

LETTER FROM THE MD,

Welcome to the first issue of SHUGUL Solutions Co. Ltd's bi-monthly newsletter, **FORWARD**. Distributed to a wide range of corporate representatives, organizations, government and social players, FORWARD exclusively reaches the core of Sudanese working culture.

Compiled with a purpose of keeping clients and associates up to date on news, views and all the latest special offers, FORWARD is part of the company's overall aim of providing a caring and professional service.

As we maintain what has already become a solid reputation of excellence, SHUGUL will continue to develop its innovative strategies in providing you with the best in business solutions.

Enjoy,

Tagieldin AIMagboul, ACMI
Managing Director
SHUGUL Solutions Co. Ltd.

SHUGUL Who?

FORWARD's creator, SHUGUL Solutions Co. Ltd. was founded by a team of young entrepreneurs in March 2006. Today, working with some of the country's leading business establishments, SHUGUL has incorporated cutting edge technology and skill to provide all their clients with the latest, most cost-effective and quality business solutions.

Sudan is drastically catching up with the fast and competitive pace of the business world. In such an environment, a new and vital notion has been introduced to Sudan's market place: The concept of 'branding', a definitive corporate identity to enhance positioning, exposure and ultimately - profit.

TELL ME MORE...

WHY CORPORATE IDENTITY?

The idea of branding came about by a farmer attempting to identify his own cattle from the others surrounding him - by making them unique. Today, each and every bonafide company is competing to stand out in their marketplace; so, to brand effectively and essentially will assist in this matchless identification.

Building or developing your corporate identity will not only facilitate the creation of unique, easy, innovative, eye catching and stylish icons for your organization, but ultimately help your targeted customer remember, differentiate, and refer to YOU easily.

SHUGUL CIP

We at SHUGUL are committed to support Sudanese companies and organizations in creating, developing and maintaining a unique Corporate Identity Package that will generate impact, edge, and power: assisting you in truly standing out from your competitors. As the FIRST provider of such a compulsory service in the Sudan, SHUGUL will deliver on nothing but quality, using cutting edge technology, innovation and skill. Powered by top of the range editors, designers, and a wide network of international partners and suppliers, SHUGUL will turn your business identity into one of modern class

WHAT FALLS WITHIN THE **SHUGUL CIP?**

Individual Web Site design & Content

Tailored web site packages include domain name and hosting, e-mails, modern design, pictures, sophisticated content and full compliance with the latest internet technologies

Logo

Re-vamp or starting from scratch, SHUGUL will define your company's focus through personalized and innovative logo design

Company Profile

Capture your company's background, services and products with an attractively drafted and designed profile.

Letterheads, Business cards, etc

All you need to professionally package your business.

Design and print to your tastes from Corporate Stationary, brochures, leaflets, flyers, stickers, document folders, compliment slips, company signs, posters, banners, labels, newsletters, file covers, pamphlets, CD jackets, promotional CDs, pens and many more

SHUGUL SPECIAL!

Send an e-mail to services@shugul.com and receive 15% off your **FIRST** order with **SHUGUL Solutions**.

Our professional team of experts will work with you to conceptualize, develop, design and print within all your needs and requirements assisting you and your business in definitively 'Moving Forward'

How Do I Get More Information?

Visit SHUGUL online @ [http:// www.shugul.com](http://www.shugul.com)
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FORWARD
Keeping you posted