company profile

/ our story

ZUHA



thinkers **designers** strategists

Our company name pays tribute to the legendary Iraqi architect Zaha Hadid, whose groundbreaking creativity not only expanded the boundaries of possibility but also ignited the spark of innovation in countless others. We chose to specialize in marketing and business development as our way to continue her legacy of fostering positive change and trust. It's our aspiration to inspire future generations, just as she did, with a message that embodies art, values, and beauty

ZUHA
BUSINESS DEVELOPMENT



ZUHA

you say brand, we tell the story.

We create authentic stories that navigate your brand through the world.

Company culture

- Core values always respected: **“be above the ordinary”**
- **Connected -** strong connection between employees (leisure time, gaming nights, quizes, teambuilding, friday night out, education, workshops & festivals, xmas parties)
- **Horizontal hierarchy** - teams are organized by client groups or specific client needs
- **Annual employee turnover rate** less than 6%

Why we are different

- Long term clients collaboration
- Wide portfolio of clients with more than 40 clients per Year
- Loyal customers who continuously extend requested services (from digital to print and vice versa)
- Agile, creative, reliable team members with extended knowledge beyond their primary fields of expertize















OUR JOURNEY SO FAR...

The journey so far was a roller-coster ride for us. We kicked off with just a team of 2 individuals to be an expert team of more than 15+ creative brains.
Every day brought us a new challenge and our team made it look small on every occasion.

Established in March 2014, Baghdad

Served 5 SME's June 2015

Expanded to Erbil Dec 2016

Served 25+ brands Oct 2017

Expanded to 2 Branches June 2018

Worked with international clients ,Aug 2019

Launched our own Business Model Sept 2021

Awarded As Best Marketing Activity DEC 2021

Awarded as Best Marketing Eventor Jan 2022

At present - 2023
- Working with Key Accounts Organizations & International Companies

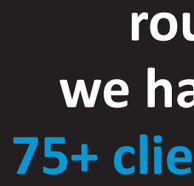
MSI, Samsung, Korek, LG

ZUHA







roughout our journey we have served more than 75+ clients across the country

What We Do
to help our clients ...

We have a wide array of services to offer our clients. But we can generally boil all of our services down into one of these 4 general categories:



Smart Platforms. Smarter Business.

BUSINESS SYSTEMS & MANAGEMENT SOLUTIONS

We help organizations streamline operations through integrated digital systems and management platforms. From CRM, ERP, HRM and LMS to HIMS, Task Management and Project Management tools, we select, implement and customize the right solutions to improve efficiency, visibility and control across your business.



World-Class Experiences

EVENTS & TRADE SHOWS

Our seasoned marketing team excels at organizing impactful events, tradeshows, and workshops. From concept to execution, we handle every detail to deliver seamless and effective experiences that meet our clients' needs and exceed their expectations.



Building Stronger Brands

BRANDING & BRAND MANAGEMENT

We leverage deep market insights and data-driven strategies to craft compelling brand identities for our clients. Our expertise spans from initial concept to long-term brand maintenance, ensuring a unified and impactful presence.



Premium Solutions

MARKETING STRATEGY

We help you develop a winning strategy that maximizes your effectiveness while minimizing the time and money required to achieve your goals.

MARKETING STRATEGY



MARKETING STRATEGY

The most effective marketing campaigns are always built on a robust and data driven strategy. With our carefully planned approach we provide effective, sustainable, and market-oriented marketing strategies.

- Environment recognition
- Market Analysis
- Predict Risks and opportunities
- Empower strengths and eliminate weaknesses
- Competitive Analysis
- Integrate marketing tools
- Measure results accurately



Why should you define a marketing strategy?

- Cost Control
  - Never waste expenses on an already doomed to fail channels
- High effectiveness
  - Leverage the power of data driven strategies made for success
- Top Competition
  - Explore opportunities and excel where competitors fail
- Data driven
  - Make all decisions based on aggregated accurate data



EVENTS & TRADE SHOWS

EVENTS & TRADE SHOWS

Event Organization:

1. Product Launches: Amplify the impact of your new product with a meticulously planned and executed launch event.

2. Corporate Seminars: Educate and engage your audience through impactful seminars tailored to your brand's message.

3. Team Building Events: Strengthen your corporate culture with activities designed to foster teamwork and collaboration.

4. VIP Customer Experiences: Create unforgettable experiences for your high-value customers to nurture loyalty.

5. Annual General Meetings: Coordinate seamless AGMs with full logistical and technical support.

Trade Shows:

1. Booth Design and Setup: Eye-catching, brand-aligned booth designs that stand out in a crowded expo hall.

2. Lead Generation: Employ innovative tactics to attract visitors and collect valuable leads.

3. Product Demonstrations: Interactive, engaging displays and demos to showcase your products or services.

4. Networking Events: Facilitate connections between industry professionals to boost your brand's image.

5. Post-Show Analytics: Comprehensive reporting to gauge ROI, including foot traffic, lead conversion, and customer engagement metrics.

6. Virtual Trade Shows: Utilize advanced technology to host online trade shows, expanding your reach without geographical limitations.



BRANDING & BRAND MANAGEMENT

BRANDING & BRAND MANAGEMENT



Brand Strategy

- Market Research: Understanding customer needs, market trends, and competitor landscape.
- Positioning: Defining the unique value proposition and positioning in the market.

Brand Identity

- Logo Design: Creating a visually appealing and logo.
- Color Scheme: Choosing colors that represent the brand's values and resonate with the target audience.
- Typography: Selecting fonts that align with the brand's personality.

  Business Cards
  Brochures
  Product Catalogs

Digital Branding

- Website Design: A user-friendly, mobile-responsive website.
- Social Media: Consistent branding across all platforms.

Brand Promotion

- Advertising: Online and offline channels tailored to your target audience.
- Content Marketing: Blogs, articles, and videos that provide value and drive engagement.

Brand Monitoring and Maintenance

- Brand Audits: Regular assessments to ensure brand consistency.
- KPI Tracking: Monitoring metrics to measure brand performance.

Training

- Staff Training: Educate team members about brand guidelines and customer engagement.
- Customer Education: Resources and training to help customers make the most out of the products.


BUSINESS SYSTEMS & MANAGEMENT SOLUTIONS

DIGITAL MARKETING

1. Customer Relationship Management (CRM):
Centralize leads, customers, opportunities, sales activities, follow-ups, and customer interactions to improve sales performance and customer experience.

2. Enterprise Resource Planning (ERP):
Integrate finance, procurement, inventory, sales, operations, and reporting into one connected platform for greater visibility and operational control.

3. Human Resources Management (HRM):
Digitize employee records, attendance, leave, recruitment, payroll, performance evaluation, and other HR processes within one organized system.

4. Learning Management Systems (LMS):
Create structured digital learning environments for employee training, onboarding, certifications, assessments, and continuous professional development.

5. Healthcare Information Management Systems (HIMS):
Support healthcare organizations with integrated systems for patient management, appointments, clinical workflows, billing, medical records, and operational reporting.

6. Task & Workflow Management:
Organize daily activities, assign responsibilities, track deadlines, automate approvals,and create clear workflows across teams and departments.

7. Project Management Solutions:
Plan projects, manage resources, monitor milestones, control budgets, track progress, and improve collaboration from initiation through completion.

8. Business Intelligence, Integration & Automation:
Connect systems, automate repetitive processes, consolidate business data, and build dashboards and reports that support faster, data-driven decisions.

STEP-by-STEP

We are good learners and with every growing day we enhanced ourselves to give you a perfect Marketing solution.
We developed our own process to make the communication easy and give you a better experience of premium marketing Solutions.



CONSULTANCY & BUSINESS SUPPORT



Practical Guidance. Structured Solutions. Better Business.

We work with organizations to identify operational challenges, structure processes, select the right solutions, and build practical roadmaps for sustainable improvement.

01 — BUSINESS PROCESS & OPERATIONS

- From complex processes to clear workflows
- Business Process Review
- Workflow Mapping & Optimization
- Internal Procedures & SOPs
- Roles & Responsibility Structuring
- Documentation Support

02 — DIGITAL TRANSFORMATION ADVISORY

- Turning business needs into the right technology
- Digital Transformation Strategy
- Business Requirements Analysis
- System & Platform Selection
- CRM / ERP / HRM / LMS Advisory
- Integration Planning
- Solution Roadmapping









03 — SALES & MARKETING CONSULTANCY

- Building stronger customer journeys
- Marketing Consultation
- Sales Process Development
- Customer Journey Mapping
- Lead & Opportunity Management
- Go-to-Market Support
- Performance & KPI Structuring

02 — DIGITAL TRANSFORMATION ADVISORY

- Helping teams adopt better ways of working
- Employee Training
- Management Workshops
- System User Enablement
- Process Training
- Change Management Support
- Knowledge Transfer


OUR CUSTOMERS


ALMADEED
General Constructions


SAAEDA
السائدة


KH
Trading & Agricultural Investment


SAMSUNG


APOTEK
Quality is Your Right


3


ASHRAF KAISER
Trade & General Contracting




DeltaNet
INTERNET SERVICE PROVIDER


Awamedica


SMART GATE


Mega Mall
MORE STORES MORE VALUE


ALAQ ALMAS
MEDICINES ADVERTISING


ALAFNAN ALKHADRAA
GENERAL CONSTRUCTIONS


GENERAL
CONTRACTS


ASA
Mobile Accessories


VOGUETEC
MOBILE ACCESSORIES


MidyaTech


DESIGN MANNER
Building & Construction


CAPITAL TOWERS
GENERAL TRADING


ALSAIDALY
Made for Life


REAL PHARMA


LARSA


HiGen


NITROGEN
Scientific Bureau


AWDIER
cooperative association
for the development of agriculture


PREMIUM GATE


YahClick
SATELLITE INTERNET


HOSPITALITY PROGRAMS
SALES AND PROMOTIONAL EVENTS
ROADSHOWS
Our Work in Action
CORPORATE EVENTS
CONFERENCES AND SEMINARS
AWARD CEREMONIES

OUR WORK

GE Healthcare Launching Event

Baghdad

From concept and planning to execution, we create professional experiences that strengthen brand presence and audience engagement.





NETWORKING & PARTNERSHIPS



INNOVATION IN HEALTHCARE



TECHNOLOGY FOR A HEALTHIER TOMORROW

Dentsply Sirona

OUR WORK

Dentsply Sirona Grand Event

Baghdad

From concept and planning to execution, we create professional experiences that strengthen brand presence and audience engagement.

EVENT MANAGEMENT
BRAND EXPERIENCE
EXECUTION

REAL EVENTS
REAL PEOPLE
REAL IMPACT



EVENT EXPERIENCE

A STRONGER FUTURE TOGETHER



TEAM PRESENCE

PEOPLE BEHIND SUCCESS



KNOWLEDGE SHARING

IDEAS THAT DRIVE PROGRESS



KEYNOTE MOMENT

VISION FOR A HEALTHIER TOMORROW



BRAND LAUNCH

PARTNERSHIPS FOR A BRIGHTER FUTURE

ZUHA

OUR WORK

GE HealthCare

CARE ON THE FAST LINE Event

Professional event execution that brings people, brands, and ideas together.



PEOPLE
CONNECT

IDEAS
ENABLE

EXPERIENCE
DELIVER



PEOPLE IN FOCUS
STRONGER TOGETHER



A SHARED VISION
BRANDS THAT INSPIRE



REAL CONNECTIONS
IDEAS IN MOTION

OUR WORK

Novonordisk SAXENDA LAUNCH Event

Erbil • 21 Nov 2019

From concept and planning to execution, we create memorable healthcare experiences that connect brands, speakers, and audiences.



Same Will.. New Way..

PEOPLE
IDEAS
BRANDS
GREATER IMPACT





