

GROUP **B**

• COMPANY PROFILE

# Growth Begins With *Clarity*.

*A strategic growth consultancy.*

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## CHAPTER 01

# Every Business Has a *Story*.

Businesses across Syria have achieved remarkable success through resilience, entrepreneurship, and deep market understanding.

Our role isn't to change what made them successful.

It's to help them build what comes next.

### GROWTH CHANGES

#### The questions that matter.

The decisions that build a business aren't always the ones that scale it. As businesses grow, clarity becomes more valuable than certainty.

### BECAUSE

#### Better decisions create better growth.

The shift from operating to scaling requires a different kind of thinking — one built on insight, not instinct alone.

## CHAPTER 02

# Time Is Your Most *Valuable* *Asset.*

Not every cost appears on a financial statement.

🕒 Delayed decisions

🕒 Unclear priorities

🕒 Competing initiatives

🕒 Lost focus

They all cost the one resource you can never recover:

*Time.*

THIS IS WHERE WE COME IN

# Group B helps business leaders create *clarity* where it matters most.

We combine global strategic expertise with deep regional understanding to  
create clarity, strengthen brands, and unlock sustainable growth.

*Understand.*      *Clarify.*      *Grow.*

HOW WE THINK

Principles that  
shape *every*  
*engagement.*



We begin with **understanding before execution.**



We choose **insight over activity.**



We build **influence before visibility.**

Because clarity leads to better decisions.

And better decisions create sustainable growth.

## WHAT WE DELIVER

Answers to the  
questions *that*  
*shape growth.*

We help businesses answer the decisions that shape long-term growth.

01 Clear priorities

02 Stronger positioning

03 Better business decisions

04 Practical growth  
opportunities

05 A strategy teams can  
execute

*The result is clarity that drives confident action.*

OUR ROLE

# We Build *Independence*.

Our role isn't to replace your team. It's to strengthen it.

We create strategic clarity that empowers businesses to move forward with confidence, long after our work is complete.

## FRAMEWORK

# The Group B *Framework*.

01



*Understand.*

Business. Market.  
People.

02



*Reveal.*

Insights.  
Opportunities.  
Priorities.

03



*Define.*

Direction.  
Positioning. Focus.

04



*Prioritize.*

Where to invest.  
What to stop.

05



*Align.*

Teams. Decisions.  
Growth.

PERSPECTIVE

# Thinking Beyond *Projects.*

We believe strategy shouldn't end when a project does.

That's why we invest in understanding markets, consumer behavior, business trends, and cultural shifts across the region — transforming observations into original insights that help leaders make better decisions.

GROUP B INSIGHTS

# *Under the Surface.*

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VOLUME ONE

INSIGHTS SERIES

# Under the *Surface.*

*The first publication in the Group B Insights Series.*

An independent strategic study exploring the hidden forces shaping business growth across the Middle East — covering consumer behavior, trust, culture, decision-making, and the emerging signals that influence long-term success.

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Because the best decisions begin with a *deeper understanding.*

## OUR PERSPECTIVE

# The perspective behind *Group B*.

Our perspective is shaped by global experience, regional understanding, and independent thinking — together, they create practical strategies that businesses can trust and teams can execute.



### Global Experience

Experience across international brands, diverse industries, and complex business challenges.



### Regional Understanding

Deep knowledge of local markets, culture, and the realities shaping business growth.



### Practical Strategy

Clear recommendations designed to create action, not complexity.

THE NEXT CHAPTER

# The next chapter begins with *clarity.*

*You built the business.  
Let's build what comes next.*

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