



Bright Star Management Consultations

YOUR Growth is OUR responsibility

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Market Entry and Growth Consultant



▶ Education

- BSc in Petroleum Engineering, Sultan Qaboos University, OMAN
- Master in Business Administration, MBA (commendations), University of Bedfordshire, UK
- Master in Marketing Science, MSc in Marketing, University of Leicester, UK
- National CEO Program, Leadership, IMD Business School, Switzerland

▶ Career:

- Worked in Oman and Yemen; and remotely supported Pakistan and Kuwait
- Worked for international firms (Baker Hughes, Weatherford, Ulterra Drilling Technologies)
- Wealth of experience in Drilling Optimizations, Drilling Bits and overall Oilfield Market
- Exceptional career bath in Market Entry, Sales, Marketing, Business Development & Growth
- Built a good relationship with the key decision makers in Oman and Kuwait
- Mastered the market knowledge (Market, Competitions and Clients, etc)

▶ Some Achievements: Won strategic opportunities, RFQ's and tenders

- Introduced Ulterra Drilling Technologies to Oman [Won \$15M contract with PDO/Shell]
- Awarded a strategic tender for Baker Hughes [\$21M Wireline]
- Full P&L accountability and responsibility of more than \$160 MM revenue per year
- Increased Baker Hughes market share from 26% to 40% with PDO/Shell



Market Entry, Development and Growth



- **Key Partners and Clients:**

- National Oil Companies (NOC)
- International Oil Companies (IOC)
- Local and International Oilfield Service Companies
- Local and International Manufacturing firms
- Technology innovators



- **How can WE support your Business GROWTH?**

- Providing Strategic Market Knowledge and Information
- Formulating Business Plans and Marketing/Business Strategies
- Identifying and supporting Sales/Growth Opportunities, Tenders and RFQ's
- Selecting, negotiating and managing partnership between technology providers and Oilfield operators
- Delivering tailored Sales and Marketing Training (Depends on the need of the sales force)

Providing Strategic Oilfield Information

- Building good and dynamic understanding of the Oilfield Market
- Providing Drilling Rigs activities and forecast
- Providing Hydrocarbon Actual Production and forecast
- Customers/operators in Oman with the concession area
- Full details & challenges for main operators
- Main EOR projects and targets
- Reserve and country drive
- Identifying customers' needs & key challenges
- Providing accurate Total Available Market (TAM)
- Providing Competitive intelligence information
- Studying and forecasting Oman Oilfield Market
- Strength, Weakness, Opportunities & Threats analysis (SWOT)



Business Plan and Strategy Development



- Market Entry Strategy
- Business Plan Development: Perpetrating Short and Long term strategies to differentiate the corporate from its competitions
- Proposing and developing overall GROWTH Strategies
- Development of key account Strategy



We help our partners to accomplish tactical vision and growth enthusiasm

Opportunities Identification & Entry Support

- Opportunities identification and Support
- Oman Market entry
- Start-up Consultations
- Market Expansion Advisory
- Identifying and Qualifying of new business Opportunities, tenders and RFQ's
- Supporting Sales Opportunities, Tenders and RFQ's to be materialized



Defining the Best In-Country Stakeholders



- Selecting, negotiating and managing partnership between technology providers and Oilfield operators
- Developing high level relationships with existing and potential customers
- Representing firms effectively with the (Ministry of Oil & Gas) and operators
- Meeting with MD's, sectors directors, GM's, Undersecretary & Minister
- Representing & leading organizations participations in conferences & Exhibitions
- Building a strong corporate brand with Sultan Qaboos University (SQU)
- Providing Organization charts for main customers in Oman (who is who?)
- Strategic introductions instead of sales calls or referrals

Specific Sales & Marketing training



- Introduction to marketing
- Market research
- Marketing mix and 5P's
- Consumer Behaviors and buying decision making
- Business Plan creation and Support
- Strategy Development
- Etc.



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Do something **TODAY that your future
self will thank you for**



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