



CONDUCTING BUSINESS (cont'd):

Executing the Project (cont'd):

In any case, typically, payments can be and usually are not prompt. Delays of as much as four months are quite common, therefore, contractors often do and should build the cost of money into their proposal prices. Upon completion of a project it is advisable to obtain a completion certificate from the customer. This certificate provides two valuable factors. First, it is indicative that your customer has accepted the project and has no other claims outside of normal warranty issues and second, it provides you with a list of completed projects for future proposals to other clients.

Building your Reputation:

This important process is greatly affected by the successful completion of projects.

Customer satisfaction and your good reputation is attained by completing projects on time and in a manner that instills in the customer a sense of confidence that your company has performed well, provided excellent products at competitive prices, and that your company has kept at all times the customer's needs and wishes uppermost.

This process cannot be completed with one project, however the time and investment on your part will pay off handsomely as your business in the Middle East grows.

SUMMARY:

The aforementioned aspects will all have an impact on your approach to doing business in the Middle East. Depending on the country and the people involved, some items may have more of a bearing than others but they will all come into play to some degree in all your business activities in the region.

The Arab countries in general are an excellent place to do business. They are all developing to modern nation states and thus are seeking modern technology; they all have the financial ability to pay for quality services and they are all very receptive to doing business with North American based companies and more particularly Canadian companies.

Canadian businessmen will find that Arab businessmen are friendly; hospitable; receptive to new ideas; trustworthy and very professional business people if the time is taken to establish good working relationships in an environment of mutual respect and trust.