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**A Learning & Teaching Research Collaboration**

***Proposed strategies for Twelve East Group***

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# Executive Summary

Twelve East Group has evolved as a successful emerging Marketing Agency through scientific marketing, putting their clients' needs first, and successfully monitoring their customers' behaviours.

The project's purpose is to focus on and plan around the eight Strategic Perspectives issues in order to deliver solutions that not only ensure Twelve East Group's long-term survival but also emphasise the corporate environment's synthesis of achievement and ethical behaviour.

To best convey the techniques, an informative PowerPoint presentation was produced to express the themes and recommended approaches. Each strategy topic had its own section that presented the fundamentals, assessed Twelve East Group's existing position on the strategy topic, and provided ways for enhancement in each of the strategy topics.

To ensure viability, acceptability, and feasibility, the chosen methodologies were extensively analysed using the SAF (Suitable, Acceptable, Feasible) framework. From a variety of choices, three strategies were chosen: forming partnerships with universities, investigating collaboration with water corporations, and producing innovative and cost-effective marketing services.

Adopting the suggested activities will help Twelve East Group position itself as an ethical, creative, and influential Marketing Agency, while also increasing Twelve East Group's competitive edge and producing positive socioeconomic and ecological effects.

Furthermore, the advised strategies efficiently demonstrate how a firm can achieve wealth while remaining socially responsible, paving the way for meaningful and long-term success.

# Background and Aims

Twelve East Group is a Kuwaiti marketing firm that specialises in scientific marketing. Advertising is science for the Twelve East Group; they study consumer behaviour, create initiatives, and look forward for the outcomes. They offer a wide range of services, including social media management, digital marketing, content creation, media production, marketing consulting, and much more. Twelve East has taken on social responsibility with their Suqya programme, constructing seven water wells in various nations to give them with water. As they believe that any profitable business should contribute to society.

The purpose of the initiative is to bring awareness to and provide strategies for the eight Strategic Perspectives themes: CSR, Leadership, Internal Resources, External Environment, Business Strategy, Corporate Strategy, and International Strategy.

The purpose is to recommend numerous strategies that his organisation may use to stay viable in the long run, as well as to demonstrate to Hamad Al-Dabbous that his company can be both prosperous as well as ecologically responsible.

# Methods

To effectively express all of the themes and proposed techniques, a power point presentation was created. Following that, each of the eight themes was given its own presentation section. The first slide introduced the strategy topic to the business, providing more background information on what the strategy topic entailed; the second described what Twelve East Group was doing in relation to the strategy topic and what Twelve East Group could do to improve the strategy; and the final slide offered several recommendations Twelve East Group could use to maximise its performance as a business.

Then, in order to guarantee that the three strategies chosen are Suitable, Acceptable, and Feasible for the organisation, the three best ones were chosen and incorporated into the SAF Framework. The three sorts of initiatives are; extending the university partnership, finding cooperation with water corporations, and finally picking differentiated and cost leading marketing services.

# Results

After completing the SAF Framework with the three chosen strategies, the results are as follow:

1. Forming alliances with the University: The Twelve East Group would benefit from forming alliances with the University in the areas of human resources, training, and marketing. As it will be a more cost-effective solution for the business than outsourcing, this will give them with an excellent opportunity to gain access to student resources. It would include elements like developing a short course for students on areas like marketing and providing students with consulting internships. This will benefit the organisation because it will allow them to grow their network while also allowing new talent to enter the business.

2. Investigating collaboration with water companies: This will assist Twelve East Group in developing a new market for their services, allowing them to strengthen their ethical image and reflect on their fundamental principles. It was suggested that they cooperate with a Kuwaiti water firm called "Ardhiya" in order to service more communities. Ardhiya offers water to customers and businesses, thus they have greater experience and networks, allowing Twelve East Group to partner with additional firms and expand their services.

3. Creating distinct and cost-effective marketing services: Twelve East Group can use competitive pricing tactics to attract and retain customers. They can do this in specific business segments to increase their market share. Twelve East Group can also perform market research to determine their clients' needs in niche areas. In the long run, Twelve East Group can investigate potential for relevant diversification by growing into new markets through marketing innovation and recruitment.

# Conclusion and Recommendations

After careful consideration, it is reasonable to conclude that by implementing these strategic efforts in establishing collaborations with the University, investigating collaboration with water corporations, and producing innovative and cost-effective marketing services. Twelve East Group will position itself as a socially responsible, inventive, distinct, and significant market leader. Twelve East Group's extended service reach, ethical relationships with water firms, and educational activities with the University via short courses and internships will not only boost the company's competitiveness, but will also help society and the environment. Adopting these strategies aligns with Twelve East Group's aim of assisting organisations in achieving unprecedented results through new data analysis, graphics, and scientific techniques. Due to these combined efforts, the Twelve East Group will achieve long-term prosperity while having a big impact on the world. Furthermore, the offered strategies will illustrate the reality that a firm can be both prosperous as well as ecological.