



GTV Global

Your business partner in UAE

Sales Professional

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Sales Professional Concept





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Sales Professional

In our Sales Professional Concept, we provide a structured and results-driven approach to establishing and expanding sales and marketing initiatives in the UAE and GCC markets. A dedicated management team based in Dubai oversees the process, deploying professional sales representatives with specialized expertise in the product range and extensive knowledge of the local market.

Through direct sales efforts, customer engagement, and strategic management support, the concept ensures product registration with key developers, specification in major projects, and approvals from leading architects and consultants. Additionally, active supervision of site installations guarantees quality and compliance with industry standards.

Beyond sales, the concept includes strategic marketing initiatives such as CPD (Continuing Professional Development) programs and targeted campaigns, supported by a comprehensive database and marketing team. Administrative support is also an integral part of the process, covering offer creation, documentation, reporting, and accounting services to ensure seamless operations.

The investment required for this concept is shared between GTV Global L.L.C. and its clients, based on market potential, sales targets, and necessary personnel. Once the initial sales goals are met, the investment requirement ceases, allowing the sales revenue to sustain all future operations.

The Sales Professional Concept provides a strong local presence, direct management support, and a dedicated team focused on achieving sustainable success in the region.

Key Advantages

This model streamlines market entry by combining sales, marketing, and operational support - offering a strong, agile presence in the GCC with measurable results. Key benefits include:

- Local presence through a powerful sales team: Gain immediate access to the GCC market through experienced sales professionals on the ground. This local presence builds trust and speeds up business development.
- Direct management support in sales & marketing: Our leadership remains actively involved in strategy, operations, and performance reviews. You benefit from a high level of professional oversight.
- Assigned concentrated professional salespeople: Your brand is represented by salespeople who understand both your products and the local industry. Their focus ensures consistent performance and client engagement.
- Support through a professional back office: Our internal team provides continuous administrative, marketing, and operational support. This enables your sales professionals to focus entirely on results.
- UAE-based office with marketing specialists & specialized divisions: Operate from a central hub in Dubai with dedicated teams for sales, marketing, and project coordination. This infrastructure enhances efficiency and client service.
- Developed and more active sales: Continuous outreach, follow-ups, and relationship building ensure a steady sales pipeline. We focus on meaningful connections and long-term opportunities.

- Strong focus on customers & projects: Our team builds and maintains relationships with decision-makers across key projects. This focus helps convert opportunities into contracts.
- Maximized sales results: With a professional structure and dedicated personnel, we aim to exceed your sales expectations. Each activity is aligned with defined performance targets.
- Reduced investment for your company: Shared investment means lower initial costs for you while still benefiting from a full-scale sales and marketing setup. It's a cost-efficient way to enter or expand in the region.

Sales Structure and Activities

At the heart of this approach is a dedicated sales force and support team structured to engage key decision-makers, drive product awareness, and convert opportunities into long-term business relationships.

- Direct sales activities through a specialized outdoor salesperson: A dedicated field salesperson actively engages with potential clients, conducts site visits, and builds strong business relationships. Focus is on identifying opportunities & closing deals directly with key stakeholders.
- Sales support through a concentrated indoor salesperson: A dedicated indoor sales rep handles communication, quotations, and timely follow-ups to ensure a smooth client experience.
- Sales support through the management: Our management team provides high-level support by engaging key contacts and ensuring strategic alignment throughout the sales process.
- Product registration with developers: We take care of getting your products officially listed with major developers in the region. This is a critical step for visibility and eligibility in high-value construction and development projects.
- Product specification in main projects: Our team works closely with consultants and planners to ensure your products are included in the specifications of key developments. This early involvement significantly increases your chances of being selected.
- Approval with main architects as a product supplier: We coordinate meetings and technical submissions to secure product approvals with top architectural firms.
- Site Supervision and Support: Our team supervises on-site installations to ensure correct application and resolve any issues, reinforcing client confidence and long-term satisfaction.

Marketing Activities

To support your sales activities, GTV Global provides a robust marketing framework focused on visibility, engagement, and education of key market stakeholders.

- Marketing support through the management: Our management team oversees and supports all marketing activities to ensure strategic alignment and effectiveness. This includes campaign planning, coordination, and performance review.
- Technical Events and CPD Sessions: We organize CPD presentations for architects, designers, and developers to promote your products through accredited sessions. These educational efforts position your brand as an industry expert.
- Marketing support through the marketing and database team: Our team handles targeted campaigns, database segmentation, and regular outreach to your ideal customer profiles. This maximizes awareness and lead generation in the right market segments.

Administrative Activities

Efficient back-office operations are essential for ensuring timely communication, accurate reporting, and smooth client interaction.

- Offer creation, filing and reporting responsibility through the indoor sales team: All proposals, quotes, and documentation are prepared and maintained by our indoor sales staff. Regular reporting ensures transparency and keeps you updated on progress and opportunities.
- Administration support through the accounting division: Our accounting team manages financial administration, including invoicing, payment tracking, and budget reporting. This ensures smooth and professional handling of financial matters.

Investment Framework

To ensure a solid and cost-effective market entry, the Sales Professional concept is based on a shared investment model. This structure allows both GTV Global and the client to co-invest in resources and activities, with the goal of achieving self-sustained operations once the initial sales targets are met.

- Equal investment between GTV Global and the client: The initial investment is calculated based on your market goals, target turnover, and operational requirements. This cost is shared equally, minimizing your initial financial exposure.
- Self-sustained model after reaching first sales target: Once the agreed sales target is achieved, no further investment is required. Ongoing activities will be sustained by the revenue generated through 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)

Project References UAE/GCC



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)

- 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

Project References UAE/GCC

- 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

- 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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