

**A LETTER FROM THE TECHNICAL DIRECTOR,**

Hello and welcome to our 2nd edition of **FORWARD**.

With rapid cross-sector growth in the Sudanese market, fierce competition is inevitable. Competition brings many challenges to businesses in various forms. Just one of many challenges, emphasized by competition, is the image a business portrays of itself. Building a strong image or brand is a critical activity in any economical condition, and the impression your business projects with its brand is, in many ways, indicative of how customer-responsive, professional and established your business is. The kind of impression your brand leaves on your customers, should be one that they remember for a while!

Your brand is everything that identifies your business; from the logo to headed paper, website, business cards and so forth. With this in mind, SHUGUL's Corporate Identity Packages continue to evolve to make sure our customers' identity is one that's unmistakable and unforgettable, because in SHUGUL, our customer's image is, in a way, ours too.

Till next time,

Mr. Sirelkhatim Zaki  
Technical Director

**SHUGUL SOLUTIONS** **MOVED**

SHUGUL Solutions' brand new office location, situated in Amarat, Khartoum, is yet another reflection of the company's continued expansion. Amarat is growing into one of Khartoum's highly sought after business hubs and a 5 minute drive away from the capital's center, Khartoum 2.

Our warm and friendly working atmosphere was strategically chosen with our customer in mind. From brainstorming sessions to enquiry visits, SHUGUL doors are always open to you, our valued clients.

**With a new home, must come a new look and SHUGUL's newly made over website is just that:**

- **Our user-friendly options** allow for you to browse through shugul.com with ease and efficiency.

- **Options have also spanned to greater lengths**, not only providing comprehensive information on all of SHUGUL's products, but now, examples of our work. Garner ideas and study designs by visiting shugul.com today for a range of SHUGUL developed Corporate Identity Packages.

- **Why Corporate Identity? What is a logo? Will a website really help?**

The answers to all these questions and more are now available just one click away. A library of resources and Corporate Identity blueprints, shugul.com's brand new 'White Papers' section acts as a convenient method of research when considering your brand's creation, re-modeling and/or positioning. Through better understanding, SHUGUL's 'White Papers' will help you, help us in truly defining your company's image.

- **You can now send us all your enquiries online** via our 'Contact' page. A prompt response, from one of our dedicated SHUGUL consultants will be waiting for you.

- **Subscribing to SHUGUL's bi-monthly newsletter has never been easier!** Simply fill in your name, business association and e-mail address and join what is fast becoming the capital's most impressive working database. You can also download previous issues of **FORWARD** and keep up to date on all SHUGUL news, views and exclusive special offers.

**WWW.SHUGUL.COM - RENOVATED!**

Keeping you posted

**FORWARD**

## WHAT CAN SHUGUL DO FOR ME?

To capture and maximize off your **first impression**, corporate identity becomes key in delivering the **right message** and the **right service**. It's also important to always bear in mind the **future of your identity**, how far you can take it, where you can implement it and for how long will it truly represent your business vision. All these elements and more are taken into full consideration whenever any of our projects are undertaken.

Take **El Seref Tourism and Hotels Co. Ltd** for example; one client who thoroughly took advantage of SHUGUL's CIP:



Conceptualization and formulation of the official El Seref **LOGO**



Full **WEBSITE** set-up, design, photography, and content development both in English and Arabic of [www.elseref.com](http://www.elseref.com)

### El Seref's Corporate Identity package also included:

- BUSINESS CARD** design
- LETTERHEAD** design
- COMPLIMENT SLIP** design
- A4 FOLDER** design

\*Printing options are also available with each CIP design

**FOR MORE INFORMATION ON ALL SHUGUL PRODUCTS** CLICK ONTO [WWW.SHUGUL.COM](http://WWW.SHUGUL.COM),  
E-MAIL US ON [SERVICES@SHUGUL.COM](mailto:SERVICES@SHUGUL.COM), OR CALL +249 155295397