

# Al Thika Packaging

Al Thika Packaging is an industrial sales company located in Dubai, United Arab Emirates. This case study examines the role of e-commerce in an industrial, business-to-business market. Tim Ansell, Marketing Manager for Al Thika, has built an effective web site that supports the company objectives in this specialized industry.



*Al Thika Packaging's logo. "Al Thika" means "trust" in Arabic.*

## About the company

### The Web Site

Tim Ansell is the Marketing Manager of Al Thika Packaging. He created a web site for the company. On the web site he put information about the business, pictures and details of the equipment and supplies they sell, and contact information about the company. You can visit Al Thika's web site at:

<http://www.althika.com>

### What Al Thika Does

Al Thika Packaging is an industrial sales company located in Dubai, United Arab Emirates. The company acts as a sales agent and distributor for packaging machinery makers. Al Thika also sells supplies the packaging machines use, including the labels, plastic wrap, and adhesives.

The machines Al Thika Packaging sells range in price from a few hundred U.S. dollars to tens of thousands of U.S. dollars each. The bottle filling machine, pictured at left, is made by Ave Group of Italy. In addition to Italy Al Thika sells machines that are manufactured in the United Kingdom, France, the United States, and other countries around the world.



### What is a packaging machine?

A packaging machine is a machine that puts some form of protection around a product and/or labels the package. For example, a bottling packing machine might put pop into bottles and seal them. Another example is a shrink wrap machine which puts a thin see-through plastic film around a product to protect it during



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shipping and storage on a store's shelves.

### Who Does Al Thika Sell To?

Al Thika sells their product to any company that needs to package and/or label their products. An example is companies who make food products. These companies package vegetable oil in bottles, cereal in boxes, soup in cans, and spices in plastic bags. There are tens of thousands of other food items that are packaged in many different ways. Because there are many different packaging methods there are many different kinds of machines for packaging.



### Interview with Tim Ansell, Al Thika Marketing Manager

Tim Ansell, Marketing Manager of Al Thika Packaging, graciously agreed to an interview in Dubai. Here are the main questions and his answers:

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## Questions for Consideration

### **General business questions:**

1. What are the differences between consumer industry companies and industrial products companies?
2. What person or people in a customer's company would Tim Ansell target his selling efforts at? (What are their job titles?)
3. Where would AI Thika's warehouse and showroom be located, do you think? In a shopping mall?

### **Marketing questions:**

4. Which side of AI Thika's business makes more profit: The machines or the packaging supplies the machines use?
5. What part of the selling process might their web site help?
6. How do you think the manufacturers help AI Thika sell the machines?

### **E-Commerce questions:**

7. Do you think the manufacturers like having AI Thika advertise their products on AI Thika's web site? Why or why not?
8. What other information or services could AI Thika put on their web site that would of use to potential customers?
9. What design improvements could AI Thika make to their web site?
10. Is the AI Thika web site an example of a B2B industry portal? Why or why not?
11. How could AI Thika make it easier for customers to find their web site or to draw more potential customers to their web site?

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