

The Business Clock

"Standing behind your business until completion and delivery..Hour by Hour"



INTRODUCTION

Second Edition
2024

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WHY THIS CLOCK?

This symbolic clock was designed to simplify and unify essential business management concepts. The hands of the clock guide companies and entrepreneurs through logical transition steps, whether they are entering the market or seeking to optimize their operations. It offers a structured approach to providing technical, administrative, and logistical support tailored to the specific needs of each business. The true value of this clock lies not just in its design but in the deep understanding it fosters of market competition, business strengths and weaknesses, and the precision with which this understanding is applied to enhance overall business performance.



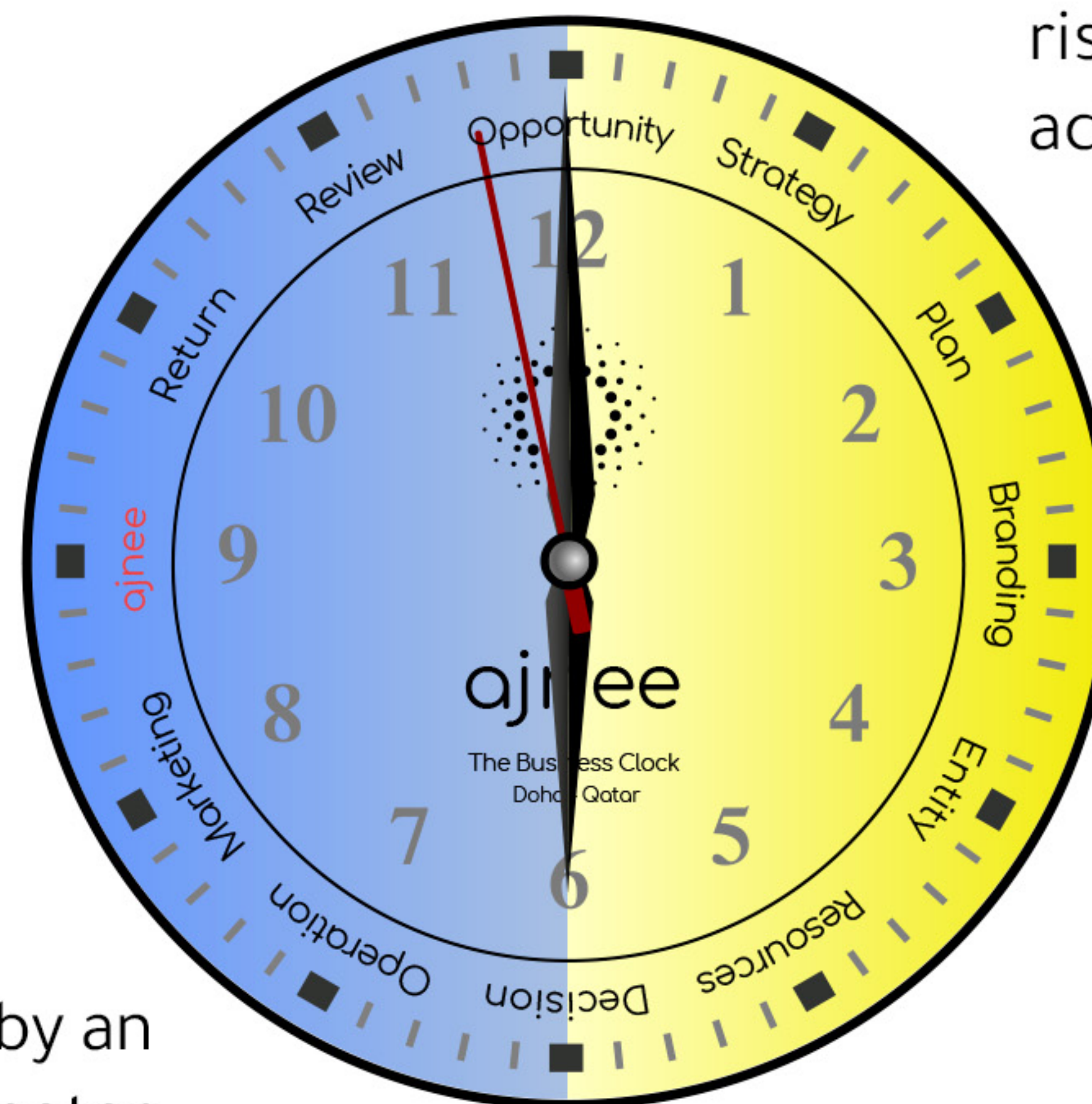
The Business Clock
Doha - Qatar

THE 6 O'CLOCK

At six o'clock you will have reached to the decision point, where you decide to either enter into the business or stop and accept what you have expended of effort, time and money, as this hour is divided into two phases as follows:

THE PRE-OPERATIONAL PHASE

This phase is characterized by an abundance of thinking, less effort, less expenses, and few risks, and returns can be achieved from other sources.



THE OPERATING PHASE

This phase is characterized by an abundance of work, greater effort, higher expenses, high risks, and achieving returns from the business itself.

EVERY THREE HOURS (DING)

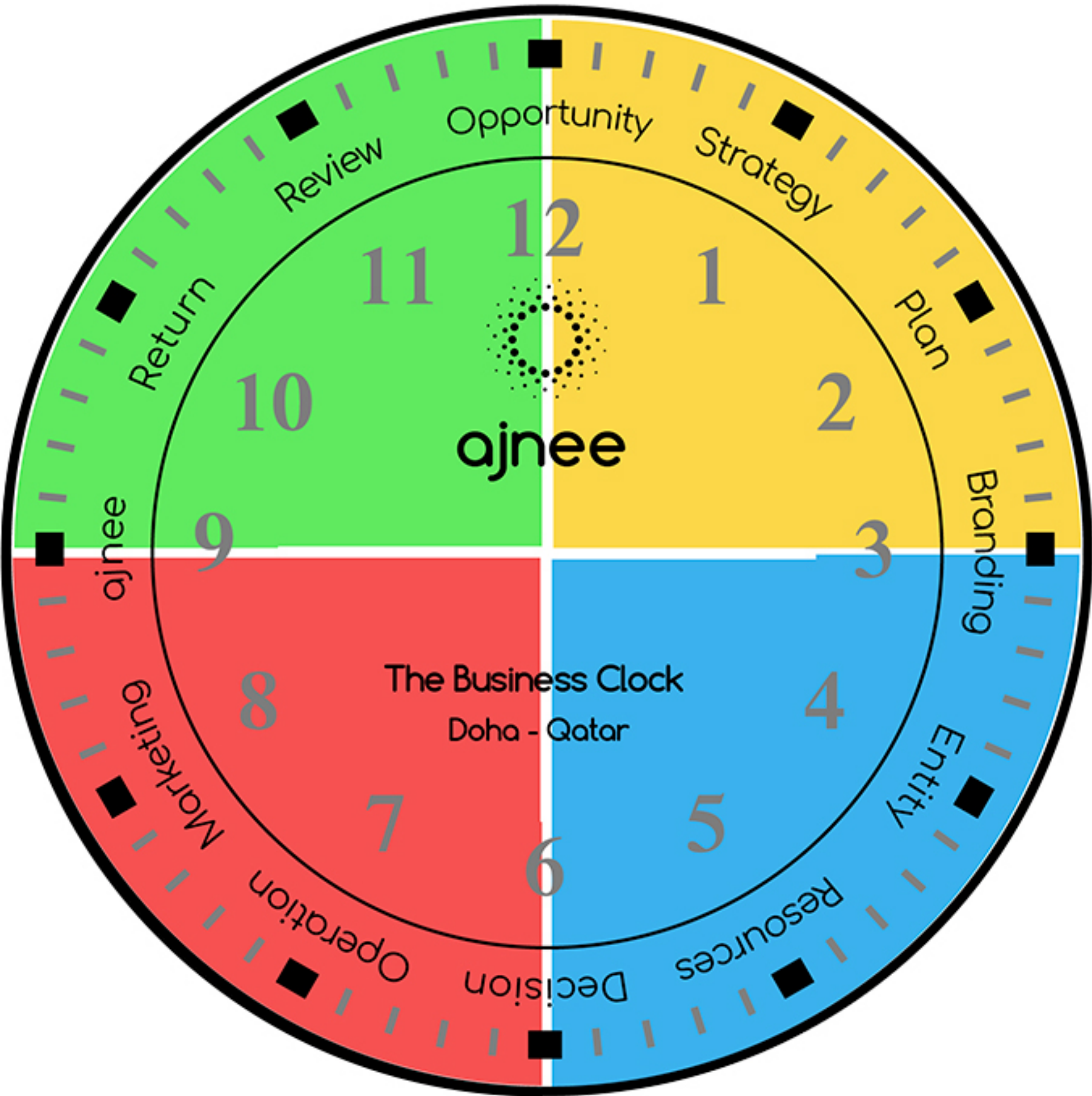
We have classified the clock into four consecutive logical phases, as is the case in any work we do in our life, where we start thinking, then preparing, then operating, and then collecting.

4-GENERATE

Generating revenue and estimating net income to evaluate returns, review overall performance, and assess specific performance at the level of each function within the business clock.

3-NAVIGATE

Efficiently managing and operating the business, leveraging marketing efforts to increase sales and ensure sustainability in the market.



DING MODULE

1-DRAFT

Depending on critical thinking and logical market analysis to determine the optimal solutions for the product. Then, devise market penetration strategies and plan for operations.

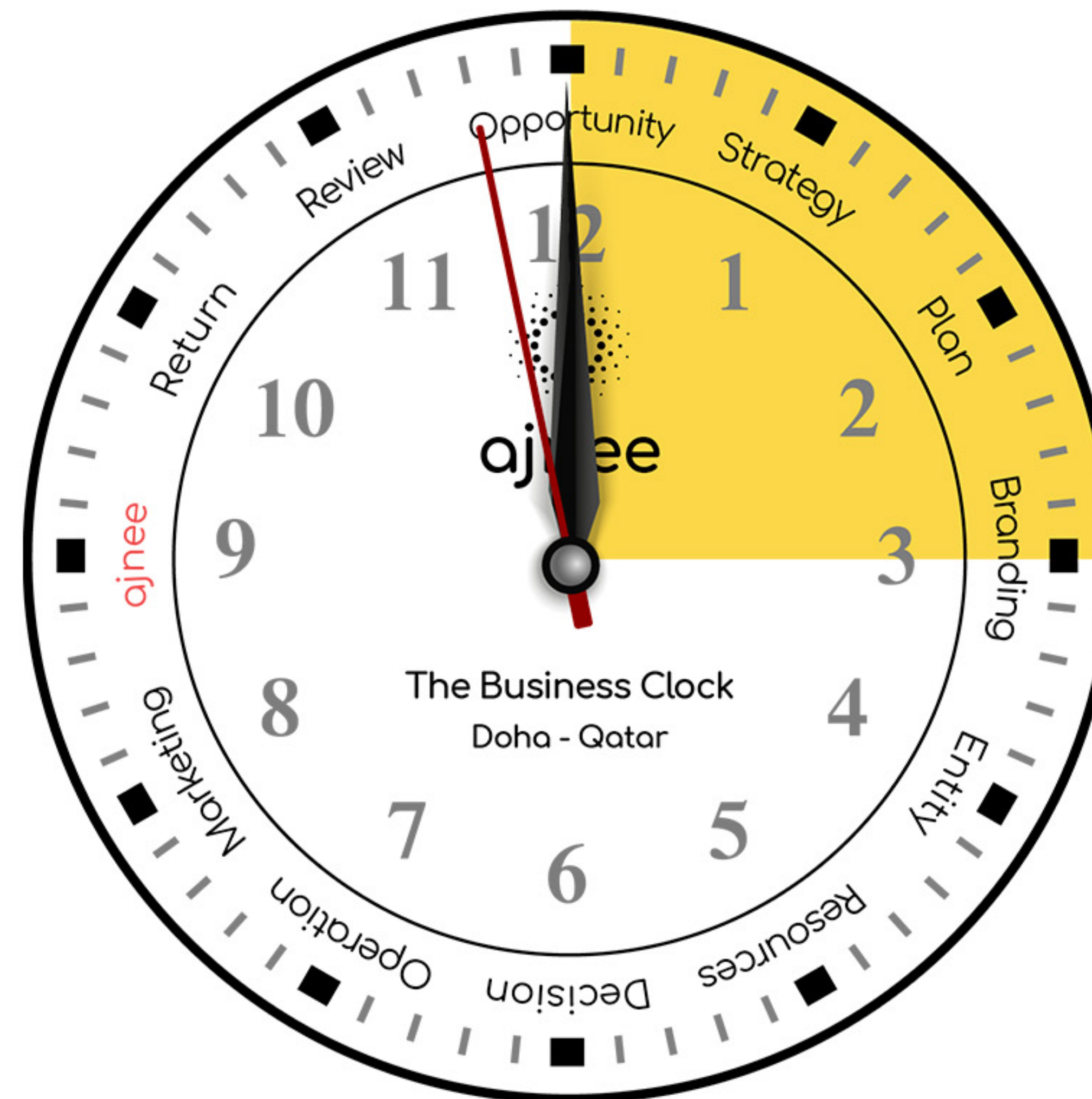
2-INCORPORATE

Relying on preparation, planning, and final decision-making for operations, including decisions on identity, legal entity, resources, and necessary infrastructure.

HOUR BY HOUR

OPPORTUNITY HOUR

Zero & Twelve O'clock

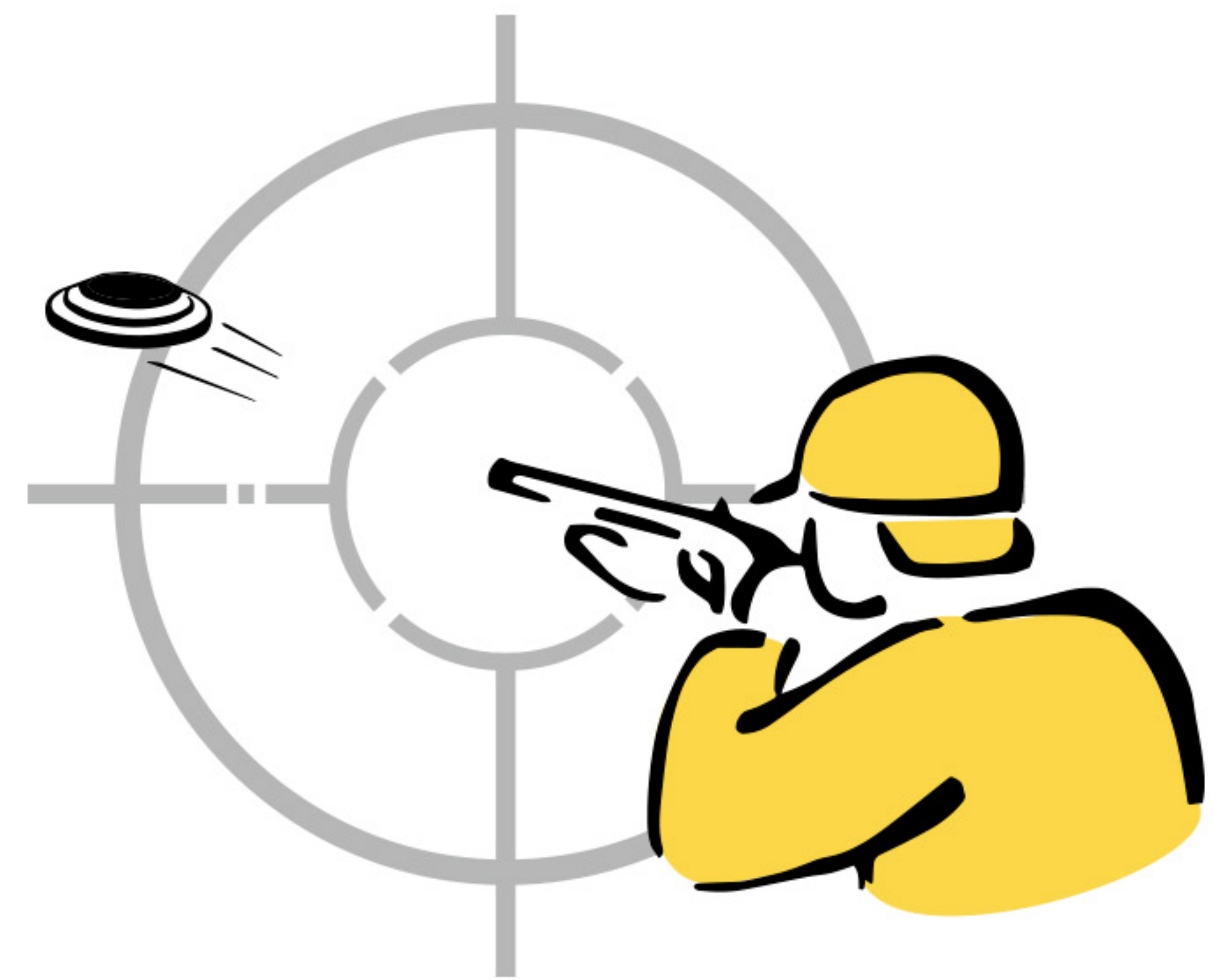


**IT IS AN IDEA OR EXPERIENCE THAT INSPIRES YOU AND MAKES YOU
WANT TO TAKE ADVANTAGE OF IT**

Imagine that you are in a shooting training ground with a rifle, and as soon as the plate is thrown in the air, you take your breath and aim the rifle at the flying plate. You fire the bullet, if you hit it, you only get your chance, and if you miss, you will take the initiative to develop your skill in order to experience it again.

OUR CONCEPT OF OPPORTUNITY

This is how business is; ideas that have turned into opportunities, and opportunities that have turned into goods and services. All you have to do is to take the reasons for work and strive for success. At ajnee, we believe that success starts with you. You are an opportunity hunter. With your wonderful nature, you will reap the fruits of what you will plant in your world, as your real opportunities begin from here.



You should do the following:

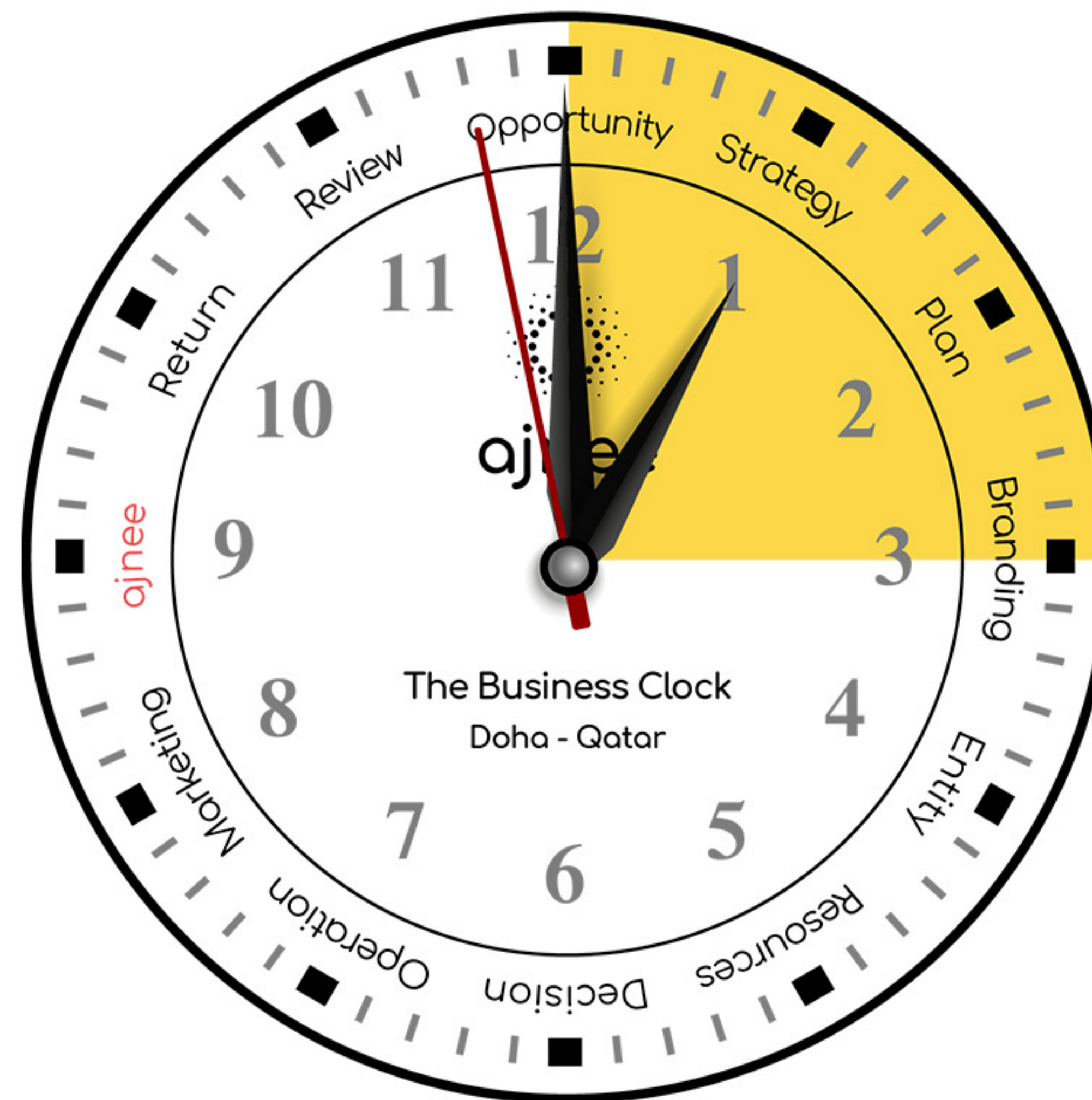
- Study the profitability impartially.
- Study the real demand.
- Provide the competitive resources.

You should pay attention to:

- Not everything you like is profitable.
- You must be available to work.
- Consider a successful exit too.

STRATEGY HOUR

One O'clock



IT IS THE DECISION OR ACT THAT ACHIEVES A LONG-TERM GOAL AND HAS A SIGNIFICANT IMPACT

We make many decisions in our lives on a daily basis. However, a few of them leave a big impact on us; such as choosing an academic major, choosing a life partner, or a profession. These crucial decisions are what we often call strategic decisions.

OUR CONCEPT OF STRATEGY

Strategy describes any decision that has a significant and long-term impact. It is said, for example, these strategic plans or these attack positions in the battles are strategic. The same is the case when you enter the business world and determine how you enter the markets, as they are strategic decisions that have a great impact on your success in the business world.



You should do the following:

- Use strategic analysis tools*.
- Choose your entry strategy carefully.
- Consider alternative scenarios.

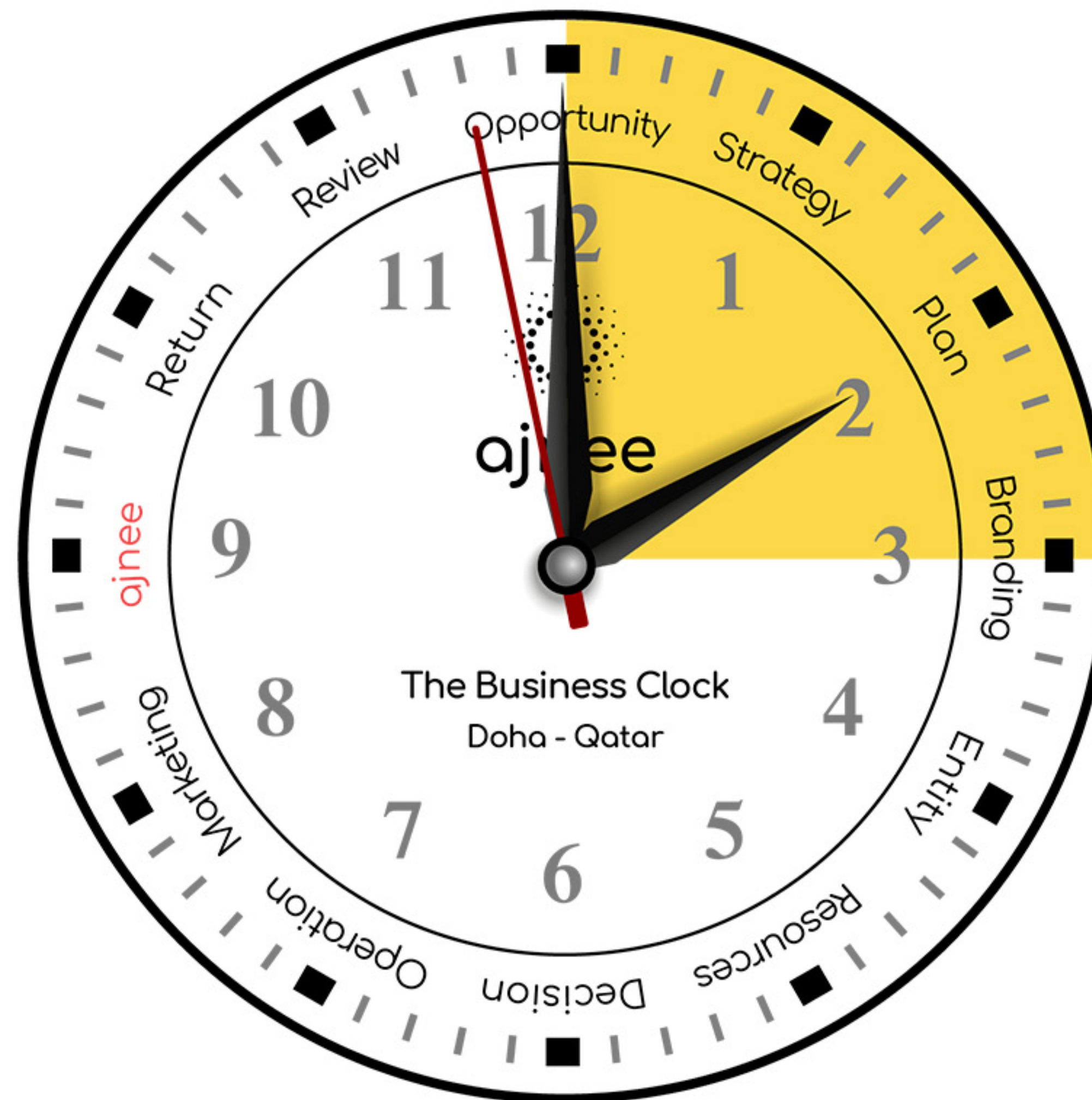
You should pay attention to:

- Not everything you like is profitable.
- You must be available to work.
- Consider a successful exit too.

*Such as a SWOT analysis and Porter's Five Forces analysis model.

PLAN HOUR

Two O'clock



IT IS THE PROCESS OF THINKING AND FORMULATING THE DETAILS OF THE ACT TO BE CARRIED OUT

Planning is an innate mental process carried out by a person, regardless of his mental level; highly intelligent, average intelligent, or even below that. Planning is nothing but a pre-programmed thinking of what we are going to do, whether for easy work close or hard work far away.

OUR CONCEPT OF PLAN

Taking a picnic is a task set to enjoy and entertain, so choosing the time, distributing tasks to others, determining the costs of the trip, determining the place and the route to reach it, are all things that we determine before the trip. This is how the business plan is. Its goals must be clear, its resources available, and the ways to reach them are possible and easy.



You should do the following:

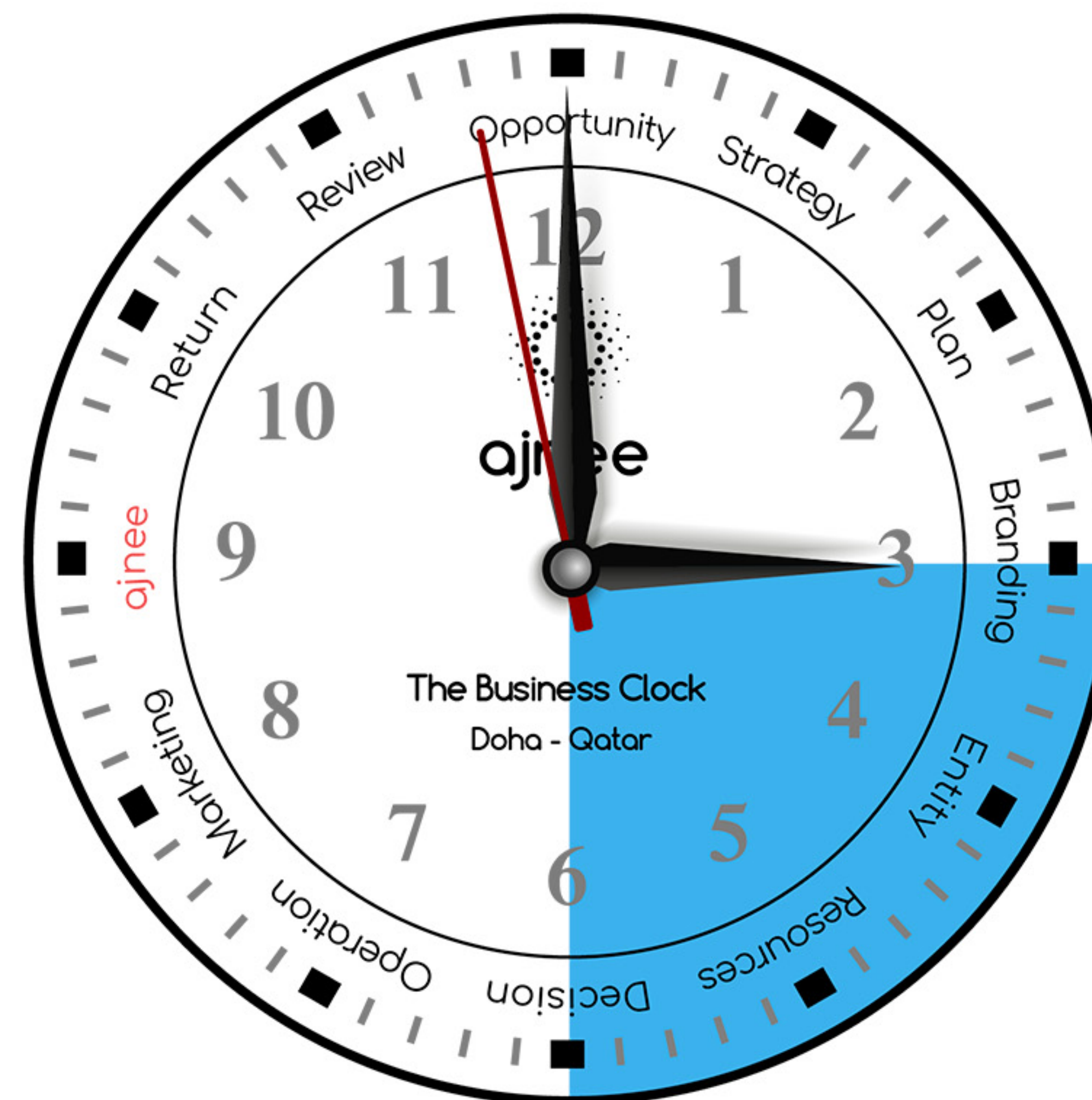
- Set the goals precisely.
- Determine programs and tools.
- Set the costs and schedules.

You should pay attention to:

- Means should be possible.
- Roles should not be conflicted.
- Regular periodic evaluation of the plan.

BRANDING HOUR

Three O'clock



IT IS THE IMPRESSION THAT IS REQUIRED TO BE LEFT ON THE TARGET AUDIENCE

It is said that we know people by their names, so if we find them, then by their characteristic, and if we test them, then by their deeds. This is how the identity of things is connected to names, symbols, images, and deeds, and so are you. Your name, your appearance and deeds are your brand.

OUR CONCEPT OF BRANDING

Imagine that we will ask you to choose a character such as Spider-Man or Batman and your role is to catalyze the protection of the innocent and fight the bad guys, so would you choose to be a falcon and have wings, a beak and a claw? Or will you choose to be the plant of life? This is how we build our identity and express our inner thoughts and visions.



You should do the following:

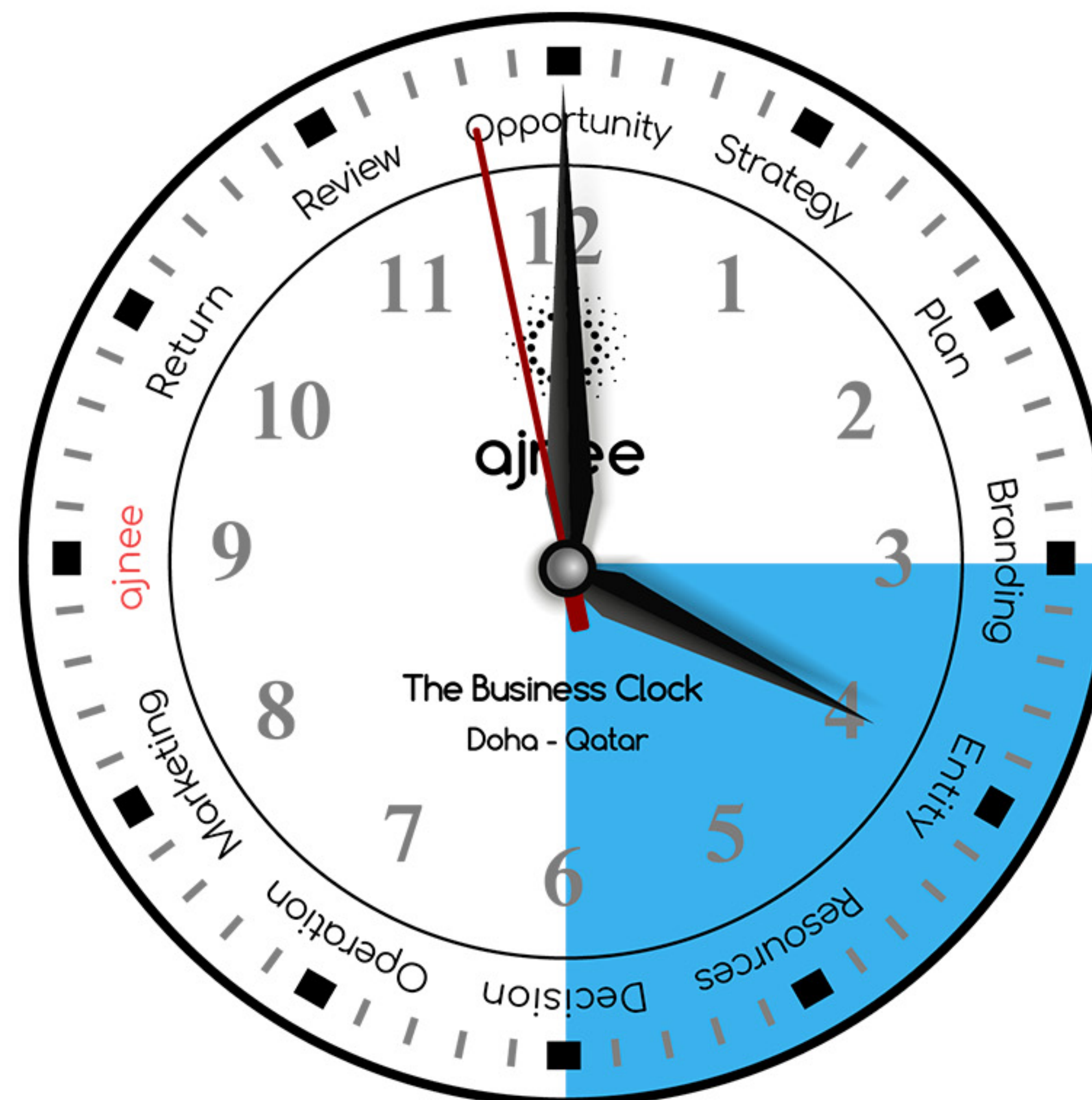
- Understand the meaning of symbols and colors.
- Learn about competitors' symbols.
- Make the desired impression.

You should pay attention to:

- Do not imitate the brands of others.
- No conflict with customers' values.
- Difficulty in understanding the brand.

ENTITY HOUR

Four O'clock



IT IS THE ESTABLISHMENT OR COMPANY THAT CARRIES OUT THE COMMERCIAL ACTIVITY

The entity is the form by which objects can be distinguished from each other. The entities may be either natural, such as humans and inanimate objects, or corporate entities, such as companies, parties, and fictional characters.

OUR CONCEPT OF ENTITY

The individual among us is often different from the other when he thinks about buying a car, especially since the options are many and varied. This difference comes either because of taste, conviction, value, or others, and this is the same case when we choose the legal body for business, and given that it is diverse, its choice is due to the understanding of the circumstances and nature of the business and its plans.



You should do the following:

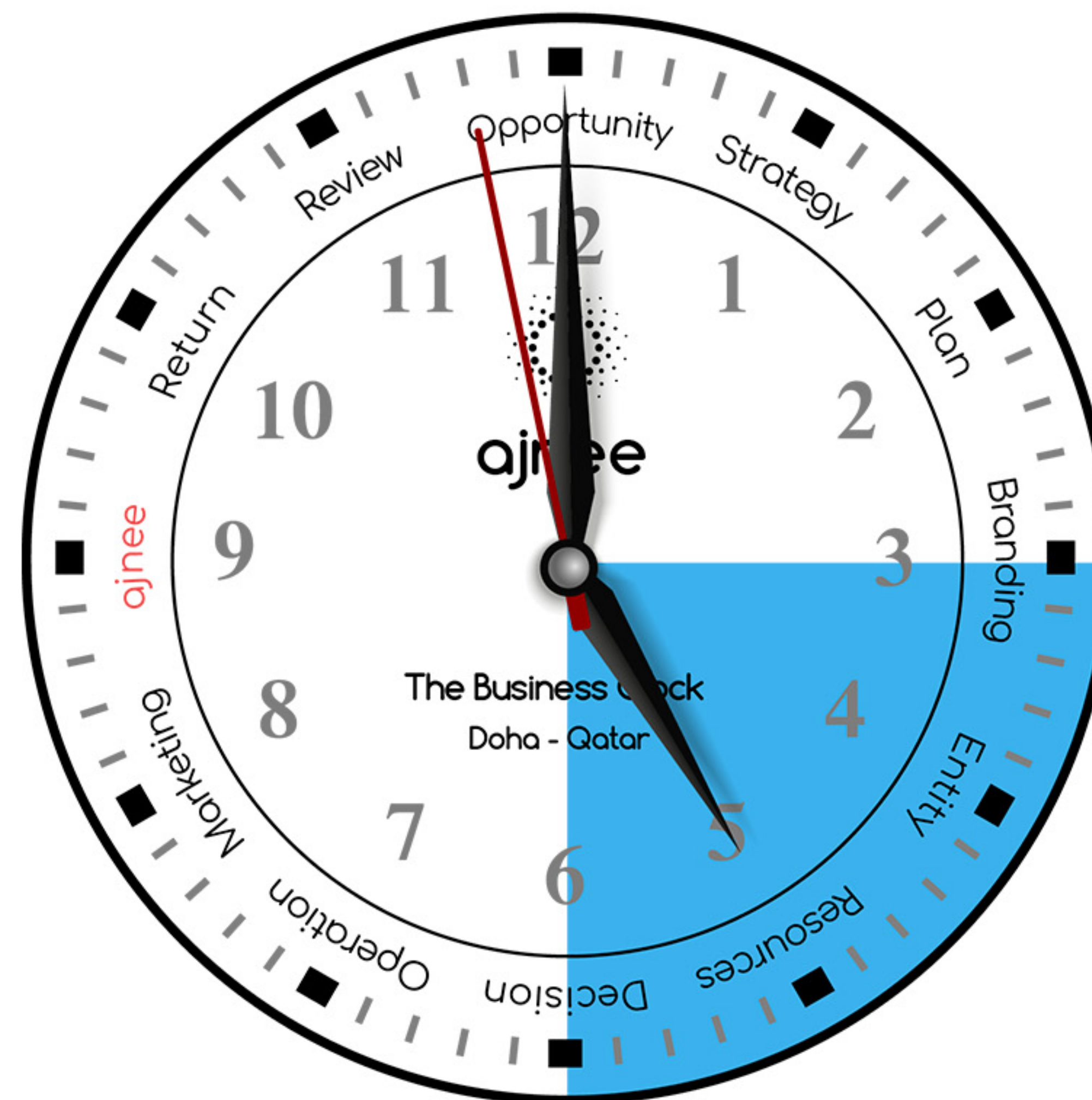
- Study alternative legal entities.
- Set the rights of the partners.
- Be aware of the Company Articles of association.

You should pay attention to:

- Managerial and legal responsibilities.
- Non-violation of laws and regulations.
- Owner-manager relationship.

RESOURCES HOUR

Five O'clock



IT IS THE CAPACITIES REQUIRED TO PRODUCE GOODS AND SERVICES

What you are today is the outcome of your past, present, and perhaps future life. Your abilities and resources are what shaped you, and they are those that came from within you and from your outside world.

OUR CONCEPT OF RESOURCES

You decided to bike race vs. your colleague. Inevitably, the one who is most likely to win the race is the one with the highest physical fitness, and has the smart electronic road map, and the best bike in the markets. This is how your resources in the business world should be, available, smart and low cost compared to the quality you target.



You should do the following:

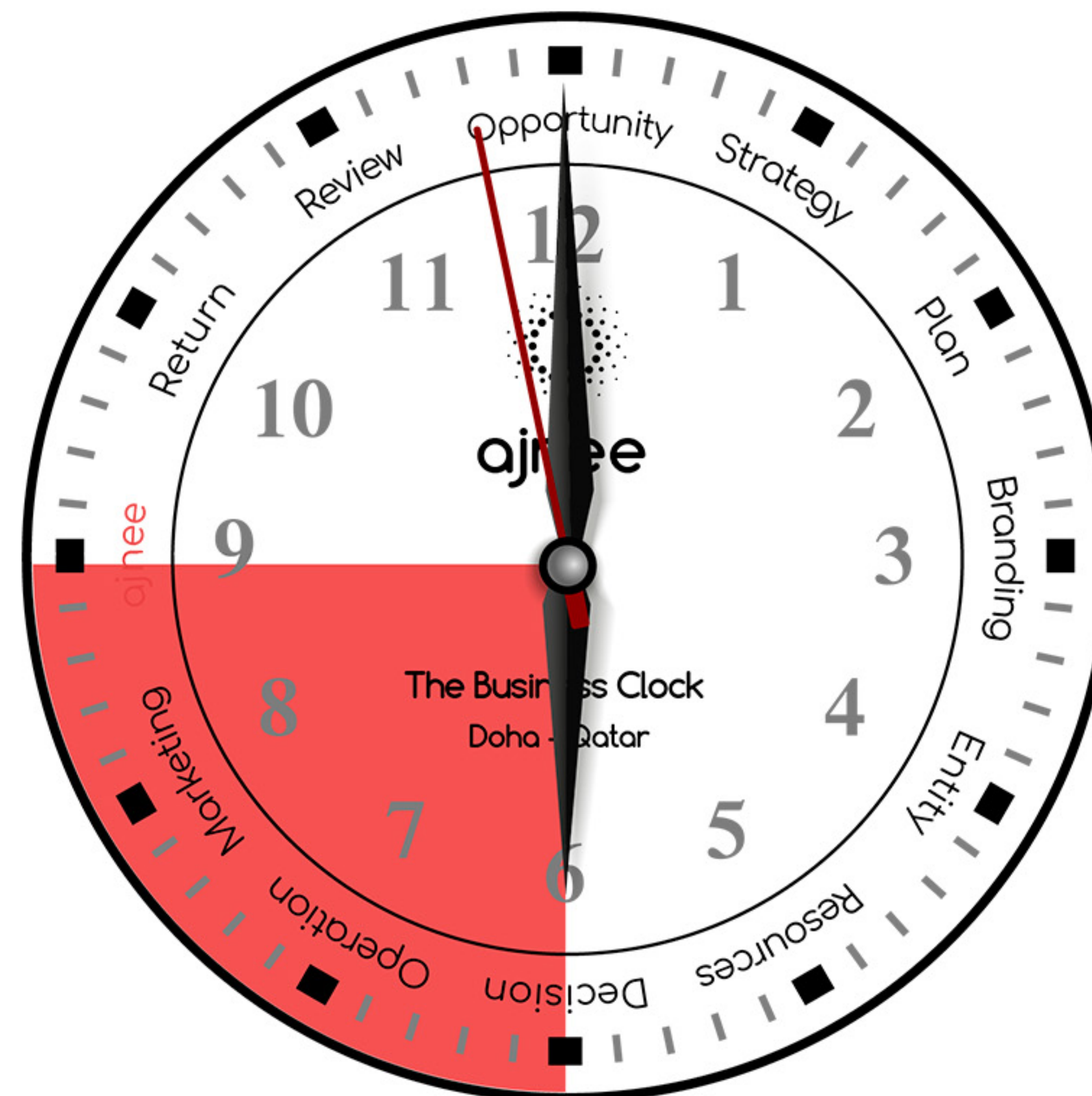
- Set a list of the best suppliers.
- Choose between resources on a competitive basis.
- Strengthen your relationship with the Suppliers.

You should pay attention to:

- Exclusivity agreement with suppliers.
- Constant access to special offers.
- Resource Impact of price on contracts.

DECISION HOUR

Six O'clock



IT IS THE PROCESS OF SELECTING ONE OF THE AVAILABLE DECISIONS TO ACHIEVE A GOAL

When making the decision to have a surgery, you often will inform one of your relatives or consult with the one who performed the same surgery, or take the opinion of another doctor. this is how we are when we make an important decision.

OUR CONCEPT OF DECISION

We are now in the middle of the road, either we turn back and do not complete the path, and thus we have lost a little time, effort and money, or we move forward, and thus we will bear many responsibilities and risks in a world different than the one we were in. We may not sleep from anxiety, or we may not sleep due to extreme joy.



You should do the following:

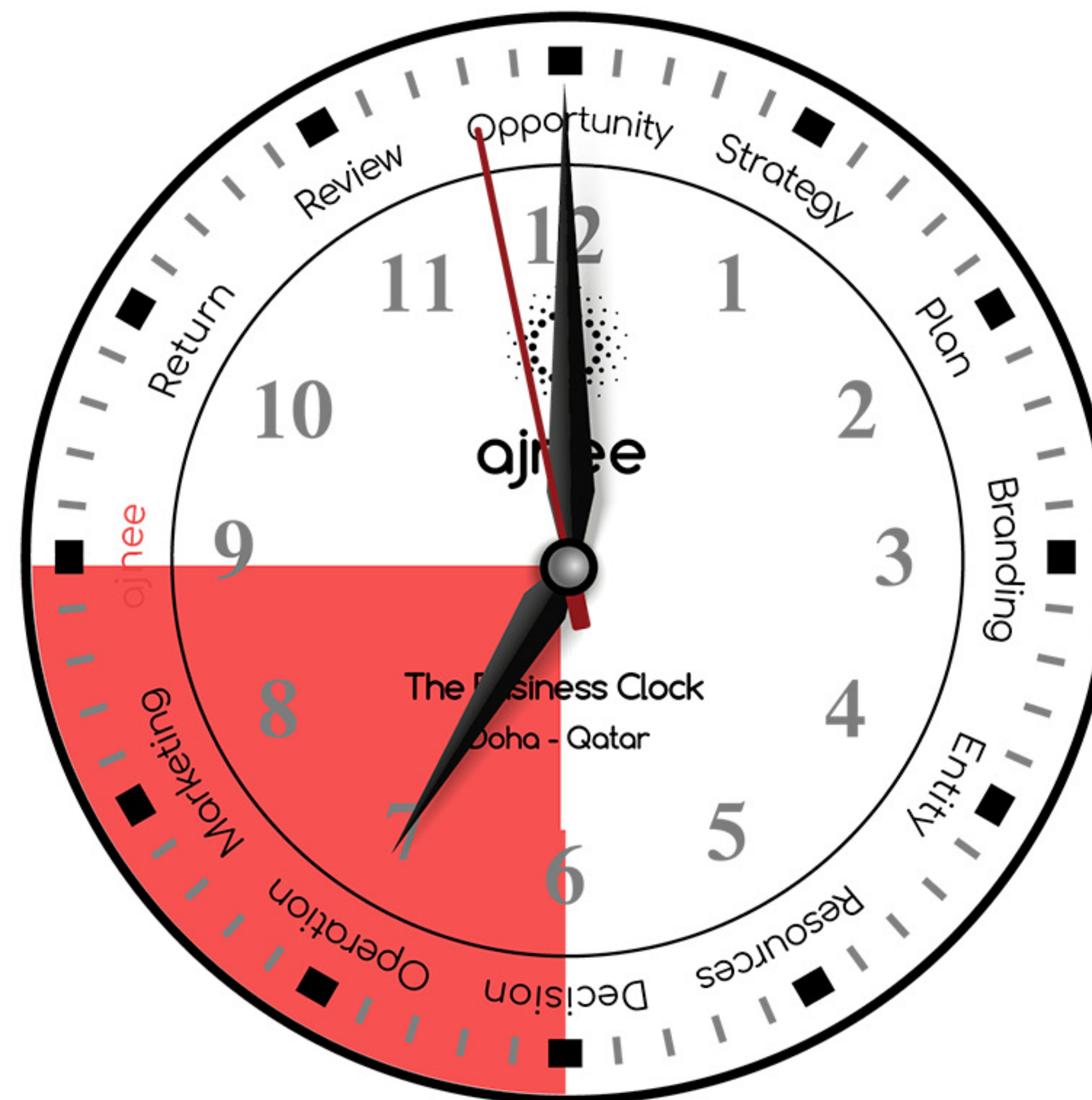
- Make your alternative decisions known.
- Fact-finding as much as possible.
- Share your decisions with the team.

You should pay attention to:

- Your legal obligations after the decision.
- Making decisions at the right time.
- Avoid uncertain information.

OPERATION HOUR

Seven O'clock



IT IS THE SERIES OF PROCEDURES THAT TRANSFORM RESOURCES INTO GOODS AND PRODUCTS

There is no doubt that the saying: “WHO TOILS SUCCEEDS” is a true aphorism. But aren't there remarkable people who work less than others and get excellent marks at the end of the school year?!

OUR CONCEPT OF OPERATION

In one of the university's classes, the lecturer presented a short video about two women preparing the same food. The result was amazing! Although the steps followed for the first woman and the time taken were double to the second woman, the result was the same. She put the resources where they belong, and has already learned how they work.



You should do the following:

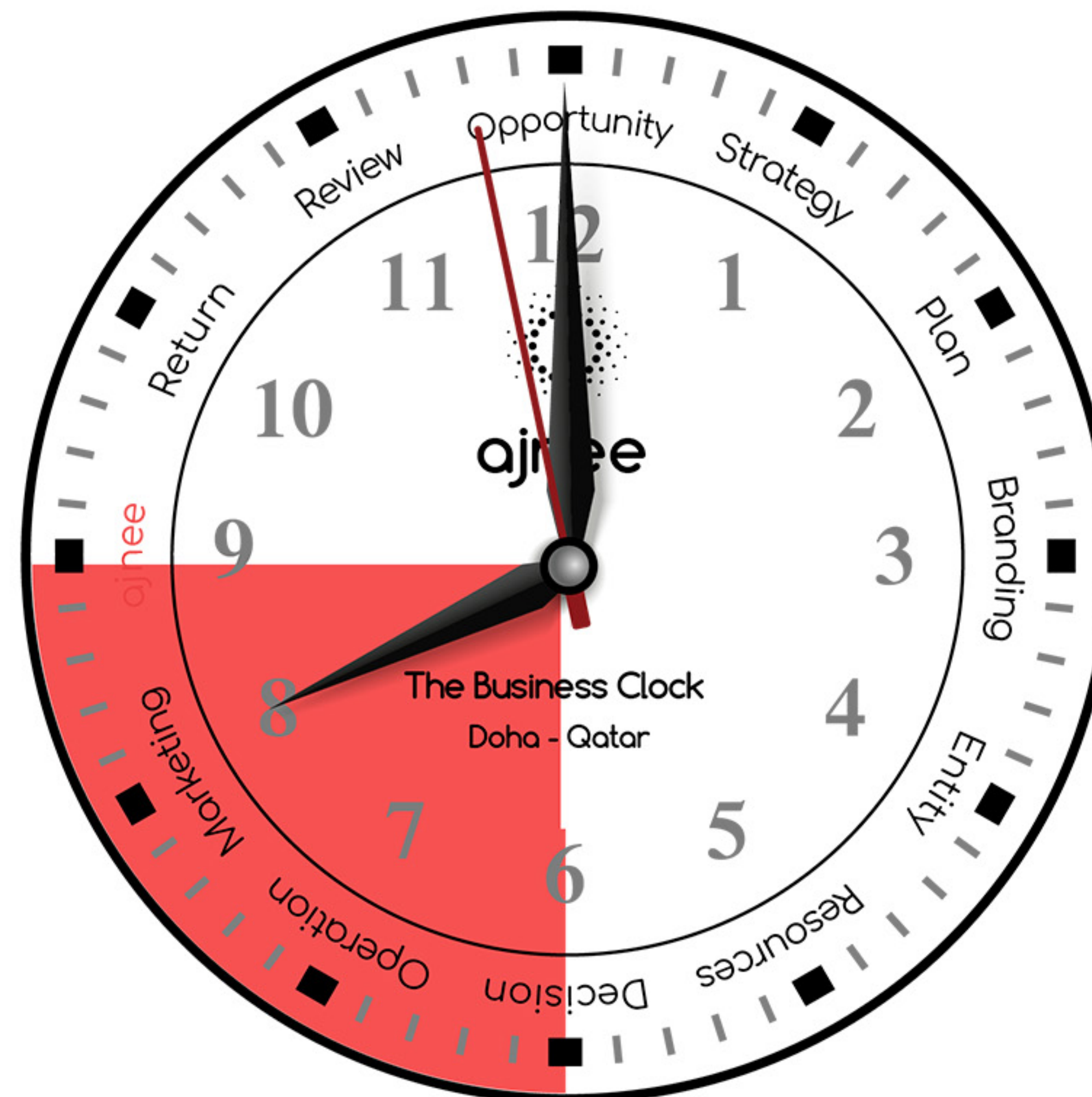
- Handle resources as efficiently as possible.
- Master the manufacture of the good or service.
- Develop a system for measuring effectiveness.

You should pay attention to:

- Do not waste time and daily effort.
- Cost increase without affecting profits.
- Compare your competitive performance.

MARKETING HOUR

Eight O'clock



IT IS THE ACTIVITIES THAT UNDERTAKEN TO ENHANCE THE COMPETITIVE POSITION AND SALES OPERATIONS

We are sure that you personally have many wonderful possibilities. But all you need to do is excavate your inner strength, bring it out, and test it with your outer world convincingly. Then make sure you will find who will run after you.

OUR CONCEPT OF MARKETING

Do you believe that the invention of the Business Clock is a marketing ploy? Although it is an effective scientific and practical tool in the business world, the way it is presented and displayed is designed to attract interest in an engaging way. The Business Clock model provides clear vocabulary and introductions that help establish common ground. This is how marketing works: it's the art of drawing attention to your goods and services, and even your entire institutional entity.



You should do the following:

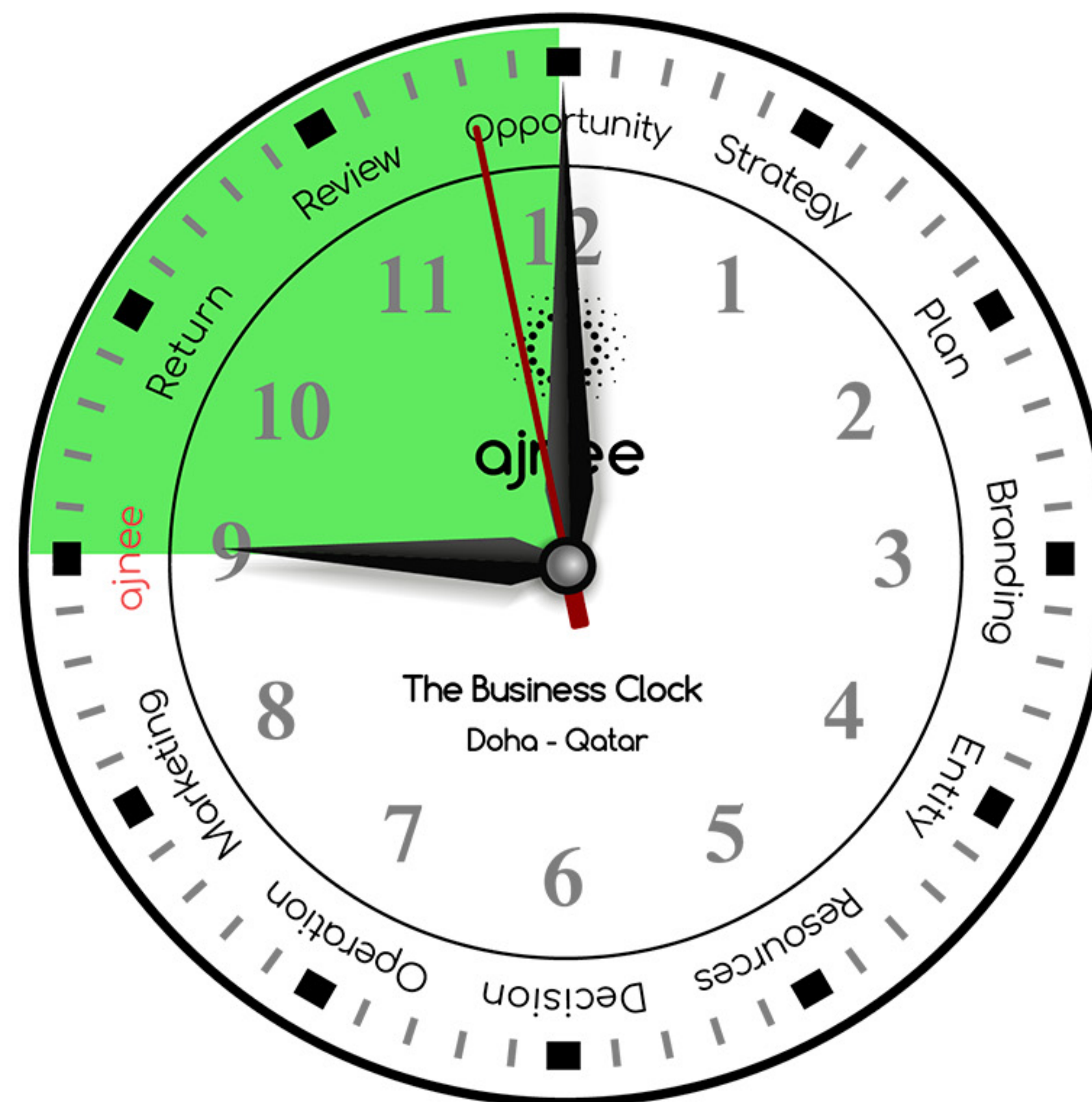
- Study the market, competitors and demand.
- Know the nature of consumers.
- Design the marketing combination carefully.

You should pay attention to:

- It is not wrong to insist on selling.
- Focus on the benefits of your product.
- Marketing success starts with you.

AJNEE HOUR

Nine O'clock



IT IS THE MEANS TO ENSURE EFFICIENT COLLECTION OF FUNDS FROM SALES

ajnee is an Arabic word originating from the word “Jana” which means “harvest” in English, and also gathering the fruits from their original plant. Harvest the fruits is the end of the destination from plowing and planting. One of the derivatives of the word “ajnee” is paradise in the understanding of Muslims, as it is the place where a person is sent after this life as a result of his deeds in this world.

OUR CONCEPT OF AJNEE

What is the use of a farm that does not reap its fruits? What is the benefit of work that does not bear fruit, and we will find it very odd if our farms have fruits and we did not harvest their fruits. We may not have the right harvesting tools, or we did not care about it as we cared about planting, so the focus on harvesting and collecting tools is one of the priorities of work, and as it is said “Verily, deeds are only judged by their ending”.



You should do the following:

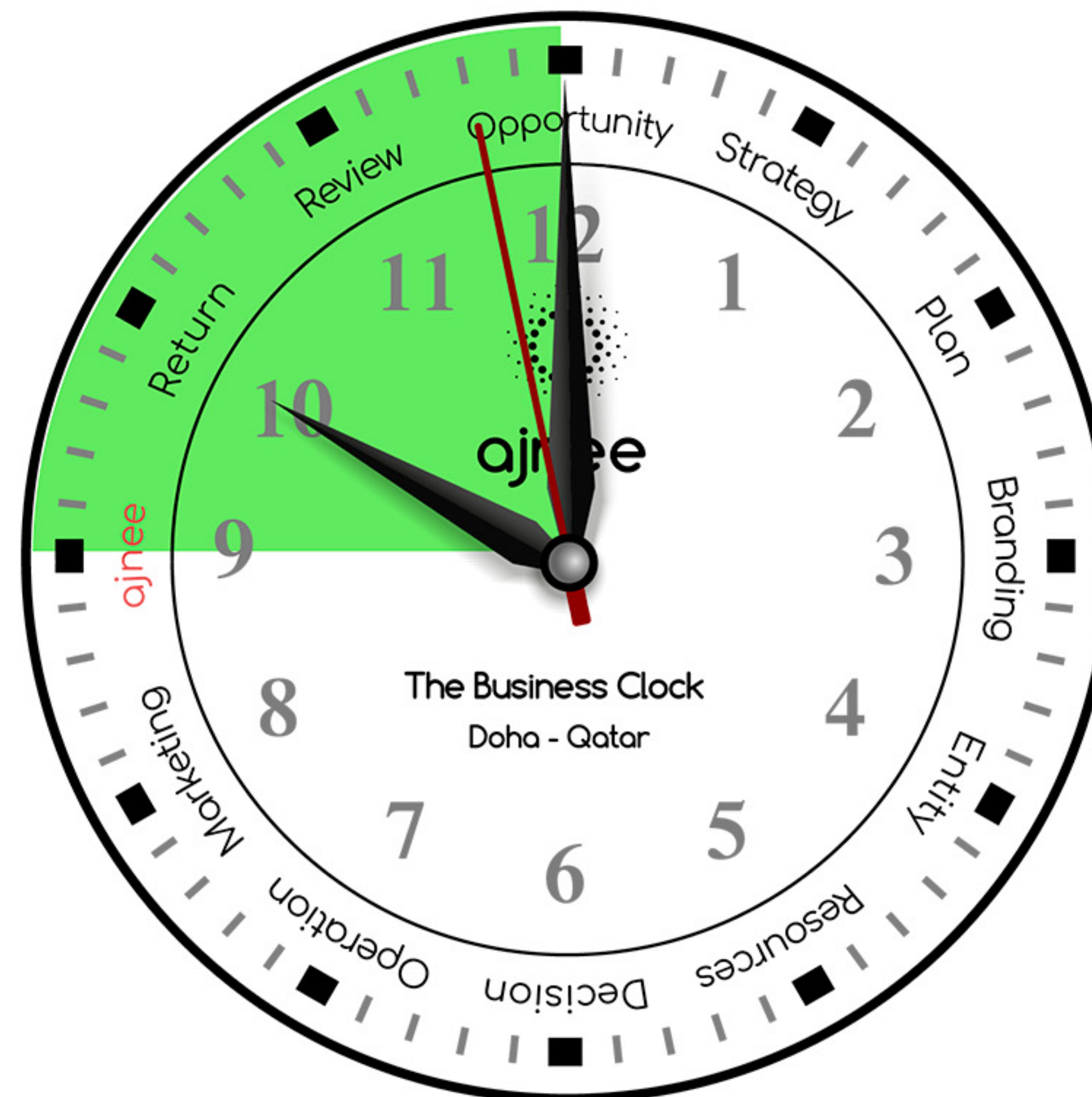
- Choosing the best technical payment methods.
- provide more payment facilities.
- Offering several payment options.

You should pay attention to:

- Highest security standards.
- Efficient and honest collection team.
- Collection of financial arrears.

RETURN HOUR

Ten O'clock



IT IS THE REAL PERFORMANCE INDICATOR DETERMINING BUSINESS RESULTS

Perhaps all of us wish that our income increases at the end of the month or the year, and this is human nature. but, even if your income increases, your expenses may be much higher than what you get.

OUR CONCEPT OF RETURN

The basic rule in knowing the return is the difference between expenses and revenues. If you were a loser, it would be better to fire a bullet of mercy on the miserable horse, or you are a winner and your results are fruitful, whose roots have planted the ends of the earth and its branches embrace the sky, so that the return exceeds what you wished for.



You should do the following:

- Hire an accountant if you are not an accountant.
- Read financial reports carefully*.
- Compare the actual performance with the budget.

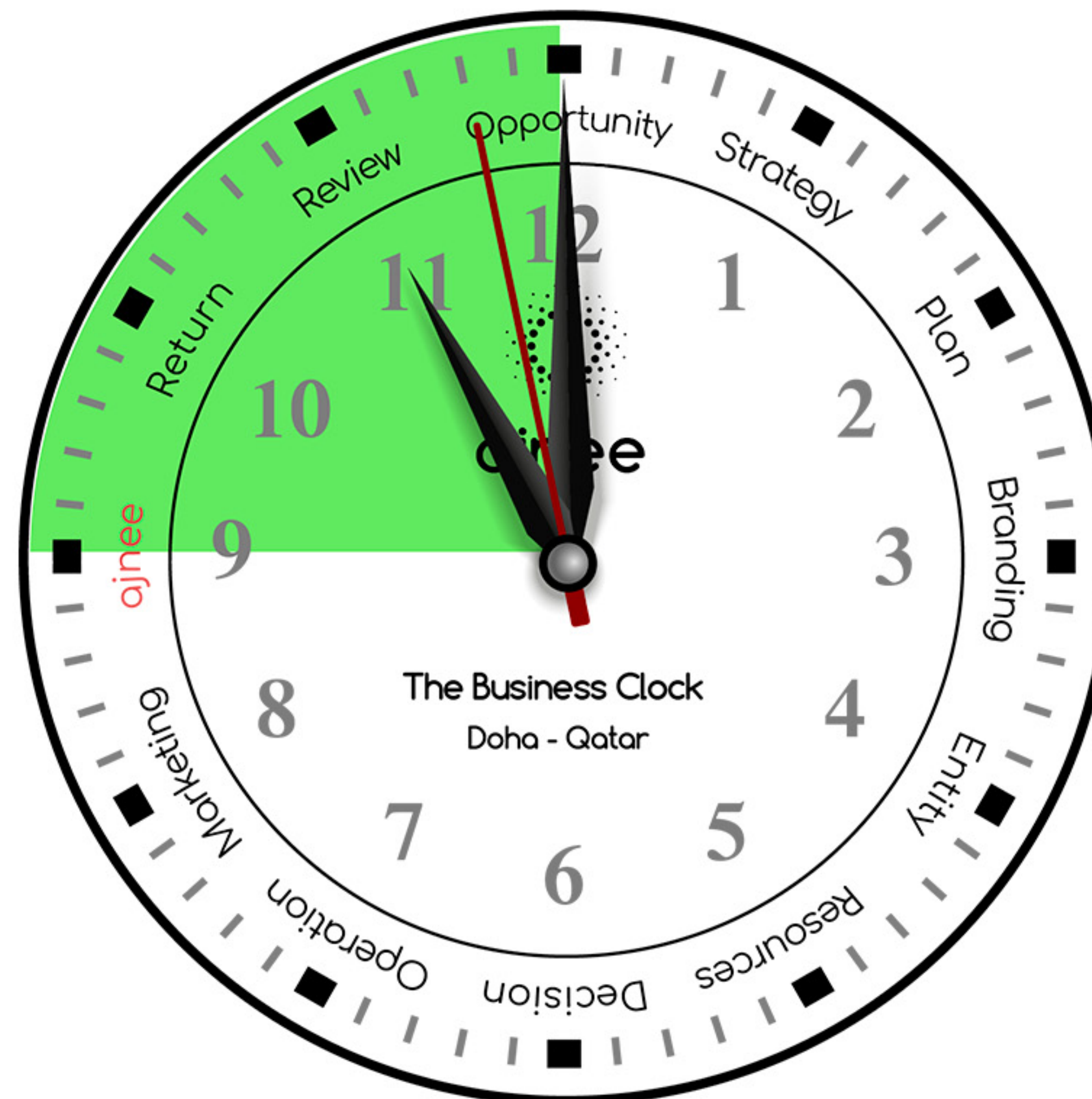
You should pay attention to:

- Negligence in hiring a financial staff.
- Review the cash flow reports periodically.
- Financial reports is your business bases.

*Such as balance sheets, profit and loss account, and cash flow reports.

REVIEW HOUR

Eleven O'clock



IT IS A CONTINUOUS PROCESS OF PERFORMANCE EVALUATION TO ENSURE IMPROVEMENT AND DEVELOPMENT

You must have stops in which you reconsider your life. Sometimes you review something because it caused a certain problem in your life, and sometimes you review your entire life because it is not going in the right direction.

OUR CONCEPT OF REVIEW

All twelve hours, including the review hour itself, may need to be reviewed. This is what is meant by the review, that is, the comprehensive review. The review is a systematic process that is necessary not only to problem solution, but even to growth. Investment is not longer that of limited gain. Rather, real investment is building wealth.



You should do the following:

- Review the performance reports.
- Choose appropriate performance assessment tools*
- Getting results to develop and improve performance.

You should pay attention to:

- Group participation in the evaluation.
- Evaluation principles and criteria.
- Avoid favoritism.

*Such as the balanced scorecard, 360-degree analysis, or Upward feedback.