

**Together
we
Create
Quality
Experiences
That resonate**



Our Mission

To empower businesses by providing innovative quality management solutions, insightful mystery shopping programs, and transformative customer experience strategies, ensuring sustainable growth and customer satisfaction.

Our Vision

To be the leading partner in driving operational excellence and elevating customer experiences across industries in the Middle East.

Our Story

Prime Quality began with a simple observation. While working in quality control management, we identified a significant gap in the market. Businesses were struggling to maintain consistent service quality and meet evolving customer expectations. Recognizing this opportunity, we expanded our expertise beyond quality management to include mystery shopping and customer experience enhancement.

Today, Prime Quality bridges the gap between operational excellence and customer satisfaction, delivering tailored solutions that help businesses thrive in competitive markets. What started as a passion for quality has grown into a mission to elevate customer experiences across industries.

Problem

The Challenges Businesses Face Today:

1. Inconsistent service quality leading to customer dissatisfaction.
 2. Lack of real-time feedback on customer interactions and operational standards.
 3. Limited insights into customer expectations and experiences.
 4. No structured processes to align internal teams with quality goals.
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Solution

Prime Quality Provides:

- Quality Management Systems: Comprehensive assessments and streamlined processes to ensure consistent service excellence.
- Mystery Shopping Programs: Insightful evaluations conducted by trained professionals to gauge real-world customer interactions.
- Customer Experience Design: Customized strategies to enhance satisfaction, retention, and loyalty through tailored CX programs.
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We focus on delivering these services specifically to businesses in the retail, franchising, Entertainment, and tourism sectors, helping them achieve higher standards, better customer experiences, and sustainable growth.

"We bridge the gap between expectation and reality, ensuring every customer interaction is memorable and meaningful."

Our Service

لو تهملك!

**جودة
مشروعك؟!**

مطاعم - مخازن - فنادق - محلات

خدماتنا

متسوقين متخفين يقيمون تجربة العميل

تدقيق على سرعة الاستجابة - النظافة - الإحتياجات - حُسن التعامل و أكثر...



إدارة جودة من فريق تدقيق ما يفوته

نظافة - إجراءات السلامة - معايير عامة - معايير البلدية
تحضير - التخزين - موقع التحضير - كمامة و قفازات و أكثر...



تحسين تجربة العمل من خلال استراتيجيات

و خطوات فعالة - تحسين رحلة العميل من بداية الرحلة لنهايتها



Market Size

- **Global CX Market Value:** \$13 billion in 2024 with a CAGR of 16%.
 - Middle East Focus: A growing emphasis on service quality in hospitality, retail, and F&B sectors.
 - Saudi Arabia Specifics:
 - High demand for operational excellence driven by Vision 2030 initiatives.
 - Rapidly evolving retail and tourism sectors that prioritize customer satisfaction.
 - **Retail Sector:**
 - Market Size: Approximately SAR 375 billion (\$100 billion USD) as of 2023.
 - Growth Drivers: Increasing consumer spending, e-commerce expansion, and urbanization.
 - Opportunities: Enhancing customer experience, implementing quality management systems, and adopting digital solutions.
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Franchising Sector:

- Market Size: Estimated at SAR 40 billion (\$10.7 billion USD) in 2023.
- Growth Drivers: Supportive government policies, rising entrepreneurship, and demand for international brands.
- Opportunities: Standardizing service quality across franchises, training programs, and performance monitoring.

Entertainment Sector:

- Market Size: Projected to reach SAR 120 billion (\$32 billion USD) by 2030.
- Growth Drivers: Vision 2030 initiatives, increased disposable income, and cultural openness.
- Opportunities: Improving visitor experiences, feedback systems, and operational excellence.

Tourism Sector:

- Market Size: Aiming for SAR 500 billion (\$133 billion USD) contribution to GDP by 2030.
 - Growth Drivers: Diversification efforts, heritage site development, and international marketing.
 - Opportunities: Enhancing tourist satisfaction, service quality assessments, and staff training.
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Business Model

Subscription-Based Packages: Flexible monthly tiers tailored to client needs

Custom Projects: One-time CX or quality management initiatives

Consulting Services: In-depth advisory on long-term operational excellence

Traction

Our dedicated team in Saudi Arabia is fully prepared to deliver Prime Quality services, leveraging their extensive experience in the Saudi market.

Competitors

Cristal Standards

Cristal Standards is a worldwide company specializing in high-quality reference materials and calibration standards for pharmaceuticals, environmental testing, and food & beverage industries. Committed to prime quality, they provide certified reference materials, high-purity chemicals, and reliable calibration services tailored to client needs.

SGS

Global leader in inspection, verification, testing, and certification services.
Focus: Compliance and quality audits across industries.

Bare International

Specializes in mystery shopping and customer experience research globally.
Focus: Retail, hospitality, and service industries.

The Team



Majed Ali Abudiyyah
Co-Founder/CEO

Majed Ali Abudiyyah

Founder of Digital Move with over seven years of experience in digital marketing and campaign management. Expert in social media marketing, brand identity, and visual content design. Holds a Bachelor of Science in Biochemistry and extensive quality control (QC) experience, ensuring high standards and precision. Combines analytical skills with creative strategies to drive business growth and maintain quality excellence.

Hossam faisal alfudil

Co- Founder/Chief
Marketing Officer

Hossam faisal alfudil

I began as a YouTube content creator, then moved into graphic design and video editing, working with various organizations, including the podcast industry and major port companies. My entrepreneurial ventures include developing a mobile app, launching a design and video editing platform, and creating a trading education platform, leading to co-founding the Digital Move agency.

Go-To-Market Strategy

Phase 1: Foundation and Positioning

- Build brand awareness through digital campaigns and industry-specific webinars.
- Leverage personal networks and partnerships to secure initial clients.
- Create high-quality case studies to demonstrate proven results.

Phase 2: Expansion and Targeted Outreach

- Partner with local chambers of commerce and business associations.
- Attend industry expos and trade shows to network and attract new clients.
- Launch referral programs to incentivize word-of-mouth marketing.

Phase 3: Scaling and Regional Leadership

- Introduce proprietary CX software tools to enhance offerings.
 - Expand operations to GCC markets, leveraging localized strategies.
 - Build thought leadership through white papers, blogs, and speaking opportunities.
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Financial

Initial Setup Costs

- Sales Team Hiring and Training: **75,000 SR**
- Networking and Event Budget: **18,750 SR**

Total Initial Setup: Approximately: **93,750**

Recurring Monthly Costs

- Sales Team Salaries: **45,000 SA**
- Marketing and Lead Generation: **7,500 SA**
- Networking & Business Events: **3,750 SA**

Total Recurring Monthly Costs: Approximately
56,250 SA

Fundraising

768,750 SA

Financial Projections

- Year 1: Onboard 15 clients (Annual Revenue: SAR 2M).
 - Year 2: Expand to 30 clients with premium packages (Annual Revenue: SAR 5M).
 - Year 3: Explore regional expansion to GCC markets (Annual Revenue: SAR 8M).
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Partner with Prime Quality Today!



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