

From idea to the moon...

Governance, feasibility studies, and strategic planning that create quality and added value.



Smart and Strategy Mission For Management, Marketing & IT Consultation & Services

    strategyapp

 projects@strategymission.com

 المهمة الذكية
SMART MISSION


Brand Owner


المهمة الاستراتيجية
STRATEGY MISSION
جدوى المشاريع الاستثمارية والتخطيط الاستراتيجي للتسويق

 www.strategymission.org

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Services Request Form



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Smart and Strategy Mission For Management, Marketing & IT Consultation & Services



Consulting in governance, ISO certification preparation, and organizational structuring.



Strategic Planning and Institutional Development.



Financial Modeling and Investment Planning.



Brand Identity, Marketing, and Go-to-Market Strategy.



Monitoring, Evaluation, and Quality Assurance Systems.



Digital Platform Development and Digital Transformation.



Economic Feasibility Studies and Market Research.



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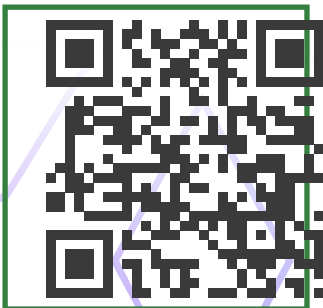


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CEO Message

1

CEO Message

At a time when local and international brands are crowded, and in light of the great challenges facing various financial and business sectors and even non-profit sectors, from the requirements of business governance and the development of the administrative and marketing work system, our smart and strategic mission appeared, which lies in:



Helping investors to make smart investment decisions in a scientific and practical manner based on an economic feasibility study, analysis and prior planning.

Helping different business owners to govern their business, develop their administrative systems and make them more professional by qualifying them for the international ISO specifications and standards.

Supporting managers and CEOs to identify problems and challenges through strategic analysis, designing operations development plans, and developing marketing and sales businesses with a smart, incremental, and measurable budget and goals.

Helping various entrepreneurs to automate their business through consulting ERP resource management systems.

Encouraging companies wishing to expand, develop and raise production capacity through economic feasibility studies, financing consultations and investor search packages.

Assisting owners of platforms, applications, and e-commerce stores by writing a brochure of specifications for their technical projects, coordinating with programming and development teams, and through digital marketing packages that are economical and suitable for all groups.



We have worked over the past years and through our trademark registered in the Saudi market “Strategic Mission” and through our strategic partners and today through “Smart Mission Company” to serve hundreds of institutions and companies. We aspire as a leading Saudi company for local and international



excellence through our services , distinguished advisory board and through our global partnerships and branches to enter the world of consulting. We plan to transform digitally and harness the tools of artificial intelligence in the areas of analysis and marketing campaigns to serve our customers in various sectors in comply with Saudi vision 2030 objectives.

Our success is an integrated equation that will not be achieved without your cooperation, support, satisfaction, and success first and foremost from God Almighty...

yours sincerely ...

Chief Executive Officer

Ashjan Al-Hazmi



**Vision ,
Mission ,
Valeu**

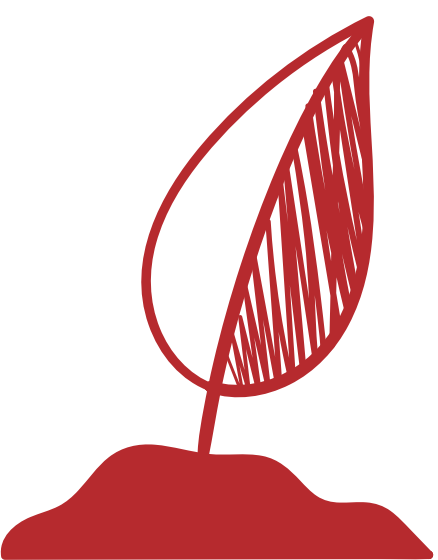
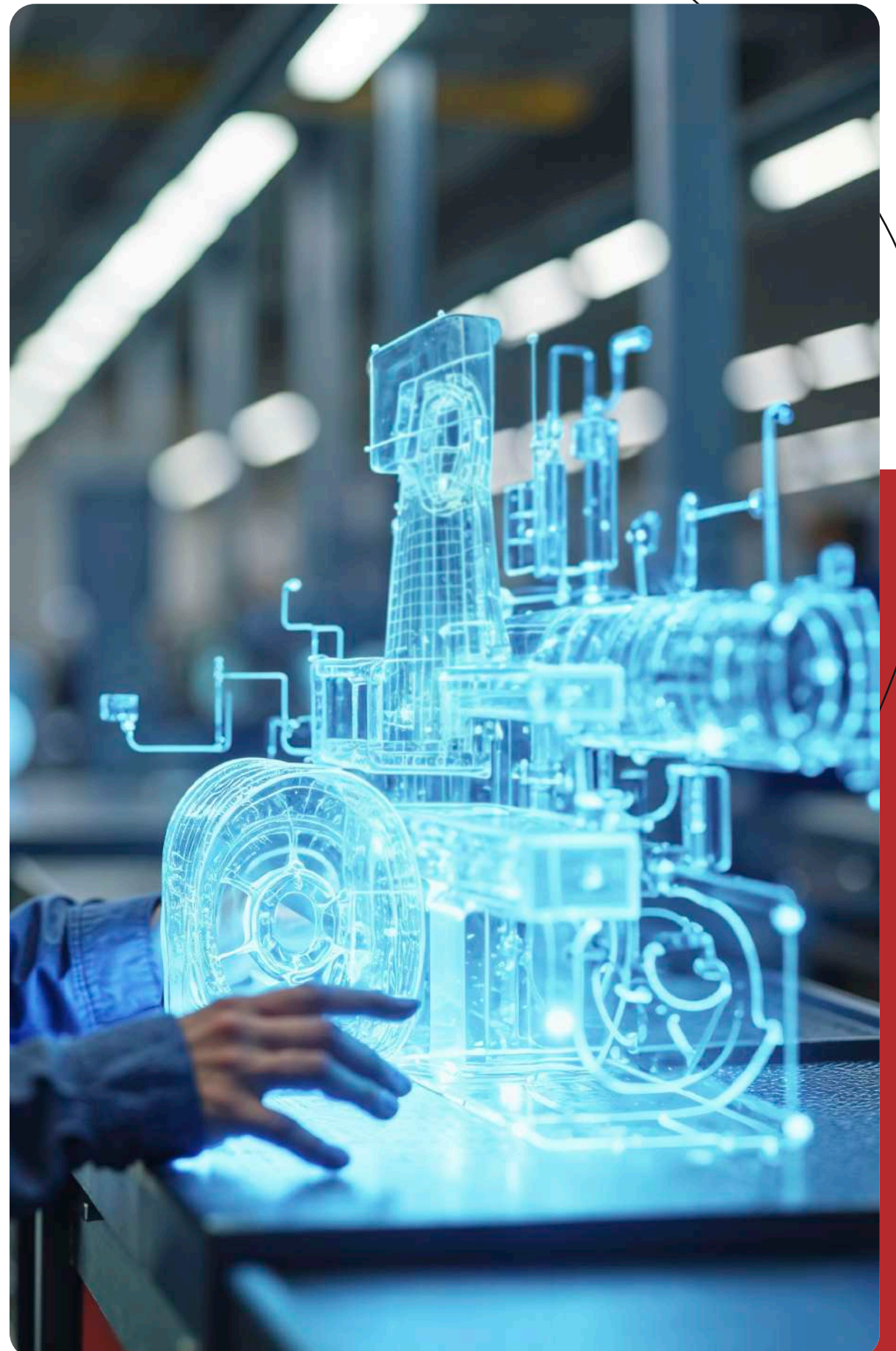


2



Vision: To achieve regional leadership and global influence in delivering specialized consulting services in business development, institutional governance, and digital transformation. We aspire to become a trusted strategic partner in building the institutions of the future by providing integrated solutions that align with national aspirations and meet international standards—ultimately earning a distinguished position among the world’s leading consulting firms.

Mission : To provide integrated consulting services in management, marketing, and information technology, grounded in in-depth analysis, actionable planning, and adherence to quality and governance standards. We place special emphasis on economic feasibility studies, strategic planning, institutional structuring, and professional qualification of projects seeking financing or strategic partnerships. Our goal is to enhance the developmental impact of these organizations in line with Saudi Arabia’s Vision 2030.

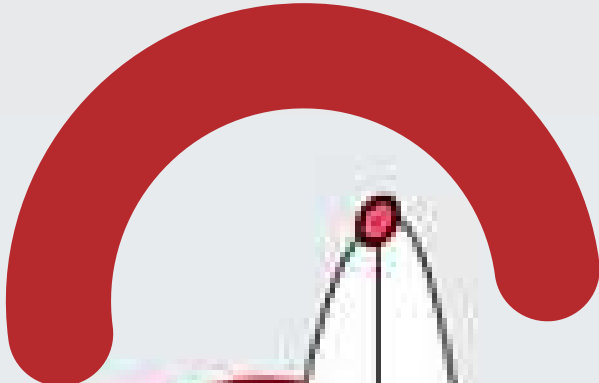




Core Values

1. Commitment to drafting clear and transparent contracts that safeguard rights and define responsibilities with precision.
2. Developing realistic work plans tied to measurable and trackable timelines.
3. Executing projects with high efficiency and professionalism in accordance with quality standards.
4. Effectively addressing non-conformities and applying preventive measures to ensure continuity and improvement.
5. Fostering a culture of continuous improvement through performance reviews and elevated achievement benchmarks.
6. Adopting structured, renewable annual training and professional development plans aligned with market dynamics.
7. Encouraging active team participation in proposing forward-looking ideas and development initiatives.
8. Actively listening to client feedback and complaints, and turning them into opportunities for service enhancement and organizational growth.

Quality Policy

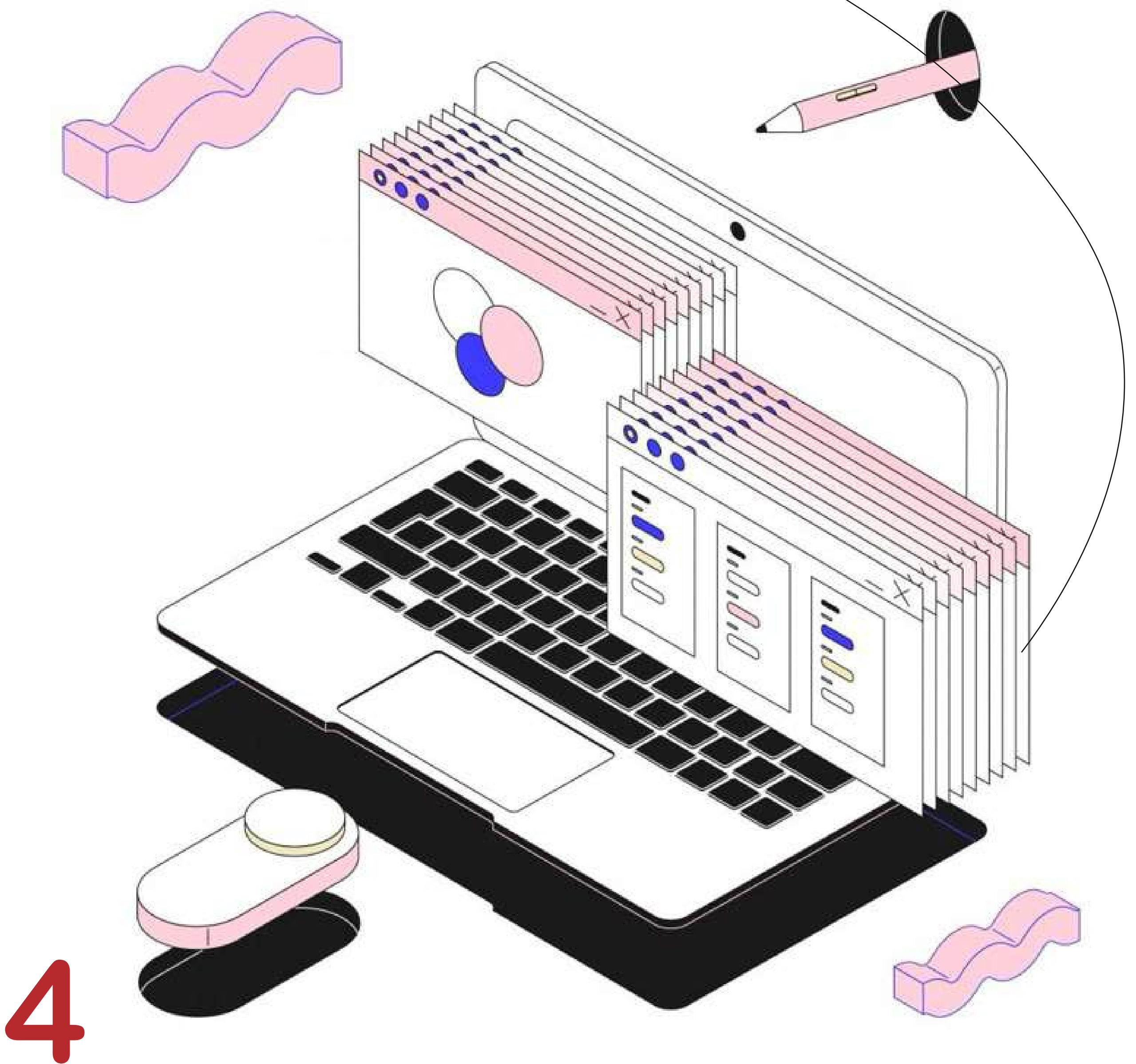


Quality Policy:

- Working on the formulation clear contracts.
- Business planning and linking to a clear schedule.
- Executing the work with high performance.
- Correcting non-conformities and establishing preventive measures.
- Continuous improvement by following up on KPIs and raising the level of challenge.
- Training and development within an annual renewable plan.
- Involvement of all team members in future development ideas.
- Accept criticism and complaints from customers and to work on solutions.



List of Services and Their Details



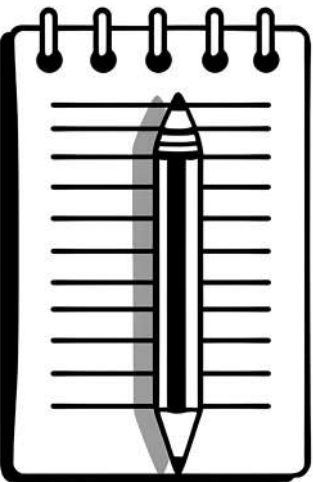
List of Services and Their Details



✕ Strategic Feasibility Studies & Market Research

Strategic feasibility studies and market research are essential tools for investors, government entities, and startups seeking to make informed, future-ready decisions. Strategy Mission offers a comprehensive approach to analyzing market opportunities, evaluating operational feasibility, and assessing investment viability across multiple dimensions.

Why This Service Matters



- ✕ Identify and analyze supply-demand gaps in local and regional markets.
- ✕ Benchmark competitors and uncover unique opportunities within your sector.
- ✕ Assess the economic viability of your project through financial metrics like IRR, NPV, and break-even point.
- ✕ Minimize risk through detailed technical, operational, and legal feasibility reviews.
- ✕ Present your project with compelling, investor-ready materials tailored for funding agencies.

Service Workflow



Market Analysis and Competitive Benchmarking

We assess current supply and demand trends and benchmark the performance and positioning of competitors within your target market.



Economic and Financial Viability Assessment

We provide detailed financial modeling, including IRR, NPV, and break-even analysis, to evaluate the project's potential return on investment.



Technical, Operational, and Legal Feasibility Review

Our team conducts a comprehensive review of the operational readiness, infrastructure, and regulatory environment relevant to your business.



Location Intelligence and Sector Opportunity Analysis

We apply geo-analytical tools to recommend ideal implementation locations and uncover hidden potential in sector-specific opportunities.



Investment Material Preparation

We develop professional and persuasive investment presentations tailored to funding entities and stakeholder engagement.

Key Benefits

- 🔥 Reduce investment risks with data-backed feasibility assessments.
- 🔥 Strengthen your funding proposals with professional presentation materials.
- 🔥 Navigate regulatory and operational hurdles effectively.
- 🔥 Make confident decisions aligned with long-term strategic goals.



Ready to take the next step with a strategy grounded in data and clarity?

Let Strategy Mission guide your investment journey—turning insights into actionable plans, unlocking funding potential, and positioning your business for sustainable growth. Contact us today to get started.

✕ Governance Advisory, ISO Certification & Institutional Structuring

Effective governance, certified quality, and resilient organizational design

Strong governance and alignment with international standards are vital for institutional sustainability and credibility. Strategy Mission delivers integrated solutions that support the design and implementation of governance frameworks, ISO certification readiness, and organizational structuring—all aligned with global best practices and national regulatory requirements.

Why This Service Matters

- ✕ Promote institutional integrity through transparent governance structures.
- ✕ Support public and private sector entities in aligning with national policies and compliance standards.
- ✕ Prepare organizations for internationally recognized ISO certifications.
- ✕ Improve operational efficiency by closing structural gaps and establishing clear frameworks.
- ✕ Strengthen accountability and stakeholder trust through structured governance audits.

Service Workflow



Board Structure & Policy Development

We assist in developing effective board structures, charters, codes of ethics, and internal governance manuals to support strategic oversight.



Governance Framework Design

We design and implement comprehensive institutional governance models, including delegation of authority matrices, policies, and procedures tailored to your organization.



Public Policy Alignment & Regulatory Compliance

We ensure alignment with national policies and regulations, helping your organization meet both internal and external compliance expectations.



Governance Audit & Gap Analysis

We conduct governance audits, stakeholder mapping, and identify gaps in current governance practices versus desired standards.



ISO Standards Implementation

We prepare organizations for a wide range of ISO certifications by conducting gap assessments, developing internal processes, and offering full support through application and internal audit phases. These certifications include:



ISO 14001:
Environmental Management System



ISO 9001:
Quality Management System



ISO 13485:
In collaboration with BioStandard, we act as a consultant and legal representative for medical companies.
Quality Management System for Medical Devices



ISO 45001:
Occupational Health & Safety Management System



ISO 27001:
Information Security Management System



ISO 20000:
IT Service Management System



ISO 31000:
Risk Management – Principles and Guidelines



ISO 22301:
Business Continuity Management System



ISO 56002:
Innovation Management System



ISO 50001:
Energy Management System



ISO 37000:
Governance Guidelines for Organizations



ISO 37001:
Anti-Bribery Management System

Key Benefits

- 🔥 Achieve global certifications that elevate your institutional credibility.
- 🔥 Strengthen governance structures and decision-making transparency.
- 🔥 Align with legal and regulatory frameworks for full compliance.
- 🔥 Build a well-structured organization that supports scalable growth and long-term sustainability.



Looking to institutionalize good governance and earn international certifications?

Let Strategy Mission lead your transformation—designing robust governance systems, building ISO-compliant frameworks, and positioning your organization for excellence. Connect with us today and start your path to operational distinction and regulatory leadership.





Strategic Planning & Institutional Development

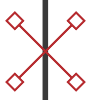
Structured visioning and operational systems that drive execution

In a rapidly evolving environment, vision alone is not enough—you need a roadmap that turns ideas into outcomes. Strategy Mission delivers comprehensive services in strategic planning and institutional development, helping organizations define their purpose, align operational efforts, and monitor progress through effective performance systems.

Why This Service Matters



Craft a unified organizational identity—from vision to results.



Align programs and projects with long-term strategic goals.



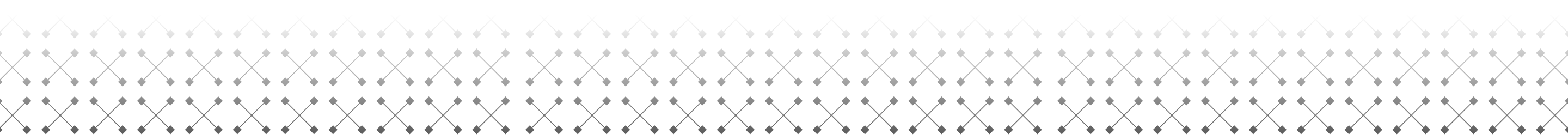
Enable agile planning based on Results-Based Management (RBM) and Theory of Change (ToC).



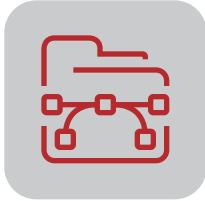
Build internal systems for continuous performance monitoring and quarterly evaluations.



Strengthen executive decision-making through measurable KPIs.



Service Workflow



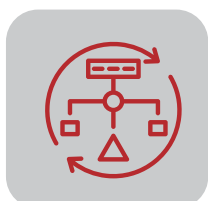
Portfolio Design and Project Alignment

We structure your operational portfolio by mapping initiatives and projects that support strategic priorities and ensure internal coherence.



Vision, Mission, Values, and Strategic Plan Development

We facilitate expert-led workshops to define the organization's vision, mission, and core values. We then develop a 3–5-year strategic plan that includes key goals and performance indicators (KPIs).



RBM-Based Adaptive Planning and Theory of Change

We implement Results-Based Management and Theory of Change models to clarify the causal logic between inputs, outputs, outcomes, and long-term impact.



Internal Monitoring and Evaluation Systems

We design internal systems that enable organizations to track quarterly performance, evaluate progress, address gaps, and ensure adaptive decision-making based on real-time data.

Key Benefits

- 🔥 Transform strategic documents into measurable and achievable outcomes.
- 🔥 Improve organizational performance with metrics that link goals to action.
- 🔥 Foster a culture of planning, accountability, and adaptability.
- 🔥 Equip your institution to navigate change and deliver sustainable results.
- 🔥 Strengthen initiative sustainability through clear, trackable objectives.



Looking to turn your strategic vision into measurable success?

Let Strategy Mission help you craft actionable plans, build strong internal structures, and implement real performance systems that guide your growth. Contact us today and start your transformation journey with clarity and confidence.

✕ Financial Modeling & Investment Planning

Precision in numbers, confidence in decisions, and readiness to fund

In a competitive investment landscape, sound financial modeling is essential for validating opportunities, convincing investors, and ensuring long-term growth. Strategy Mission provides comprehensive financial modeling and investment planning services tailored for investors, entrepreneurs, and government stakeholders seeking data-driven clarity and fundable strategies.

Why This Service Matters

- ✕ Develop multi-year financial plans, budgets, and cash flow forecasts.
- ✕ Enhance investor-readiness through tailored financial models and credible projections.
- ✕ Perform cost-benefit, risk-return, and value chain analysis to guide decision-making.
- ✕ Create robust fundraising documents and conduct stress testing for risk resilience.
- ✕ Support capital structure optimization to align with funding strategies.

Service Workflow



Capital Structure Optimization & Investor Readiness

We assess your financial structure and recommend adjustments for optimal equity-debt balance while preparing polished investor-facing documents.



Multi-Year Financial Planning & Cash Flow Forecasting

We develop detailed financial roadmaps covering 3–7 years, incorporating operating budgets, revenue forecasts, and liquidity planning based on market insights.



Fundraising Documentation & Stress Testing

We create compelling financial decks, pitch materials, and perform scenario-based stress testing to evaluate project resilience under economic fluctuations.



Financial Feasibility & Value Analysis

We conduct detailed cost-benefit analyses, evaluate risk-return trade-offs, and assess your value chain to highlight profit drivers and inefficiencies.

Key Benefits

- 🔥 Make informed investment decisions backed by data, not assumptions.
- 🔥 Increase funding potential with credible and professionally structured models.
- 🔥 Build investor confidence through transparency and scenario readiness.
- 🔥 Reduce financial risk and prepare for various future economic conditions.



Want a financial model that speaks the language of investors and drives real results?

Let Strategy Mission design a tailored financial framework that reflects your project's full potential and prepares you for funding success. Reach out today and take control of your investment strategy with confidence.





Operations Planning & Organizational Setup

Efficient execution starts with strategic planning and structured systems
Behind every successful business lies an operational backbone designed for efficiency, clarity, and scalability. Strategy Mission provides end-to-end support for operations planning and organizational setup—from facility layout and equipment allocation to workforce structuring, supply chain strategy, and digital systems integration.

Why This Service Matters



Establish a clear and scalable operational infrastructure.



Design functional facilities and allocate equipment based on efficiency and output goals.



Develop human capital plans with well-defined job roles and organizational structure.



Build a resilient supply chain strategy and vendor management framework.



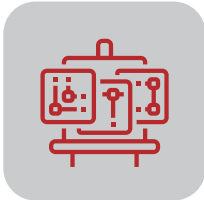
Ensure seamless ERP/CRM integration through structured planning and RFP oversight.

Service Workflow



Human Capital Planning & Job Description Development

We build detailed HR plans including organizational charts, staffing models, and precise job descriptions to ensure role clarity and accountability.



Facility Design & Equipment Allocation Strategy

We assess operational requirements and develop facility layouts that optimize space, flow, and productivity—along with equipment placement strategies that support operational goals.



ERP/CRM Integration Strategy & RFP Oversight

We define integration strategies for enterprise systems (ERP/CRM), prepare detailed RFPs, and guide the selection and implementation process to ensure alignment with business needs.

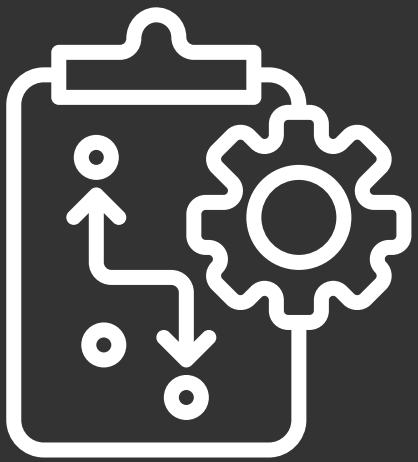


Supply Chain Strategy & Vendor Engagement Frameworks

We design adaptive supply chain systems that cover sourcing, warehousing, logistics, and vendor management to minimize disruption and enhance responsiveness.

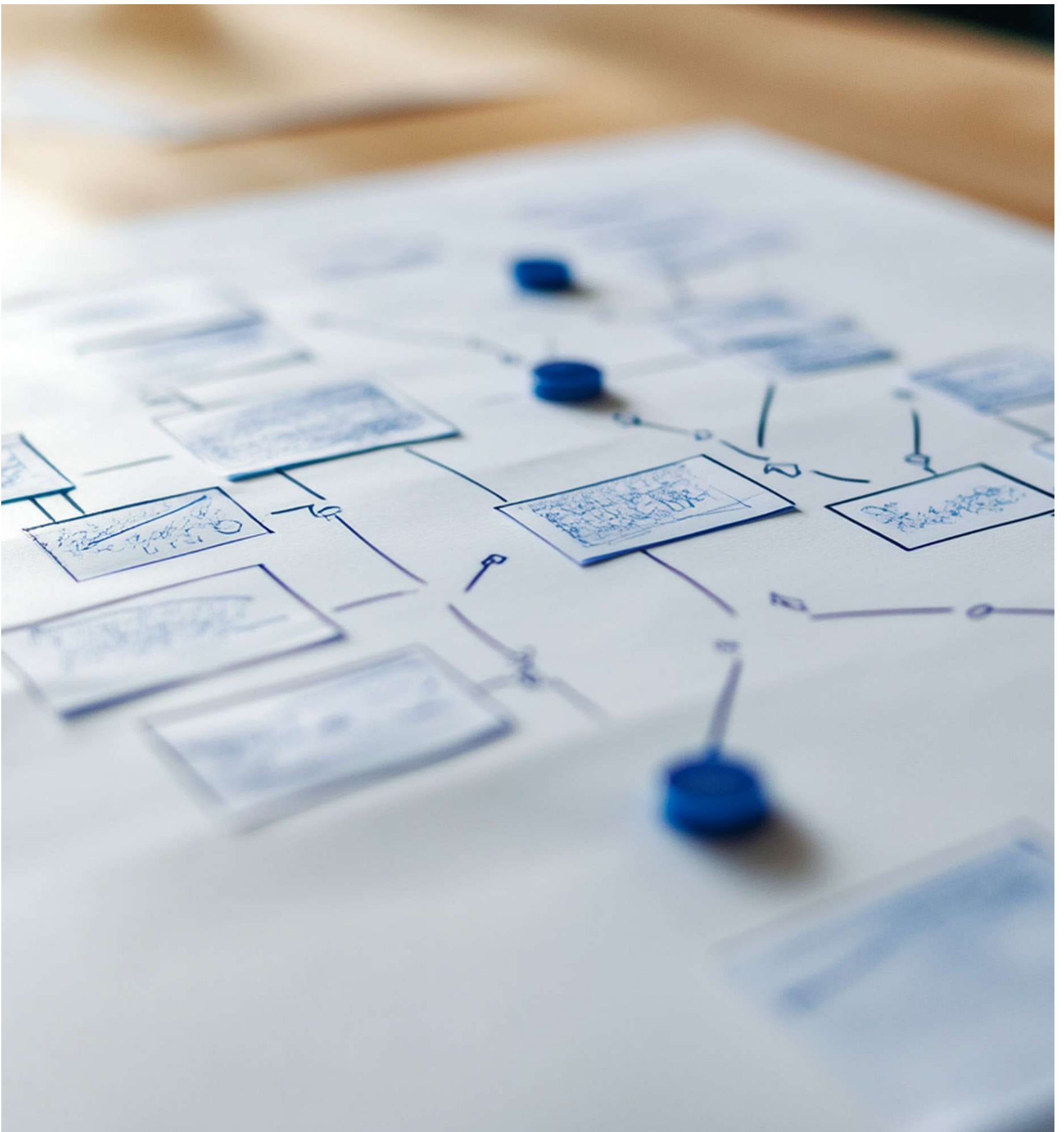
Key Benefits

- 🔥 Accelerate operational readiness with structured planning and clear roles.
- 🔥 Maximize facility and equipment efficiency from day one.
- 🔥 Improve HR clarity and workforce alignment.
- 🔥 Build tech-enabled, scalable operations through seamless system integration.



Need an operations setup that drives performance from day one?

Let Strategy Mission help you design a functional operating model, structure your teams, and align your systems for growth. Connect with us today and start building your operational engine the right way.





Monitoring, Evaluation & Quality Assurance Systems

Reliable data, objective evaluations, and sustained institutional quality

In today’s results-driven environment, organizations must monitor progress, evaluate impact, and meet donor and certification requirements. Strategy Mission provides specialized services in Monitoring, Evaluation, and Quality Assurance (M&E/QA) that help institutions build reliable systems for performance tracking, compliance, and continuous improvement.

Why This Service Matters

- ❌ Build institutional M&E dashboards with KPIs and results frameworks.
- ❌ Design evaluation tools, deliver trainings, and align reporting with donor requirements.
- ❌ Conduct internal audits and prepare for international quality certifications.
- ❌ Strengthen accountability and evidence-based decision-making.
- ❌ Foster a culture of learning and continuous improvement.

Service Workflow



Development of M&E Dashboards, KPIs, and Logframes

We design customized digital dashboards with logical frameworks that connect inputs, outputs, and strategic outcomes using measurable KPIs.



Evaluation Tools, Training & Capacity Building

We create quantitative and qualitative evaluation tools and deliver hands-on training programs to equip your teams with data collection and analysis skills.



Donor Reporting & Compliance Alignment

We ensure your reporting systems meet donor expectations and align with international performance and compliance standards.



Internal Audits & Quality Certification Readiness

We conduct internal audits, identify gaps, and support your organization in preparing for ISO and other quality assurance certifications.

Key Benefits

- 🔥 Enable performance tracking through real-time dashboards and indicators.
- 🔥 Improve organizational transparency and accountability.
- 🔥 Boost donor confidence with structured reporting and evaluation.
- 🔥 Prepare effectively for international certification and audits.



Looking to build a results-oriented system that drives excellence?

Let Strategy Mission help you implement a tailored M&E framework, reinforce quality assurance, and create a culture of continuous improvement that sets your organization apart. Contact us today and take control of your impact.



✂ Branding, Marketing & Commercial Launch Strategy

Powerful market entry starts with a clear brand and smart launch plan

Your success doesn't start with a product—it starts with how you position it in the market. Strategy Mission offers end-to-end solutions for branding, market positioning, pricing, and channel strategy to ensure your launch is impactful, strategic, and results-driven. From defining your identity to executing your go-to-market strategy, we help you build a brand that resonates and sells.

Why This Service Matters

- ✂ Build a compelling brand identity that reflects your mission and values.
- ✂ Define your market position through segmentation and pricing strategy.
- ✂ Select the right mix of local and digital marketing channels for maximum reach.
- ✂ Develop a detailed go-to-market (GTM) plan with execution steps.
- ✂ Track performance through KPIs to continuously optimize your launch strategy.

Service Workflow



Market Positioning, Segmentation & Pricing Strategy

We analyze your target audience, competition, and market gaps to define your positioning and develop a pricing model aligned with your value proposition.



Brand Identity & Channel Strategy

We craft your brand elements (logo, color palette, tone of voice, messaging), and identify high-impact marketing channels for both digital and physical market presence.



Full Go-To-Market (GTM) Planning

We design a launch roadmap that includes pre-launch, launch, and post-launch activities, campaign assets, and promotional tactics tailored to your segments.

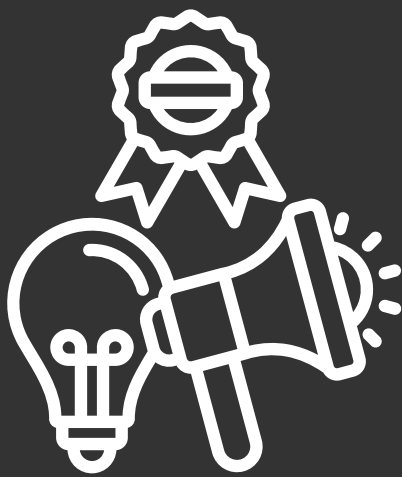


Launch Performance Tracking

We define marketing KPIs and install monitoring tools to measure the effectiveness of your campaigns and ensure continuous improvement.

Key Benefits

- 🔥 Launch with a strong, differentiated brand presence.
- 🔥 Maximize reach and engagement through targeted channels.
- 🔥 Align marketing investment with measurable performance.
- 🔥 Build long-term brand equity with consistent identity and messaging.



Planning to launch your business and need a powerful go-to-market strategy?

Let Strategy Mission help you position your brand, design your launch plan, and execute with impact. Contact us today and make your market entry a success from day one.





Digital Platform Development & Transformation

Build smarter platforms with strategic planning and scalable tech

Digital success starts with more than an idea—it requires a platform that is user-centric, scalable, and built for growth. Strategy Mission helps you transform ideas into digital products by offering end-to-end services in digital strategy, functional architecture, UX design, and tech roadmaps tailored to dynamic sectors.

Why This Service Matters



Enable the launch of effective and scalable B2B and B2C digital products.



Create functional architecture and seamless UX tailored to user needs.



Strategize platform development to meet the needs of fintech, healthtech, agritech, and e-commerce sectors.



Develop a future-ready technology roadmap that supports growth and innovation.



Reduce technical risks and align development with business goals.

Service Workflow



Digital Product Development Strategy

We define a full development strategy including market analysis, user segmentation, platform features, and go-to-market alignment for both B2C and B2B environments.



Functional Architecture & UX Planning

We design the full functional architecture and user experience for your digital platform or app, ensuring smooth workflows and optimized user journeys.

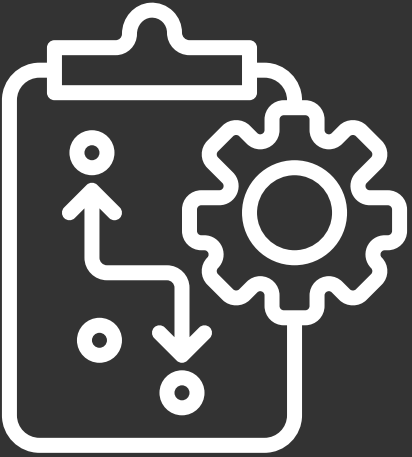


Technology Roadmap for Target Sectors

We craft tailored roadmaps for each industry—fintech, healthtech, agritech, and e-commerce—outlining stages of development, technologies to adopt, and scaling plans.

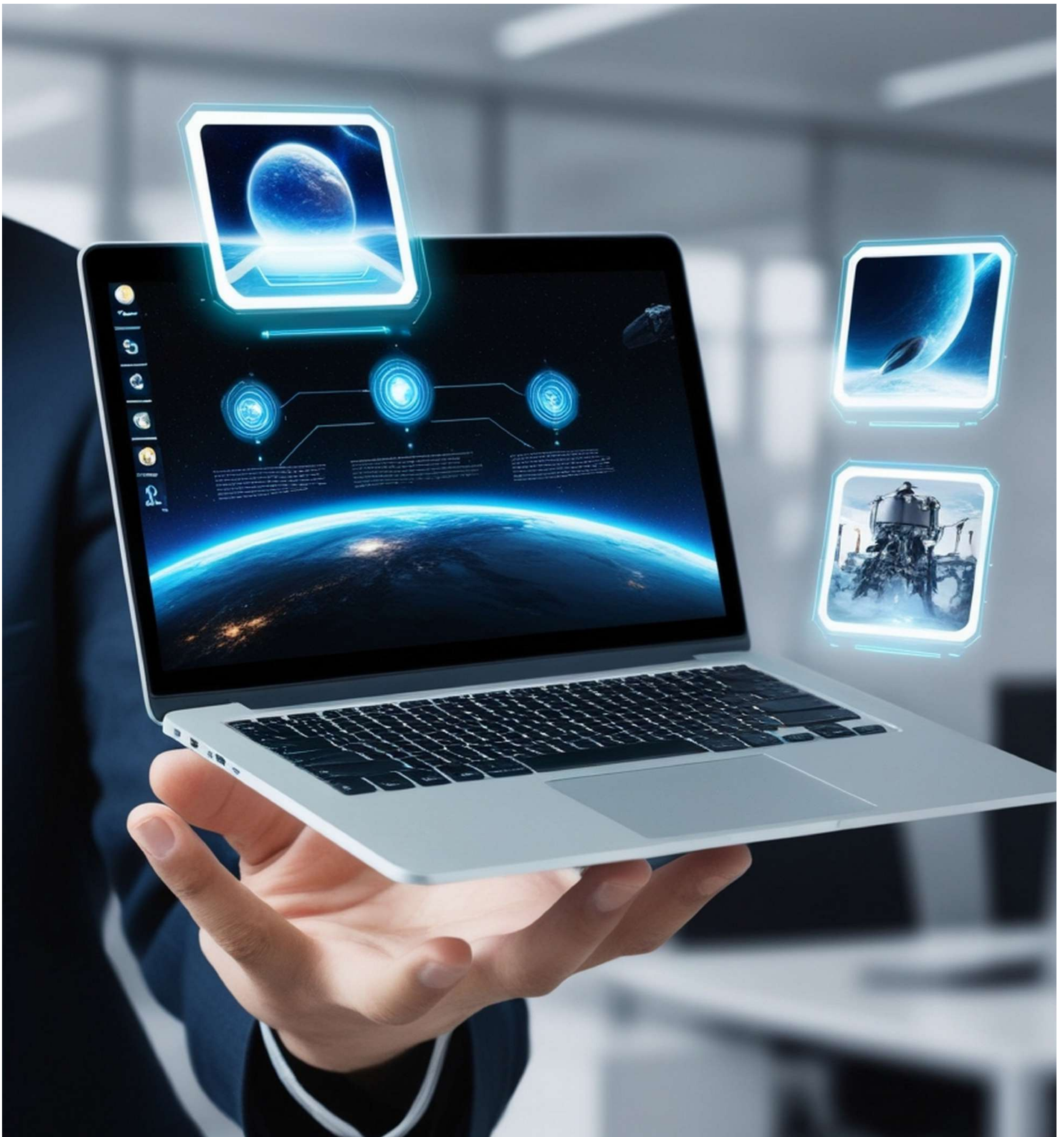
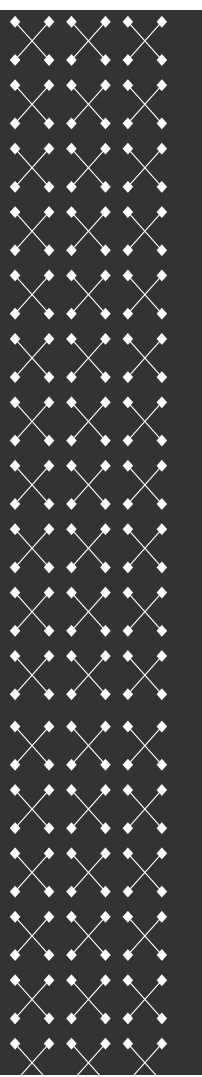
Key Benefits

- 🚀 Launch with a scalable digital product aligned to market needs.
- 🚀 Deliver exceptional user experiences that drive adoption and retention.
- 🚀 Accelerate digital transformation in high-growth sectors.
- 🚀 Build platforms that are investor-ready and technologically resilient.



Looking to bring your digital vision to life with a smart, scalable strategy?

Let Strategy Mission turn your idea into a fully developed digital platform—built with purpose, designed for users, and ready to grow. Reach out today and take the first step toward your digital future.





Strategic Mission Company...

Your path is charted all the way to the moon.

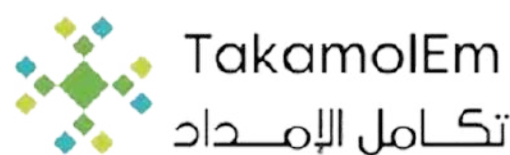
**Strategic
Partners**

5

Strategic Partners



Clients





3Dfi
مصنع ثلاثي الأبعاد للصناعة
3 Dimensional Factory for Industry

ترياق
TERIAQ
International Teriaq For Trading Est.
مؤسسة ترياق الدولية للتجارة

OC
Bio-Standards®

MedWand®
Solutions, Inc.

UQ MEDICAL
UNIFIED QUALITY MEDICAL
الجودة الموحدة الطبية

TBM
شركة التخصصي الحيوية الطبية
Takhassusi Bio-Medical

شركة المياه الوطنية
National Water Company

أرامكو السعودية
saudi aramco

الشركة السعودية للكهرباء
Saudi Electricity Company

anb
arab national bank البنك العربي الوطني

بنك الرياض
Riyad Bank

سابك
SABIC

TAWAL
توال

امتداد
Emtedad
Advance Company Ltd

تالوف
TALOUF
TALOUF MEDICAL COMPANY

شركة نقل وتقنيات المياه
WATER TRANSMISSION AND TECHNOLOGIES CO.

NAWA
ENHANCING PASSION FOR KNOWLEDGE

Selat
FOR BUSINESS SOLUTIONS

TURQUOISE
When good care leads, good health follows.

Mazaya MEDICAL
شركة مزايا الطبية

كيميان
KEMYAN

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