



GTV Global

Your business partner in UAE

Sales Concept

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Sales Concept

In our Sales Concept, we offer a streamlined approach to sales and marketing in the UAE and GCC markets. A dedicated salesperson with product expertise and local market knowledge will lead direct sales efforts, supported by our office and marketing team for marketing and administrative functions.

Sales efforts are led by an experienced outdoor salesperson, ensuring direct market engagement, securing approvals from key architects, and actively supervising site installations to maintain compliance with industry standards.

To enhance market visibility, our experienced marketing team collaborates with a dedicated database team to drive strategic outreach. Additionally, administrative support is provided through the creation of offers, documentation, and reporting, ensuring smooth operational execution.

The investment for this concept is determined based on market potential, anticipated sales turnover, and necessary sales personnel, with costs shared equally between GTV Global L.L.C. and its clients. Once the initial sales targets are met, the investment requirement ceases, allowing future operations to be sustained through generated sales.

The Sales Concept provides a strong local presence, access to a skilled and dedicated salesperson, comprehensive back-office support, and the advantage of operating from a UAE-based office with local expertise. This approach ensures optimized sales performance, active market engagement, and reduced investment requirements while maintaining operational efficiency.

Key Advantages

This model provides a lean and effective market entry with essential local support. It combines on-the-ground sales presence with professional back-office assistance, allowing your brand to grow in the UAE/GCC with reduced investment and optimized results.

- Local presence regarding to sales activities: A dedicated salesperson is active in the region, ensuring your product is represented in real time across the right channels.
- Assigned concentrated professional salespeople: We match your brand with a professional who understands your product range and market segment. This ensures more efficient and impactful engagement.
- Support through a professional back office: Administrative, reporting, and coordination support are provided by our in-house team. This keeps your operations streamlined and organized.
- UAE-based office: Your brand benefits from a physical presence in UAE, adding trust and credibility in the eyes of regional partners and clients.
- Active sales: The setup promotes continuous market activity, relationship building, and project involvement. This helps maintain consistent sales momentum.
- Optimized sales results: With clear goals and aligned support, the model is designed to deliver measurable outcomes. Every effort is directed toward achieving strategic targets.
- Reduced investment for your company: The shared-cost approach allows you to establish a professional operation without the full financial burden. You gain regional access at minimized risk.

Sales Structure and Activities

Sales efforts are handled by a specialized outdoor salesperson with industry knowledge and strong local connections. The goal is to secure product approvals, gain visibility in key projects, and ensure successful on-site implementation.

- Direct sales activities through a specialized outdoor salesperson: A local salesperson is assigned to promote your products directly to key stakeholders, builders, and developers. Their work focuses on generating new opportunities and maintaining ongoing project engagement.
- Approval with main architects as a product supplier: The salesperson coordinates with top architecture firms to secure supplier status for your brand. This opens the door for your products to be specified in future high-value projects.
- Active site installation supervision: We support your team with site-level presence during installations. This ensures smooth coordination, product accuracy, and quality execution.

Marketing Activities

Our marketing team supports the field salesperson with professional materials, email outreach, and market-specific campaigns. This ensures that your product remains visible and competitive within your targeted sector.

- Marketing support through the marketing team: We provide tools and visual assets tailored to your brand for effective client presentations. Our efforts also include creating customized strategies aligned with your sales goals.
- Marketing support through the marketing and database team: Using our extensive regional database, we conduct targeted outreach to architects, developers, and consultants. This ensures your products reach the right audience consistently.

Administrative Activities

Our in-house sales support team handles documentation, offers, and reporting to keep operations efficient and professional. You gain structured back-office support without managing it yourself.

- Offer creation, filing and reporting responsibility through the indoor sales team: Our team takes care of proposal preparation, record-keeping, and reporting. This enables the salesperson to focus on client acquisition and relationship-building.

Investment Framework

The Sales Concept model requires a calculated co-investment, based on your product scope, expected turnover, and required resources. GTV Global and the client each cover 50% of the setup and operational cost until the first target is achieved—after which, operations are sustained through actual sales.

Feasibility Study

Before initiating any sales and marketing activities, we strongly recommend undertaking a comprehensive feasibility study.

This process provides a clear analysis of the potential opportunities and challenges specific to your business within the UAE market. It evaluates key factors such as competitive positioning, market demand, regulatory considerations, and local business dynamics.

The insights gained will help determine the strengths and weaknesses of your product or service offering, allowing for more informed decision-making and strategic alignment before any significant investment is made.

Market Potential UAE

The United Arab Emirates (UAE) is set for robust economic expansion, with the Central Bank projecting a 6% GDP growth in 2025, up from 4% in 2024. This positive outlook reflects the UAE's resilience and strategic economic policies focused on long-term development and diversification.

A key driver of growth is the UAE's push to reduce oil dependency, with the non-oil sector expected to grow by 5% in 2025. This expansion is supported by advancements in technology, manufacturing, trade, and real estate, alongside government initiatives like the 'We the UAE 2031' vision and the Dubai Economic Agenda (D33), which focus on attracting investment and fostering innovation.

The construction and infrastructure industries continue to be central to the UAE's growth trajectory. Projections indicate that the sector will expand at a compound annual growth rate (CAGR) of 5% from 2025 to 2030, with over \$772 billion allocated to ongoing and upcoming projects. These include smart city developments, renewable energy, transportation infrastructure, and luxury real estate. Such investments further cement the UAE's position as a leading global business hub, attracting investors from around the world.

Additionally, the UAE's strategic location as a gateway between East and West, complemented by its world-class logistics network, modern infrastructure, and business-friendly regulatory environment, makes it an ideal destination for companies seeking to establish or expand their operations in the Middle East.

Competitive Landscape: GTV Global stands out in the UAE and GCC markets with a tailored, results-driven approach that helps international companies navigate market complexities. Unlike traditional consultancies, we offer comprehensive support, providing businesses with the tools, insights, and networks needed for sustainable growth. Our deep market knowledge, local partnerships, and expertise ensure clients receive personalized solutions to accelerate their success in this dynamic region.

Market Potential GCC

The Gulf Cooperation Council (GCC) economies are projected to experience steady growth in the coming years. The World Bank forecasts a 3.4% growth rate for Gulf countries in 2025, with an expected increase to 4.1% in 2026, slightly below the earlier projection of 4.2% for 2025-2026. This adjustment is primarily due to extended voluntary oil production cuts by major oil exporters.

Non-oil sectors are expected to be crucial drivers of this growth. The World Bank estimates the non-oil economy will grow at a robust 3.7% in 2024, supported by ongoing diversification efforts and ambitious regional reforms. These efforts are shifting the region towards a more sustainable and diversified economic model, creating opportunities in various industries, including technology, manufacturing, and services.

In the construction industry, significant investments are underway. The GCC cement market for residential use is valued at approximately \$8.57 billion in 2025, with growth driven by urbanization and rising infrastructure demands. Additionally, the modular construction market is projected to grow from \$2.0 billion in 2024 to \$3.3 billion by 2033, reflecting a 5.7% compound annual growth rate (CAGR) during 2025-2033. This growth is fueled by the demand for durable buildings capable of withstanding extreme weather conditions.

Technological advancements are also reshaping the construction sector. Over 60% of GCC construction firms are expected to increase their investment in digital tools by 2025, signaling a shift toward more efficient, data-driven operations. This trend reflects the broader technological transformation across industries in the region.

Overall, the GCC region offers a dynamic and evolving market landscape, providing substantial opportunities for businesses, particularly in construction, technology, and infrastructure. With strategic investment and a focus on diversification, the region is poised to remain a key player in the global economy.

Product Divisions

Our success is built on a strong foundation of strategic sales and marketing, combined with a meticulously curated product selection. Every product we offer has been carefully evaluated for its market potential, backed by in-depth feasibility studies and years of industry expertise.

To ensure the highest quality and innovation, we partner with leading manufacturers from Germany and across Europe, bringing exceptional solutions across five key divisions:

Laminates & Boards	High-performance surfaces designed for durability and aesthetic appeal.
Floor & Wall Coverings	Premium materials that enhance interiors with style and functionality.
Furniture	Thoughtfully designed pieces that combine comfort, elegance, and practicality.
Fit-out	Comprehensive solutions tailored to meet diverse interior and architectural needs.
Windows, Doors & Gates	Precision-engineered products that elevate security, efficiency, and design.

With this strong portfolio, we continue to drive innovation and deliver excellence to projects worldwide. Our commitment to quality, functionality, and design ensures that every product meets the highest industry standards. By continuously refining our selection, we provide architects, designers, and developers with solutions that enhance both aesthetics and performance, shaping inspiring spaces that stand the test of time.

Project References UAE/GCC



O-14 Tower, Dubai, UAE

Lightings, project (made in Germany)



Iris Bay Tower, Dubai, UAE

Drywall construction machines (made in Austria)



Stella Maris commercial & residential Buildings, Dubai, UAE

Wooden door panels, melamine faced boards, HPL (made in Germany)



Burj Al Arab, Dubai, UAE

Natural stone (from Scandinavia)



Jumeirah Beach Hotel, Dubai, UAE
Natural stone (from Scandinavia)



Mövenpick Hotels & Resorts, Dubai, UAE
Furnishing & fit-out (made in Italy)



Saudi German Hospital, Al Ain & Dubai, UAE
Wooden door panels, melamine faced boards, HPL (made in Germany)



InterContinental Hotels & Resorts, Dubai, UAE
Furnishing & fit-out (made in Italy)

Project References UAE/GCC

- Emirates City, Ajman, UAE
- Al Yah Tower, Dubai, UAE
- Sal Sabil, Dubai, UAE
- Max Boegl Business Tower Project, Dubai, UAE
- Al Attar Tower Sheikh Zayed Road, Dubai, UAE
- U-Bora Tower Business Bay, Dubai, UAE
- Mixed Use Development Project, Dubai, UAE
- Al Nakheel Tower, Riyadh, Saudi Arabia
- Khansaheb Civil Engineering, Dubai, UAE
- Arctic Co. L.L.C., Dubai, UAE
- Business Bay Towers, Dubai, UAE
- Cloisall Co. L.L.C., Dubai, UAE
- Iris Bay Tower, Dubai, UAE
- At Tecom Building, Dubai, UAE
- TDIC HQ Building Works Project, Dubai, UAE
- Civil Defence, Abu Dhabi, UAE
- Jumeirah Lake Towers, Dubai, UAE
- Shaheen Group, Manama, Bahrain
- Mangrove Palace Project, Dubai, UAE
- H.H. Sheikh Hamdan Awards Building, Dubai, UAE
- Al Nahyan Luxurious Residential Tower, Abu Dhabi, UAE
- Terrace Apartment, Dubai, UAE
- United Agencies, Kuwait City, Kuwait
- O-14 Tower, Dubai, UAE

- Al Bateen Hotel & Residence Project, Dubai, UAE
- White Rose Trading, Doha, Qatar
- P&Z Abu Dhabi Business Tower, Abu Dhabi, UAE
- H.H. Shaika Salama Bint Hamdan Bin Mohamed Building, Dubai, UAE
- Botanica Tower, Dubai, UAE
- Jumeirah Beach Hotel, Dubai, UAE
- The Ritz-Carlton International Financial Centre, Dubai, UAE
- Burj Al Arab Jumeirah, Dubai, UAE
- Mall Of The Emirates, Dubai, UAE
- Dubai Mall, Dubai, UAE
- Yas Mall, Abu Dhabi, UAE
- Princess Tower, Dubai, UAE
- Dubai International Airport, Dubai, UAE
- Al Zaher Palace, Dubai, UAE
- Victoria School International I, Sharjah, UAE
- Victoria School International II, Sharjah, UAE
- Victoria School International III, Sharjah, UAE
- Beach Villa, Doha, Qatar
- Al Diyaffah High School, Dubai, UAE
- Al Ansar Sharjah School Building, Sharjah, UAE
- Al Habtoor Residences, Dubai, UAE
- ACS (American School), Sharjah, UAE
- Australian School, Dubai, UAE
- Al Fujairah Rotana Resort & Spa, Fujairah, UAE

Project References UAE/GCC

- Dripko School Project 2&3, Dubai, UAE
- Al Ain Zoo, Al Ain, UAE
- Al Badia Business Park, Dubai, UAE
- Abu Dhabi Pocket Park I, Abu Dhabi, UAE
- Madinat Zayed Pocket Park 2, Abu Dhabi, UAE
- Al Riyadh Development Authority Project, Jeddah, Saudi Arabia
- Intercontinental Hotels & Resorts, Dubai, UAE
- Fairmont Hotels & Resorts, Dubai, UAE
- Dream Inn, Dubai, UAE
- Ramada, Abu Dhabi, UAE
- Radisson Blu, Abu Dhabi, UAE
- Dusit Thani, Dubai, UAE
- Steigenberger Hotels And Resorts, Dubai, UAE
- Swiss-Belhotel, Sharjah, UAE
- Mövenpick Hotels & Resorts, Dubai, UAE
- Saudi German Hospital, Al Ain & Dubai, UAE
- Al Khor Townhouses, Dubai, UAE
- Jumairah Port De Lamer, Dubai, UAE
- Stella Maris Commercial/Residential Buildings, Dubai, UAE
- Dusit Thani, Abu Dhabi, UAE
- New Dewa Headquarters, Dubai, UAE
- 2 GEMS Schools, Abu Dhabi, UAE
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