





WHO WE ARE ?

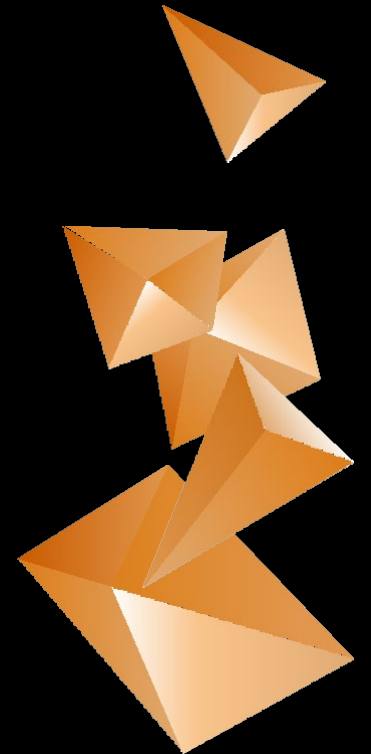
Against All odds during the year of **2020**, WIN Productions and OGMMENTED Co. owned by the infamous gameshow Director Bassem Christo, signed a collaboration MOU to produce several events in the Kingdom, ending the year with **G20** international conferences were a 165 virtual conferences took place summing it with the final summit conference at NEOM.

In 2021 we kicked off the year with the Arabic version of the international show Drive Thru Karaoke (**Ghanny Safay**) airing on **SBC**, highlighting the year with the introduction of new game show (**THE BANK**) all intellectual copy rights belong to Win Production. Expectations of this game show is to become benchmark!

For Further Information

www.ogmented.tv

www.bassemchristo.com



COMPANY

OVERVIEW

Win “Production Center” is a full - service production company offering technical, creative concepts, high-end designs and quality event and T.v productions. With a diverse client portfolio consisting of event organizations, multinationals and event promoters the company is active on an international scale within the field of live communication, such as; corporate events, public events, sports, government and artists.

A service company for audiovisual related solutions such as sound, light, video, photography, infographic, structures, professional crew and site equipment.

Following the four faze blueprint with a key focus on event and production management, Unlimited Productions accompanies our clients from definition to concept, into pre-production and post production.



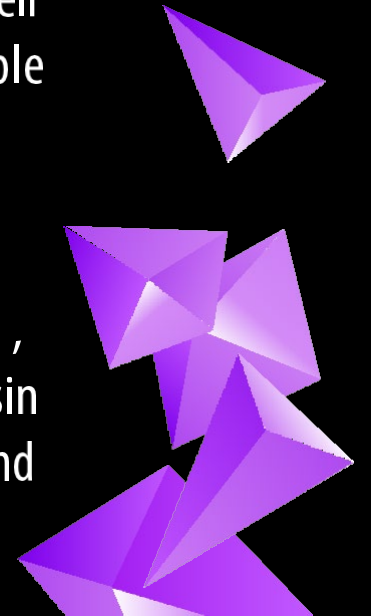


WHO WE ARE

We are a PR & Strategic Business Communication Company that specializes in brand communications and events organizing / management. We offer a 360-degree approach on integrated communication and management services, specializing in media relations, stakeholder engagement, exhibitions, and events. We aim to bring our clients closer to their respective audiences and manage their brand reputation with creative and actionable strategies.

BACKGROUND

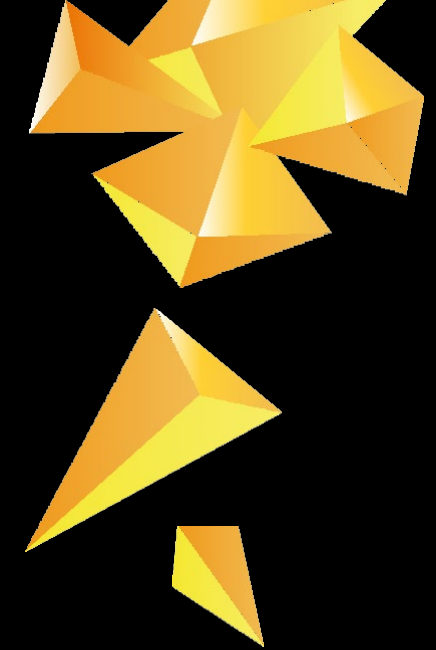
Win "Production Center" Family is a 100% professional owned and controlled organization, which comprises of a consortium of a monopoly of experienced business that specializes in most fields in the industry. Win "Production Center" Family has the commitment, skill and resources to meet the requirements of our customers.



OUR APPROACH

Our believes that brands that stand the test of time based on a fresh approach to find a unique creative edge. Finding creative solution that build competitive advantage takes courage and a willing to open up, move beyond a rigid approach and think differently.

At Win “Production Center” our experienced multi - culture team will bring a great idea to all assignments to enhance the best performance to your business strategy





VISION

To be recognized as the industry leader and most trusted with highest Quality of Service to see Micro Enterprises (M.E.s), Small/ Medium Enterprises (S.M.E.s) and Entrepreneurs growing into large corporate (PTY.LTDs)

MISSION

We are dedicated to total excellence and value-added service to take these MEs, SMEs and Entrepreneurs to become some of the greatest corporate in Saudi Arabia.

we will exceed our served client expectations of quality and reliability by providing consistently superior services



VALUES

“Authentic, Collaborative, Agile”

Customer satisfaction is our success

Value and reciprocal employee and customer loyalty

Constant performance of quality work

Open communication without fear of consequences

Provide the opportunity for professional and personal growth

Understand the importance of personal and family life

Committed to positive community involvement

Uncompromising integrity





OUR COMMITMENT

We distinguish ourselves from the competitors by delivering prompt and accurate service to our customers in the most professional, efficient and reliable manner.

We give our customers the assurance that we will be there when they need us.

AREAS OF SPECIALIZATION

Win "Production Center" Family specializes in all areas within all industries requires our services. We like to focus on successful and fruitful businesses relation with our clients, our client satisfaction is our success



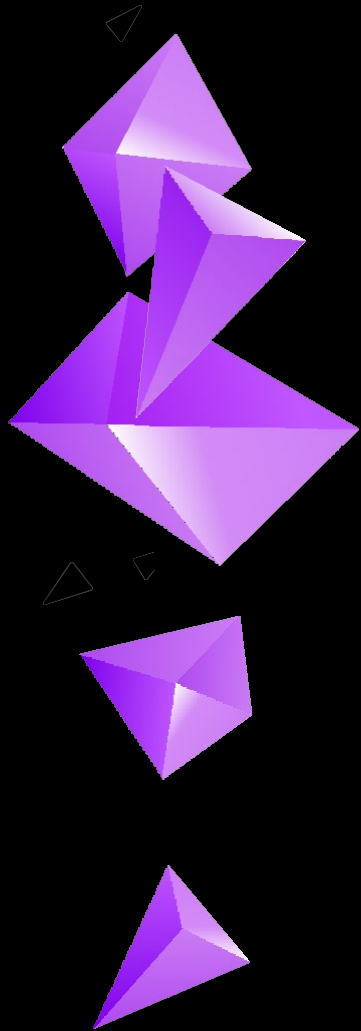


BUSINESS DEVELOPMENT & STUDIES

STRATEGY

A combination of intensified globalization brought on by recent turbulence in the global economy and the acceleration of new information technologies is driving companies and governments to look for new business models to meet increased demands for efficiency, competitiveness, short-term agility and long-term growth.

A good strategy is essential to the success of any business . At Win “Production Center” we work with our clients to develop bespoke strategies to help them achieve their goals.



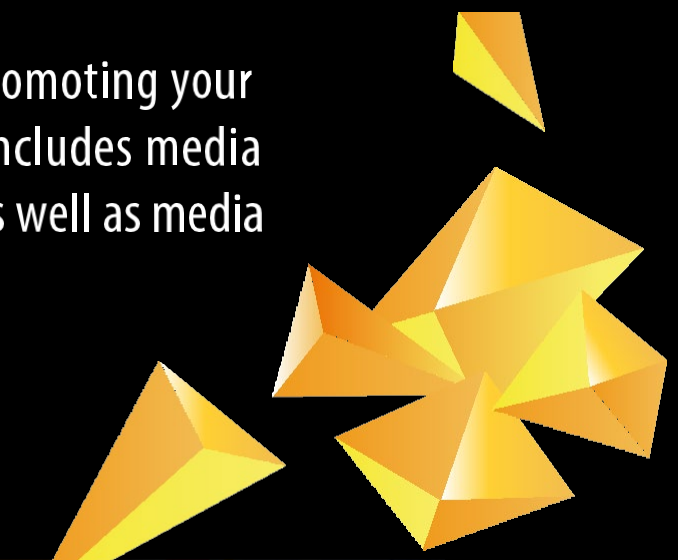
A good strategy drives the profitability, sustainability and the very existence of any organization , let alone being essential to the success of any business . Win “Production Center” work closely with our clients to develop tailor-made bespoke strategies to help them achieve leadership status in their industries . Win “Production Center” has assisted companies in various stages of their life-cycle and has dealt with varying issues and challenges to ensure the success of the business.

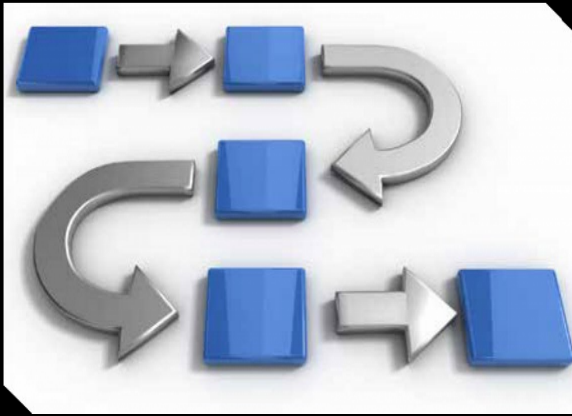
Through its vast experience in the Middle East, and extensive tie-ups with international and regional partners , Win “Production Center” works with organizations to navigate the road ahead by recognizing opportunity, clarifying vision, **BUSINESS VALUATIONS**, implementing action and measuring results . Win “Production Center” delivers on integrating management, marketing, finance/accounting, production/operations, research and development, and information systems with our business clients to ensure they achieve organizational success.

STRATEGIC COMMUNICATIONS

We design communications strategies that help you and your organization communicate effectively ensuring that our clients achieve overall organizational objectives and engage effectively with stakeholders as well as change behavior and perceptions where necessary.

Our team can assist you with improving your organization's profile, promoting your brand, or becoming a thought leader. Our portfolio of services also includes media relationship-building, media release-writing and article distribution, as well as media inquiry-handling and media training.





DEFINITION

Based upon the initial briefing of the client we define the step by step process needed to establish, build and deliver the expectation(s) and imagination(s) of our clients into a “what you see is what you get” format.

CONCEPT

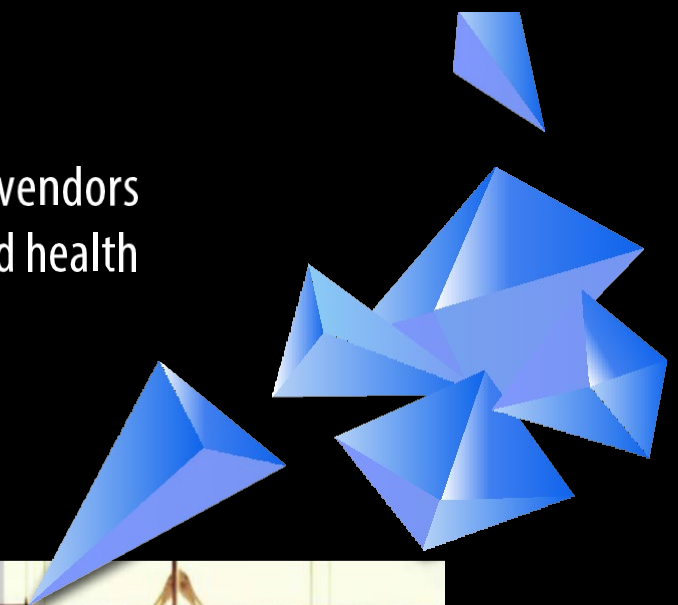
In the concept outline all components will be merged into a master technical drawing format which provides all necessary data for pre-production and budget allocation.

PREPRODUCTION

Deliver the pre-production for all disciplines involved; planning & communication back office, budget allocation & control, update all drawings, delivery of the production book, pre-programming for all AV & content disciplines, risk assessment.

PRODUCTION

Production of the event on-site with the operational production team, vendors and suppliers. Including event management, production, logistics, site and health & safety management.





CASE STUDY

Our wide range of live event services in kingdom of Saudi Arabia cover the full spectrum of your live business needs.

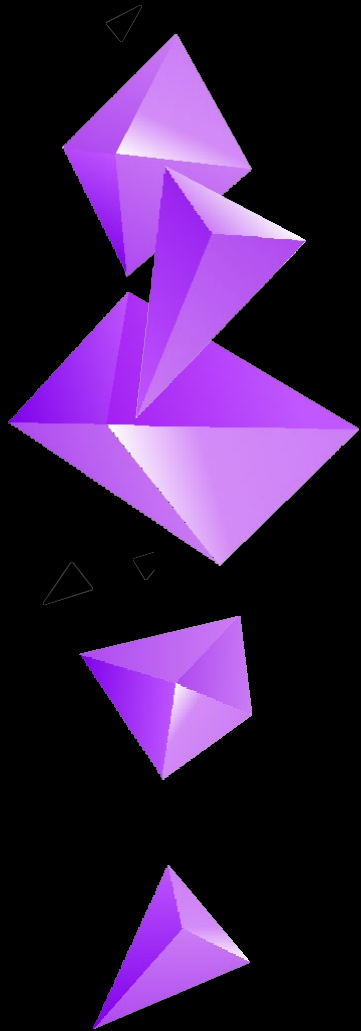
From creative conceptualizing, to logistics, implementation, and total project management; A partnership with Win "Production Center" provides complete peace of mind! Win "Production Center" has extensive experience managing live events in the Kingdom of Saudi Arabia and throughout the Gulf region. Our deep understanding of the region's cultural values, together with a passion for creativity and innovation, translates into impactful live events that are creative and perfectly managed.





STRATEGIC PLANNING

We work with companies to address uncertainty of future prospects and risk management. Opportunities and threats abound in macro- and micro-economic trends that, when analyzed and interpreted correctly, can form compelling, powerful and responsive strategies. Win “Production Center” broad range of strategic planning services and capabilities can help companies develop long-term, robust, scenario-based strategies that can help accelerate their transformation into high-performance businesses. Our professionals have extensive experience helping organizations address all the key aspects of strategic planning:



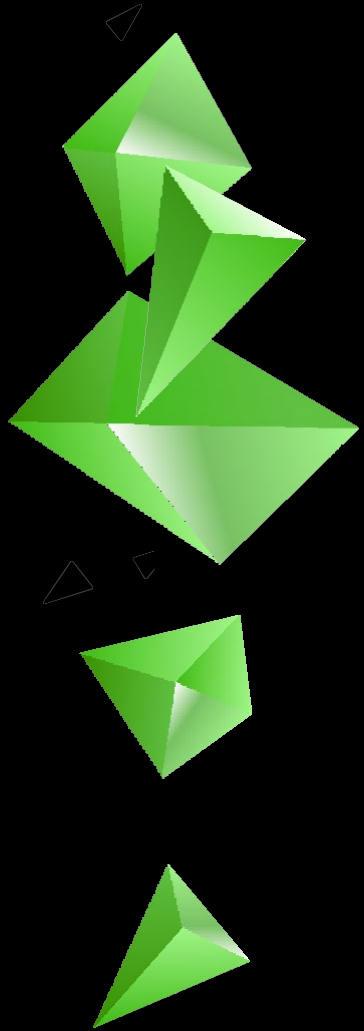
- Market analysis, which illuminates economic and political trends, industry and competitor factors and key value drivers.
- Scenario analysis, which explores a limited set of future market scenarios based on the market analysis.
- Opportunity identification, which reveals innovative and attractive business opportunities in the future market.
- Internal analysis, which uncovers distinctive capabilities, market focus and positioning, and performance anatomy that can drive high performance.
- Strategy formulation, which provides strategic direction designed for the future, taking into account market opportunities, internal capabilities and future financial performance.
- Organizational alignment, which translates strategy into action, providing a high-level roadmap of the realization process.
- Financial modeling, which predicts future financial performance of a given strategic direction, including net present value and future shareholder value.



MARKETING AND MARKET ENTRY STRATEGIES

The forces of globalization and economic volatility are transforming the dynamics of customer interaction, presenting even the most successful organizations with new challenges and opportunities.

Globalization is spurring competition and transforming market economics. New sources of competition—from virtually every part of the world—are eroding already weakened bonds of customer loyalty.



Rapid commoditization and extreme price pressure are undermining traditional sources of differentiation. Changing consumer values—in addition to entirely new consumer segments emerging in the world’s developing economies—present new sources of growth, along with new challenges to delivering satisfying, profitable customer experiences.

We are also the preferred consultants for many clients entering the Middle Eastern markets, with new products, brands or services. Our deep-rooted presence in the Middle East along with strong market knowledge and connections make us an ideal partner for new market entry strategies and business plan formation and evaluations.

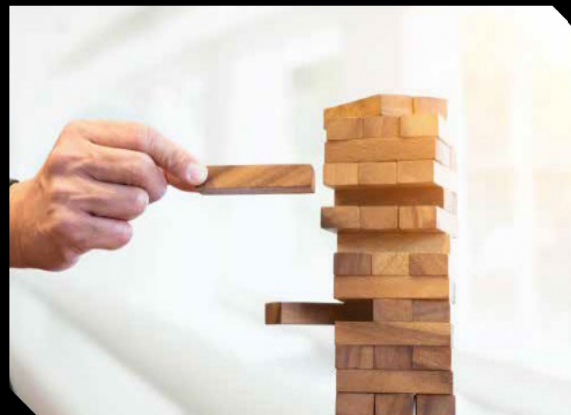
GROWTH STRATEGY PLANNING

Win “Production Center” research has shown that high - performance businesses continuously invest in profitable growth programs in all economic climates.

At Win “Production Center”, we partner with our clients to develop and execute growth strategies through a combination of:

- Introducing new products and services
- Entering new customer segments
- Expanding into new geographies

We help clients formulate their growth ambition and then identify, qualify and select the best ways to convert the most compelling growth ideas into revenue, market share and competitive advantage.



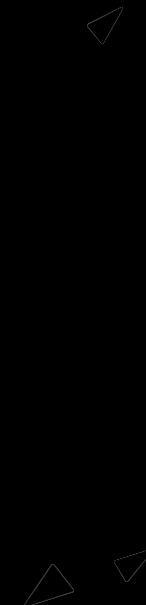
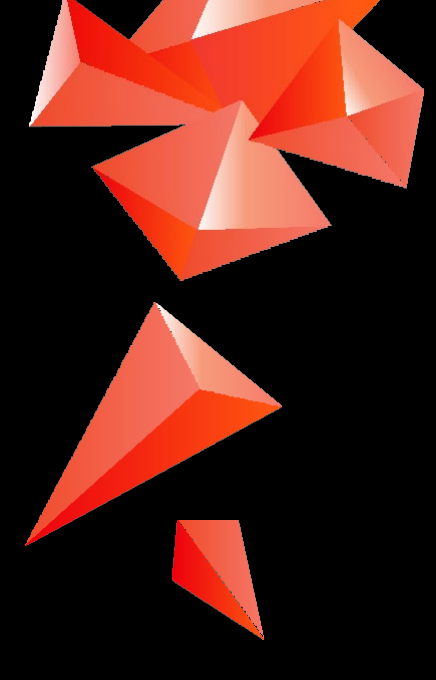


FEASIBILITY STUDIES

Win “Production Center” has considerable experience in undertaking feasibility studies for various industries that enables clients to make informed decision about the projected success of a project from the financial and non financial perspectives of a proposed concept, project or business plan. We aim to objectively and rationally uncover the strengths, weakness, opportunities and threats a given project may present with regards to the available resources in a given environment ultimately determining the success or failure of the potential project.

Our feasibility studies are objectively analyzed based on both quantitative and qualitative data, enabling client project managers and senior management to investigate the measured potential outcomes of a project before investing too much time and money, hence reducing risk significantly.



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At Win “Production Center” , we undertake in depth market research to achieve optimal results and identifying most appropriate marketing opportunity, as we address market demand and growth trends, supply and pricing trends, economic and sector overview, competitive analysis and market share and potential. Standing differential from other conventional consultancies, we perform both closed and open research methods. Our in house research team and consultants works via multiple streams such as one on one meeting, telephone interviews; expert focus groups and online surveys.

Our financial feasibility study involves preparing comprehensive and flexible financial models to deliver medium to long term financial projections that are largely influenced by the assumptions obtained from the market research and deep understanding of the industry dynamics. Our financial experts and consultants in the Advisory Division are very adept in complex financial modelling across a wide range of industry sectors with proven skills of analysis and knowledge that is of significant benefit to our clients.



FRANCHISE

We represent your company throughout the globe if you are looking to expand your brand globally, in countries with tax-free, and an investor who's looking to carry with you the torch! we (are the solution) will provide you with a solution.

Or you are an individual or a group looking to carry out specified commercial activities, we certainly will get you the authorization and negotiate on your behalf.

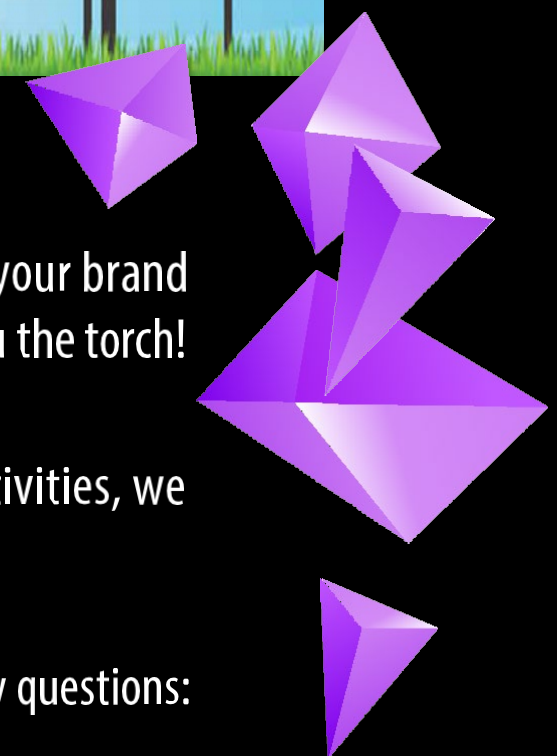
Services and Process of Franchising a Business

The first to do in determining whether or how to franchise a business involves two key questions:

1. Is this business franchisable?
2. Is franchising the right strategy?

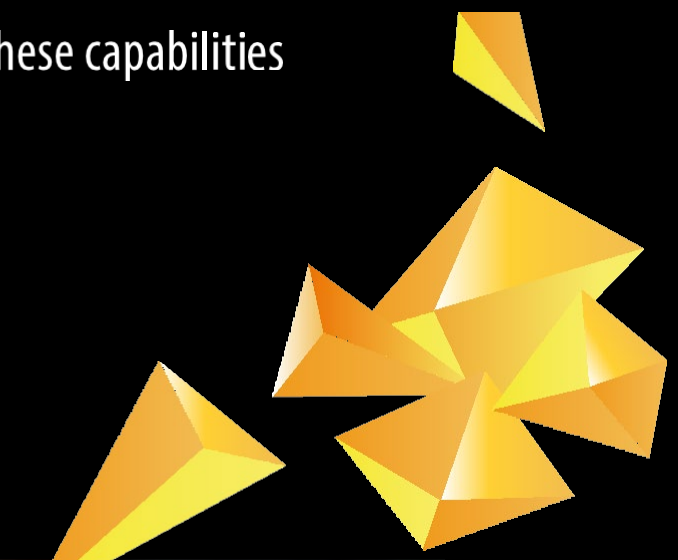
These questions can only be answered after evaluating your business and determining how franchising fits with your specific goals and objectives.

Win "Production Center" provides all of the franchise consulting services listed below and can customize a program to meet your specific needs and budget.



STRATEGIC BUSINESS PLANNING

If the decision to franchise a business is made, a franchisor should develop a business plan outlining the company's growth and strategy for the next five years. A franchisor needs certain new capabilities and will need to be sure that these capabilities are seamlessly integrated into existing organizational functionality.





FRANCHISE OPERATIONS MANUALS & TRAINING PROGRAMS

To ensure successful franchisees and maintain quality control, the franchisor will need to develop a state-of-the-art operations manual for its franchisees. This manual will serve as a sales tool demonstrating franchisor competence to new prospects, as a training guide for new franchisees, as a reference guide for established franchisees, as a “liability limiter” for the franchisor, and as a legally binding quality control device for the entire chain.

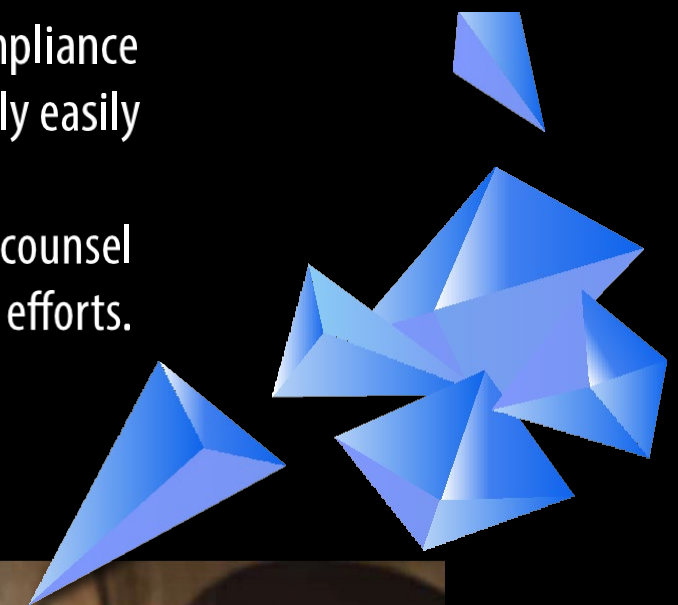
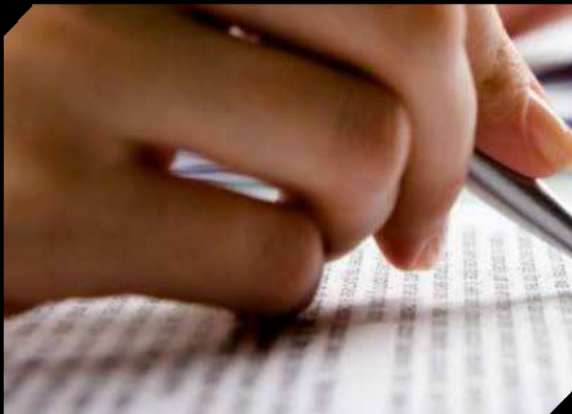
The franchisor should also develop training programs for use in conjunction with the operations manual. Computer-based tools and programs are highly effective, as are training videos, and can be used for the franchisee, for the franchisee’s employees, and for corporate employees.



LEGAL DOCUMENTS

To be legally entitled to sell franchises, the franchisor will need guidance on developing a franchise agreement and a FDD (Franchise Disclosure Document), and will need to file with appropriate state authorities on a national basis. The franchisor will also need to maintain ongoing compliance (keeping registrations in force while actively selling) and will need to be able to document compliance with local law on an ongoing basis. These legal requirements are relatively easily met through the use of an attorney with substantial franchise experience.

(Companies seriously considering franchising are well advised to seek the counsel of a knowledgeable franchise professional prior to initiating any franchise efforts.





FRANCHISE MARKETING PLANS

Of course, the new company will also need to sell franchises. This will require a specific marketing plan designed to get the franchisor's message to the targeted franchise prospect.

FRANCHISE MARKETING TOOLS

Once the prospect has been identified, the franchisor will also require marketing tools to assist it in the sale of franchises . For aggressive sales campaigns , Win "Production Center" would recommend the development of a mini-brochure (for use in direct mail campaigns and perhaps as a give-away at trade shows), a full-size franchise sales brochure, and a franchise sales video.



FRANCHISE SALES TRAINING

And of course, the franchisor will need to understand the nuances of the sales process and the legal constraints of franchise sales.

The tools necessary for franchising a business can be developed in approximately three months from the completion of the implementation plan, although state registrations may delay a company's ability to sell in certain states for another three to four months. Altogether, a new franchisor can anticipate that the franchise program should take between six months and a year to fully implement. The cost of a well-designed program varies substantially, depending on the strategy chosen and the desired speed of expansion.





EVENT ORGANIZER&MANAGEMENT

We design communications strategies that help you and your organization communicate effectively ensuring that our clients achieve overall organizational objectives and engage effectively with stakeholders as well as change behavior and perceptions where necessary.

Our team can assist you with improving your organization's profile, promoting your brand, or becoming a thought leader. Our portfolio of services also includes media relationship-building, media release-writing and article distribution, as well as media inquiry-handling and media training.

New levels of innovation & excellence Our creative services span the entire spectrum of conferences, exhibitions & event management.



CREATIVE TEAM

At Win "Productions Center", you are in good hands. We understand what goes on behind the scenes in order to create powerful conferences, exhibitions and live events, and we have the capability and capacity to make amazing events happen!

From stand design, fabrication and installation, to event promotions, creative branded corporate gifts, and much more. Established in 2010, Win "Production Center" brings vast experience serving local, regional and international clients across a wide range of industry sectors. As a Saudi owned and operated company, Win "Production Center" provides clients with a unique offering of in-depth local knowledge together with international experience in conferences, exhibitions and live events.

Our ability to deliver the full spectrum of services in house simplifies the process and guarantees the smooth implementation of your event in Saudi Arabia -or anywhere in the region!

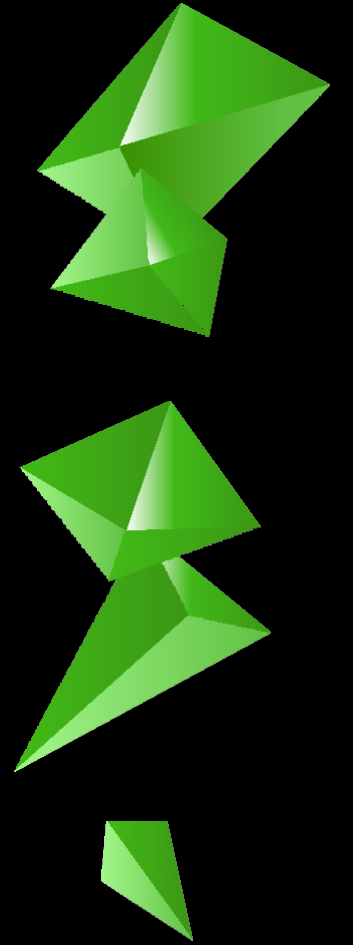


Win “Production Center” proven track record of success is testament to our ability to manage and implement all types of corporate and private events of any scope from conception and implementation, to promotion and beyond . Win “Production Center” turnkey offering has made us the preferred partner of Saudi’s leading businesses and government organizations.

At Win “Productions Center” , you are in good hands . We understand what goes on behind the scenes in order to create powerful conferences, exhibitions & live events.

We have the capability and capacity to make amazing events happen!

Win “Production Center” understands the local industry and coupled with our international experience and a wide range of supplementary services-such as in house graphic design, carpentry, conference and forum furniture rental, printing, and photography and videography , Win “Production Center” is the preferred event & exhibition partner .



BRAND COMMUNICATIONS

BRAND STRATEGY

Brand audit and definition
Brand portfolio architecture with purpose
Content strategy and research development
Verbal identity and Naming

BRAND EXPRESSION

Art direction and designs
Copywriting
Digital solution
Literature
Photography

BRAND MANAGEMENT

Corporate video
Brand engagement and governance
Brand workshops and training
Guidelines and trademark



DIGITAL

Our Digital team combines the best in interactive and video production techniques to create truly immersive digital experiences. Our in-house expertise covers everything from creative, planning and development, through to testing, delivery and iteration.

ADVERTISING & MARKETING

Our Advertising & Marketing team creates consistently inspiring, strategically-led collateral (both online and offline) to meet business objectives, engage stakeholders and enhance each brand's reputation internally and externally.

CORPORATE COMMUNICATION & PR

Our Corporate communication & PR team specializes in taking meaningful messages to the right audiences, skillfully leveraging corporate reputation to maximize impact, strengthen brand presence and improve competitive positioning.





CORPORATE GIFTS

At Win “Production Center” , we provide corporate gifts that communicate your brand or event message creatively and with impact!

An event is not complete without corporate gifts , and at Win “Production Center” we understand that not any gift will do. Our trusted suppliers offer a wide range of quality, creative corporate gifts that are cost effective, and ensure that your brand will be remembered long after the event is over. Our team of creative professionals can help you design a theme, and select the right gifts and messages to communicate both your event, and your brands key messages, effectively.





PUBLIC RELATIONS

SOCIAL MEDIA

Through our social media audit, competitive analysis, and custom-built interactive strategies, we ensure your company or brand is top of mind on social media platforms. We offer our clients efficient online-tactics to increase brand awareness.

We are your partners in making sure your presence on social media is strategic and well-executed to give you the results you are looking for.



DIGITAL PUBLIC RELATIONS

We offer comprehensive digital PR strategies, underpinned by expert content curation. Our robust portfolio of digital PR is designed to increase awareness and communicate brand relevance to your target audiences — elevating your brand as a thought leader.

Our tactical approach brings prospective customers directly to you through search engine optimized content, social media analytics and highly-targeted media coverage.





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