

## Orientory Profile

Orientory would have the pleasure of having you as a member in its finest business directory. Our aim is to build trust and create an easy communication system between your respected company and ours, satisfying YOUR business needs.

In the coming pages we will attempt to paint you a picture of our company's nature, activities and services.

### **About Us**

Orientory is a commandite company limited by shares, established in 2004 with its first issue out in July 2005. Orientory Directory has since been able to maintain a leading position in the field of providing accurate information to a precise target; namely those of the A and B class. Serving the business community has been our aim from the very beginning and we continue to focus on achieving that aim and excelling at it.

### **What exactly is Orientory and what does it have to offer?**

Orientory is a superior business directory that holds a huge amount of reliable and credible information about Egyptian and Middle Eastern corporations and entrepreneurs, as well as offering effortless communication between businesses and promoting their activities and services.

Orientory acts as an effective, easy, quick and reliable database available in printed copies that are published and distributed twice annually (every 6 months) at locations of your convenience and online at: [www.orientory.com](http://www.orientory.com).

### **Why Advertise at Orientory?**

Advertising plays a very important role in an age where everything is progressing and evolving, it becomes the heart and soul of the success of any company. Having established that one must start to consider WHERE to advertise?

ONLY Orientory can answer that, for it presents the finest to its members, handling each account as if it were the only, providing each client with customized services and absolute attention.

Orientory's website lists thousands of companies in various fields. An infinite number of people with different interests & needs log on to search this extensive database. Placing ads in the midst of all that, among some of the top companies' & our sponsor's ads, surely gives your company and products a high exposure in the current highly competitive and rapidly growing market.

And that's just the beginning!! Orientory's in-print version which is published twice annually and is distributed at a considerable number of places also provides high exposure. We offer our members and sponsors a wide range of advertising opportunities

and marketing services, helping them create exposure for their products & services. Advertising in our in-print issues, you get the chance to be placed among various other top company names; enabling you to further build your company's image and enhance its position in the market.

### **We have:**

#### **Top Quality**

Targeting A & B Class members one has to gravely consider the importance of the quality and printing material. That's why we take pride in the quality of Orientory and its type of printing, constantly searching for the latest and best advancements in the printing field.

#### **Competitive Prices**

Orientory doesn't merely offer the best quality but also the best competitive prices in the market. Realizing that cost does matter, we are keen on offering our clients the best prices, offers and packages in the market, giving our members the right value for their money, in the sense that the fee for the ads are paid **once** yet the ads are placed for exposure for **6 months**.

### **Our Activities and Services:**

-Our directory acts as a guide for all business interactions providing easy access to a large number of business categories and subcategories that cover all imaginable types of business activities and fields.

-We seek to provide an easy yet precise search engine that is not time consuming yet offering credible information. That's why our data is continuously verified for the purpose of optimum results and accuracy.

-Our services include: sending weekly newsletters to over 40,000 VIP inboxes, with the latest on our member's products and services keeping their customers constantly updated and services continuously exposed.

-We save top advertising spots for our members.

-Orientory Directory distributes over 35,000 free copies twice annually (every 6 months) in the finest business locations.

### **Our Objectives:**

**O**ur primary objective is to become superior leaders in the market of providing accurate and dependable business information.

**R**ecognize and fully understanding the characteristics of our target audience who are A and B class citizens; thus tailoring our messages to suit their needs.

**I**mprove our offered services regularly to ensure top quality.

**E**mploy the best business channels possible to guarantee professionalism and an efficient flow of information for our clients.

**N**ourish and fulfill the needs of the Egyptian and Middle Eastern corporations and entrepreneurs by facilitating all business interactions and by acting as an accurate source of information.

**T**o maintain and update our data bank on a regular basis for extreme accuracy and satisfaction of our clients.

**O**pen a two-way flow of communication between our organization and our clients at all times so that to create a welcoming environment that encourages more interaction and dealings.

**R**ender the business professionals with a quick and easy access of information that is credible and not time consuming.

**Y**our satisfaction is our main goal, which we genuinely strive to achieve.

## **Subscribers**

All of our members will have a webpage, which will be customized according to their company or business. The information will include:

- Field of activity
- Contact numbers (Telephone, Mobile, Fax and Emails)
- Contact person and their position
- Number of employees
- Address and location
- Working hours
- Link to the original website
- A profile about the business, its history and activities
- An Orientory Email address for direct connection among members
- Banner
- 4/5 pictures for the business/company activities and products (except Bronze package members)

*That's not all.....*

## **Members will also be able to:**

- Advertise on the website through banners and advertising boxes.
- Publish their ads in the semiannual printed copy of the business directory.
- Send **FREE NEWSLETTERS** weekly to 40,000 VIP emails of entrepreneurs and other major executives.