



Case Study

Goody

Goody - With the Goody brand growing and reaching new heights, it needed internal organizational changes that could sustain this growth. DMS being a strategic partner took upon itself the role of “strategic thinking” to support in analyzing and implementing the needed changes for success.

Action

- Forecast future needs of Goody
- Research best practice in marketing driven organizations
- Draw a new organization chart and department workflow system
- Adjust marketing job responsibilities
- Create suppliers list with qualifications programs.

Result

Goody today has been able to put in place winning strategies for its diverse brands and sustain those strategies. It is in the process of launching its products in South Africa and is now able to compete with the biggest international brands. Since this restructuring, Goody has been a market leader in many of the categories it markets, has gained tremendous business value and has tremendously decreased its go-to- market time.



“ Goody has been a market leader in many of the categories it markets ”

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