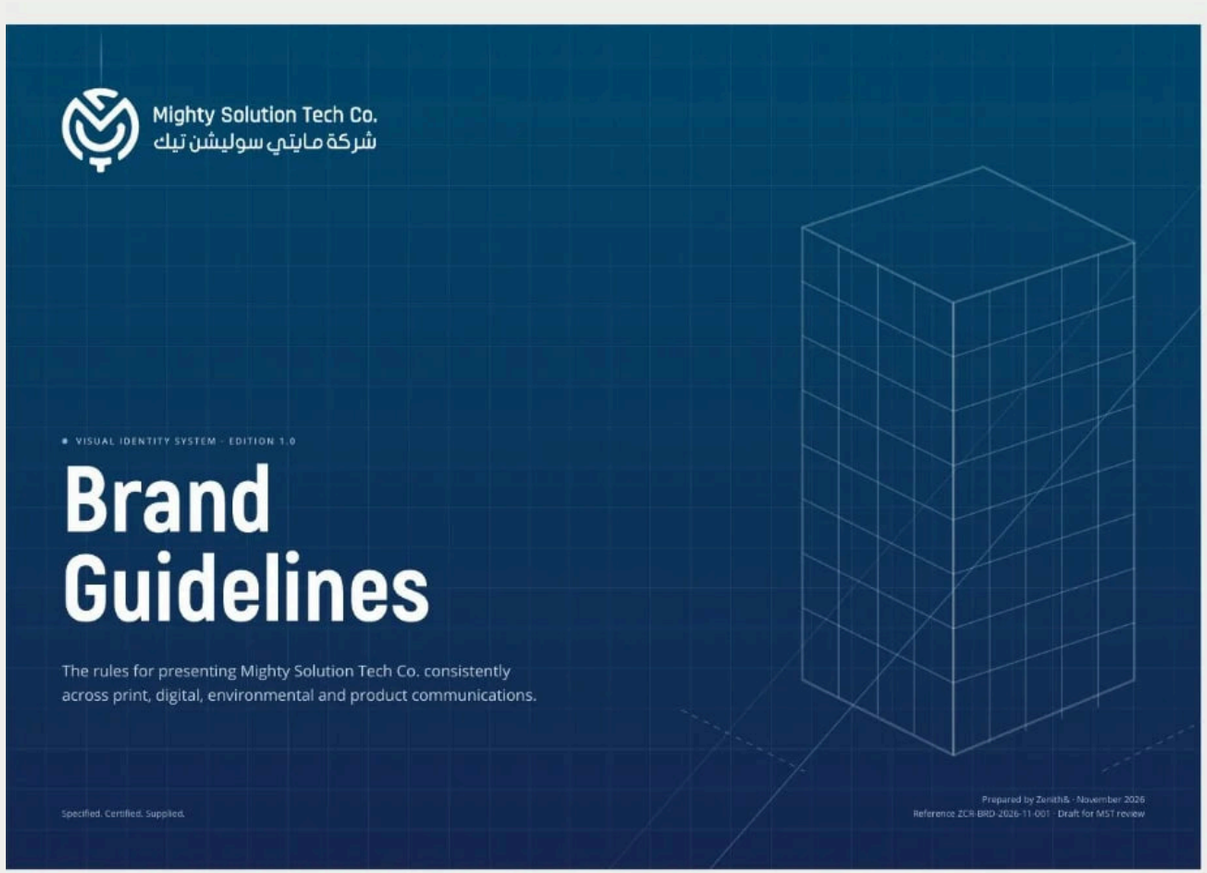
Brand, catalogue and website in 2 months.

Construction fixing systems · Jeddah, KSA · 2026 to 2027

2

months to brand guidelines, business stationery, an electronic credit application, a product catalogue and a bilingual website

Delivered · MST, 2026



"Zenith& gave MST a brand system, a clear product structure, and an honest audit of our catalogues. Every recommendation came with the evidence behind it."

Rami Tellawi, Partner, MST, Jeddah

CASE 02 / 05 · CELPLAST METALLIZED PRODUCTS

01 COMMERCE 02 CREATIVES

From blueprint to GO. Then a second market.

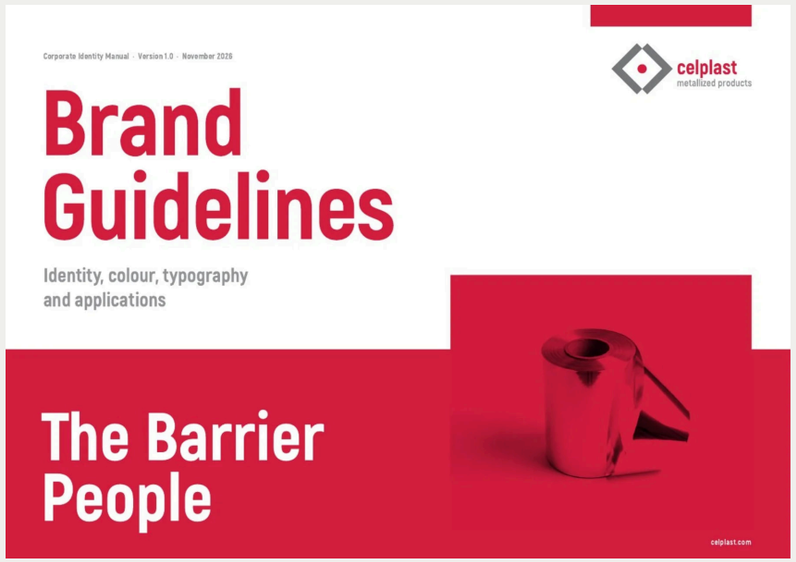
Reflective insulation film · Toronto to the GCC · 2025 to 2026

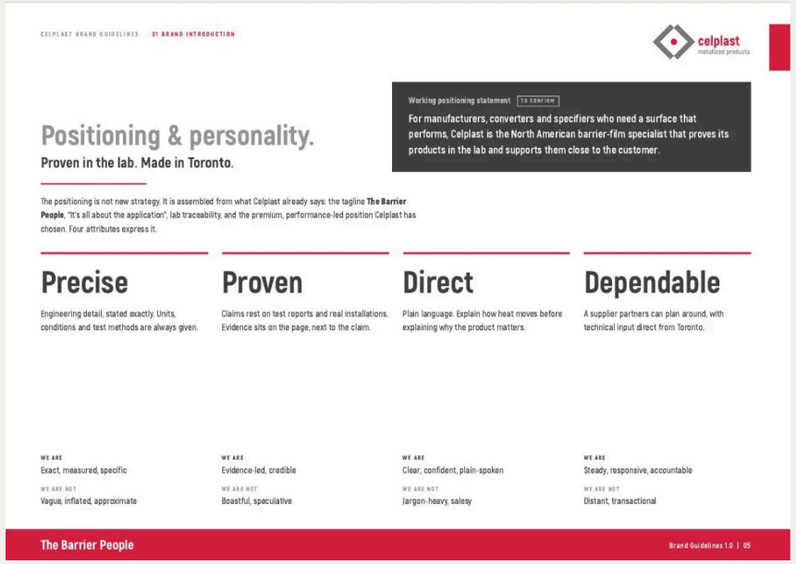
GO

enter through a UAE hub, KSA served cross-border

■ Verified · Celplast, June 2026

PHASE 1	Introduction
PHASE 2	Detailed market study; GO decision, June 2026
PHASE 3	Market entry evaluation with PEB makers, distributors and insulation companies
PHASE 4	Full range introduced to converters and packaging companies (GCC packaging study, November 2026)





CASE 03 / 05 · ALAINZ GROUP

02 CREATIVES

One brand for eight businesses.

Diversified holding company · Dubai, UAE · 2026

Challenge · Hold eight businesses, from construction material to fashion, to one standard people can see.
Delivered · The group logo, eight division logos, every word of the copy, from the line “One Standard. Every Essential.” down, and alainzgroup.com.

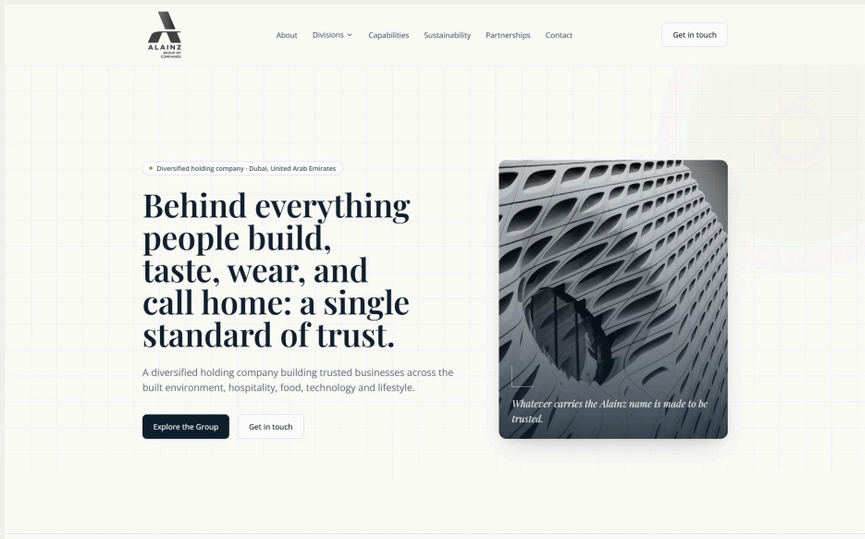
9

marks: the group logo and eight colour-coded division logos

■ Delivered · Alainz Group, 2026

The Fashion House division includes Maha & Lina, also built by Zenith&.





CASE 04 / 05 · SWAGAT GROUP

02 CREATIVES

One brand for three businesses.

Transport, venues and events · India · 2025

Challenge · Modernise a 1984 brand and unite 3 divisions under one identity.
Approach · Master brand, colour-coded division lockups, strategy and a 90-day rollout.

35%

combined growth in convention booking and transportation

Client-reported · Swagat Group, 2025

"We carried the Swagat name for 40 years. Zenith& made it feel new without losing a single year of it. Transport, convention and events finally look like one family, and our teams are proud to wear it."

Swagat Group, India





CASE 05 / 05 · MEDICAL NUTRICARE

02 CREATIVES

One system for clinic, print and digital.

Clinical nutrition · Pakistan · 2020 · Founder-led work

Challenge · Balance clinical trust with personal warmth, in one system.

5

patient-facing pieces: letterhead, card, consultation form, nutrition plan, appointment card

Founder-led work · Pakistan · 2020

“I asked for a logo and got an identity that finally feels like me. Clinical enough to trust, warm enough to welcome. Clients in over 10 countries now recognise me before I say a word.”

Mariam Haider, Medical Nutricare, Pakistan







More market work, in brief.

COMPANY, BY ROLE	FIGURE	EVIDENCE
DOOH investor Market study · 2025 · UAE and GCC	**2×**	overstated profit per screen in a widely shared model ■ Delivered · Client report, 2025
Sealants manufacturer Groundwork study · 2025 · UAE and KSA	**3.6×**	estimated price spread from global premium sealants to imported commodity □ Estimated · Groundwork study, 2025
Firestop manufacturer Groundwork study · 2026 · MENA	**60%**	growth in MEA passive fire protection to 2033 □ Third-party estimate · Groundwork study, May 2026
Firestop sealant maker Groundwork study · 2026 · UAE and KSA	**35%**	estimated price advantage over the leading imported firestop sealant □ Estimated · Groundwork study, May 2026
Colour-cosmetics brand Market study · 2026 · UAE	**USD 54M**	focused market for the brand, from a USD 645M UAE colour-cosmetics market □ Report estimate · channel and regulatory roadmap, May 2026
Building-materials trader Groundwork study · 2026 · UAE and KSA	**AED 45M**	cumulative 5-year gross profit in the base case □ Model projection · Groundwork study, 2026
Cable-tray manufacturer Founder-led · 2015 · KSA	**27%**	of the line's total cost was the cost of poor quality □ Founder-led operations study · KSA · 2015

Groundwork studies are built from our own database: 20 years of GCC building and construction data and a live project pipeline, updated every month through business intelligence providers across the region, read by founders with more than 40 years of combined experience in GCC construction.

Also in 2026, named: BGS Contracting Est., KSA, prequalification system with brand, profile and website · Dessert39, GCC, GCC entry blueprint.

Brands since 2005, in brief.

Founder-led work since 2005, through Zenith Creatives (from 2009) and Zenith&.

26
BRAND SYSTEMS

12
WEB BUILDS

2005
FIRST PROJECT

Record · Founder portfolio · vasee.me

SELECTED NAMES, 2005 TO 2026

2026 **Alainz Group** Diversified holding company	2020 **Medical Nutricare** Healthcare	2016 **History Harvestor** Heritage	2010 **Raw Earth Organics** Food
2026 **URBNTROV** Refurbished hardware, e-commerce	2020 **AFIFA** Fashion	2015 **Cognizance** Corporate	2010 **The Spice & Herb Co.** F&B
2026 **Voltoolz** Online file tools	2020 **Foodizm** F&B	2014 **Rayhaan** Travel	2008 **Seema Interior Design** Interiors
2025 **Swagat Group** Transport, venues and events	2020 **Lookbook** Fashion	2012 **Al Fateh** Pilgrimage	2008 **Visage Studios** Photography
2024 **Frites & Elixir** F&B, cafe and bistro	2018 **Komasi** Industrial	2012 **JV One** Corporate	2007 **Barbarians F.C.** Sports
2023 **Sarafy** Fintech, digital wallet	2017 **ASITE** Technology	2011 **TEDx Deccan** Event poster	2005 **Hydrogen Magazine** Publishing
2022 **Ryntal** Proptech, rentals and real estate	2017 **Khadija's Kitchen** F&B	2010 **Beekeeper's** Food	

In build, 2026: Valuetech website, Riyadh · URBNTROV and Voltoolz stores · Maha & Lina catalogue, for Alainz Fashion House.

What we hold to.

01

Balance

LOGIC AND IMAGINATION

02

Empowerment

EXPERTISE AND ENABLEMENT

03

Craft

CARE AND CONSISTENCY

04

Integrity

PRECISION AND TRANSPARENCY

05

Collaboration

PARTNERSHIP AND HUMILITY

06

Vision

CURIOSITY AND LONG-TERM THINKING

One region, six rulebooks.

Each GCC country rewards different behaviour. We calibrate the route, the message and the materials to each.

	UAE GMT+4	KSA GMT+3	Qatar GMT+3	Kuwait GMT+3	Bahrain GMT+3	Oman GMT+4
DECISIONS	Founder-direct and fast	Procurement-led, with committees and formal stages	Relationship-led, with formal tenders for public projects	Tender-led, with formal stages and committees	Owner-direct, with shorter cycles	Procurement-led, with approved-vendor lists
WORKING WEEK	Monday to Friday	Sunday to Thursday	Sunday to Thursday	Sunday to Thursday	Sunday to Thursday	Sunday to Thursday

The full table, with language, route, proof and materials for each market: zenithand.com/#about

Choose how deep we go.

No rates are published; pricing is set in each proposal.

01
Advisory
ON DEMAND

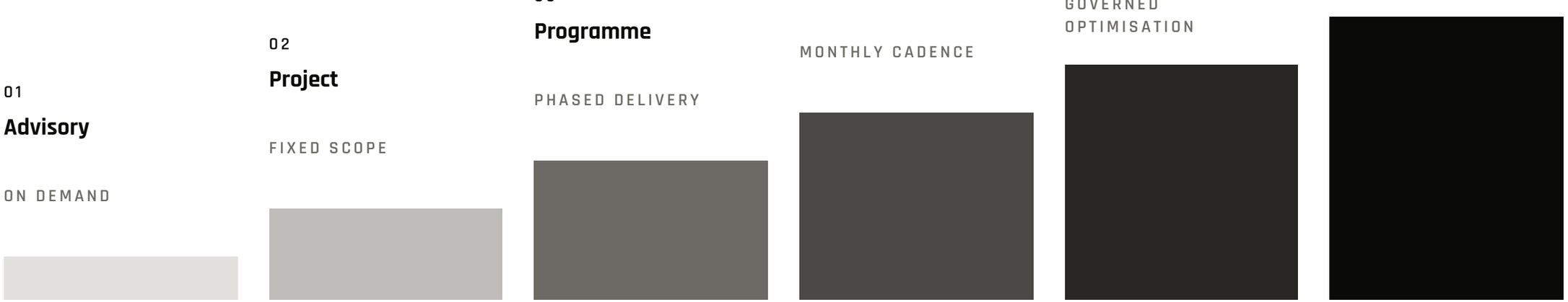
02
Project
FIXED SCOPE

03
Programme
PHASED DELIVERY

04
Retained partnership
MONTHLY CADENCE

05
Continuous improvement
GOVERNED OPTIMISATION

06
Performance-linked
SELECTIVE



LIGHTER TOUCH — DEEPER COMMITMENT

What clients get with Zenith&.

01

Commercial, creative and online under one lead.

02

GCC buying behaviour built in.

03

Validation before capital.

04

Bilingual by default.

05

AI-native production.

06

Evidence over claims.

Zenith& at a glance.

COMPANY

LEGAL ENTITY
Zenithand FZC

ESTABLISHED
2009, as Zenith Creatives in Al Khobar, KSA

REGISTERED
In the UAE as Zenithand FZC, 2025

LICENCE
Business licence 4424808.01, Sharjah Publishing City Free Zone Authority

TAX
Registered for UAE Corporate Tax.
Not VAT-registered.

DIVISIONS
Zenith& Commerce · Zenith& Creatives · Zenith& e-Commerce

LOCATIONS AND TEAM

HEADQUARTERS
The Ampersand House, Business Centre, Sharjah Publishing City Free Zone, Al Zahia, Sharjah, UAE

SUPPORT OFFICES
Coventry, United Kingdom · Hyderabad, India · New York, USA · Montreal, Canada · Kuala Lumpur, Malaysia · Al Khobar, KSA

MARKETS
UAE and KSA, with work across the GCC

TEAM
15 team members

LANGUAGES
English and Arabic

MOBILISATION
Approved engagements typically begin within 7 days

HOW WE WORK

VISION
To be the first call for any company entering or growing in the GCC.

DELIVERY MODEL
We do not provide legal, licensing or company-formation services ourselves: vetted specialist partners deliver them, and we coordinate the work.

WHO WE WORK WITH
Product companies entering the GCC · GCC groups and distributors · Brands launching or repositioning

SECTORS

CONSUMER AND LIFESTYLE
Food and beverage · Retail and consumer brands · Luxury, fashion and lifestyle · Hospitality and tourism · E-commerce and marketplaces · Healthcare and wellness

BUILT ENVIRONMENT AND INDUSTRIAL
Real estate and property development · Construction and engineering · Architecture, design and built environment · Manufacturing and industrial · Energy and sustainability · Logistics, supply chain and transportation

SERVICES AND TECHNOLOGY
Financial services and fintech · Technology and digital products · Education and training · Professional services

Start with a discovery call.

A 30 to 45 minute call to understand your objectives, market and priorities. A tailored proposal follows. Approved engagements typically begin within 7 days.

BOOK A DISCOVERY CALL

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