

NEWSLETTER

Libya Competes, applies a unique business-based and market-led approach that tailors technical assistance to firms and addresses their specific competitiveness constraints. It is an approach that demonstrates the high potential for scalable, cost-effective employment generation at the enterprise level. The features in this month's newsletter tell part of that story.



SPEEDLY'S JOURNEY TO MARKETING MASTERY

In 2022, a dynamic force emerged in Tripoli – Speedly Company, a frontrunner in delivering interactive IT platforms enriched with artificial intelligence and natural language processing. At its core, Speedly offers fully integrated auto-reply (chatbot) services, revolutionizing how companies engage with their digital landscape, heighten customer experiences, and secure promising leads. While initial triumphs bolstered Speedly's confidence, the company sought to amplify its market presence and overcome pressing marketing challenges.

Yet, the path to navigating these marketing hurdles proved demanding. Challenges encompassed the absence of a coherent digital strategy, limited online prominence, and suboptimal user engagement. To address these obstacles, Speedly forged a strategic alliance with Libya Competes.

This collaborative venture facilitated a comprehensive marketing analysis for Speedly, viewed through the expert lens of Libya Competes. This evaluation uncovered pivotal growth areas: a refined digital marketing blueprint, heightened online visibility, and strategic user engagement tactics. Guided by Libya Competes' Digital Marketing Strategy expert, a tailored plan emerged to harmonize with Speedly's unique ambitions. The envisioned transformation aimed to elevate brand resonance, enrich customer interactions, drive lead generation, and optimize marketing expenditures. With Libya Competes' expert guidance, Speedly is poised to revolutionize the

technological landscape, cementing its market standing and amplifying customer experiences.

This synergy charted a trajectory for Speedly toward sustained expansion and accomplishment within the fiercely competitive tech arena. As a direct outcome, the company envisioned onboarding 10 new clients, expanding its workforce by five skilled individuals, and achieving a notable 40% surge in sales, culminating in an estimated LYD 200,000 by the culmination of 2023.





STRATEGIC HUMAN RESOURCE MANAGEMENT AND TRAINING: A CATALYST FOR ALTALLA'S GROWTH AND MARKET PENETRATION



In the ever-evolving world of business, one company's journey stands out as a testament to the transformative power of strategic human resource management and training. Atalla, a trailblazing clothing company established in 2019 and headquartered in Tripoli,

faced a common yet critical challenge on its path to expansion - the shortage of qualified sales staff. Despite a triumphant presence with three thriving stores in Elnofleen, Alsiyahia, and El Mechtel Road, Atalla grappled with a hurdle that threatened to curtail its growth ambitions. This is the story of how Atalla overcame this obstacle, marking a pivotal chapter in its trajectory.

Understanding the need to bridge the gap between ambition and capability, Atalla partnered with Libya Competes to pioneer a strategic solution. The result was a meticulously crafted human resource management and training program. This collaboration aimed not only to upskill the workforce but also to lay the foundation for a more agile and adaptable business approach.

At the heart of this initiative was the development of a select team of employees - six existing members

and six carefully chosen newcomers. Armed with an immersive training program, this cadre of individuals embarked on a journey to become Atalla's driving force for growth. The plan was not just about learning; it was about empowering this team to translate their newfound knowledge into actionable results. Thanks to this proactive approach, Atalla not only opened new stores but also hired 15 dedicated professionals. Among them, the six sales experts who received comprehensive training stood out as drivers of change. Their efforts acted as a catalyst, driving Atalla's growth towards its targets.

Adding to this focus on sales were nine new hires placed in administrative and operational roles. These additions to the company's warehousing and security teams boosted overall efficiency and set the stage for smoother operations.

The effects of this program spread far beyond just improving staff. Atalla reached an impressive 50% increase in sales in the first quarter of 2022, showcasing the potential of strategic human resource management and training. This significant growth trajectory highlighted the clear benefits of investing in the workforce. With the team well-prepared and empowered, Atalla demonstrated how they could play a pivotal role in the company's success.



REVOLUTIONIZING MARKETING STRATEGIES: TRIPOLI OPTICS COMPANY'S DIGITAL TRANSFORMATION



Since its establishment in 1994, the Tripoli Optics Company (TOG) emerged as

a prominent player in the prescription eyewear and sunglasses industry within the Tripolitania region. TOG boasted exclusive partnerships, including being the sole distributor of the renowned French lens manufacturer Essilor. Notably, TOG pioneered the introduction of the French brand «Oxibis» to North Africa, alongside housing esteemed labels like Ray-Ban, Prada, and Persol. With a workforce of 133 employees, a network of 17 retail outlets, and a remarkable sales figure of LYD 6.9 million in 2020,

the company faced the challenge of formulating and implementing an effective digital marketing strategy. Such a strategy would be instrumental in enhancing local visibility, amplifying brand recognition, and establishing meaningful connections with prospective customers in the digital realm.

Collaborating with experts from Libya Competes, TOG embarked on a journey to bridge the gaps within its digital marketing approach. Through a series of insightful meetings, the company's digital marketing vulnerabilities were identified, and a roadmap for transformation was charted.

The ensuing endeavor centered on a comprehensive digital marketing

experience (CX), and ultimately elevating overall customer satisfaction (CSAT).

2) Social Media Optimization (SMO) Plan: TOG aimed to amplify its presence and reach on social media platforms. A comprehensive assessment of the return on investment (ROI) and the outcomes of social marketing was conducted. This was coupled with the development of a coherent brand content strategy to foster consistency.

3) Customer Relationship Management (CRM): The integration of CRM software with the existing website and Enterprise Resource Planning (ERP) system was vital. This integration streamlined customer data management, optimized processes, and aligned strategies, ultimately enhancing customer service and retention.

The implementation of this multifaceted plan held immense promise for TOG. By significantly elevating its digital marketing performance, the company was poised to revolutionize customer experiences while simultaneously reducing transaction costs and refining core business processes. The integration of web analytics brought real-time campaign measurement, facilitating campaign optimization, error rectification, and enhanced user engagement.

This all-encompassing technical intervention translated directly into significant outcomes for TOG. The company employed five new talents, harnessed upgraded digital capabilities, and fostered a more potent and recognizable brand identity. As TOG embarked on this transformative journey, it underscored the critical importance of embracing digital advancements in the pursuit of sustained growth and market prominence.



TOG became a formidable force in the eyewear sector.

Yet, TOG's management acknowledged the transformative influence of digitalization and new technologies on the industry. Amid this revolution,

optimization plan that encompassed three distinct yet synergistic domains:

1) Website Optimization Plan: This phase revolved around enhancing the website's performance in Search Engine Results Pages, refining the customer

#الرؤية واضحة

www.tripolioptics.com
+219 91 034 03 37

بصريات طرابلس
TRIPOLI OPTICS
tog Optics

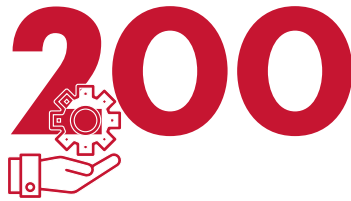
LIBYA COMPETES BY THE NUMBERS

Libya Competes forms formal partnership agreements for technical support with small/medium-sized enterprises that have high growth potential and can serve as catalysts for job creation, economic recovery, and community revitalization in Libya.

OUR AUGUST 2023 NUMBERS SHOW:



Partner companies
applying more effective
technologies/management
practices



Skilled jobs created
and filled through targeted
pre-employment training



New jobs created
or matched for young
Libyans