

Brief summery about q-media company

[Business](#)



Brief Summary about Q-Media Company Brief Summary about Q-Media Company There are various companied around the world. Such companies enjoy substantial presence in countries of origin. One such company is q. media. The company is based in Qatar. It enjoys huge presence in the country. The paper seeks to summarize few details relating to q. media company.

Q. media has been a successful company inn Qatar. The company was founded in 2004. Since then, the company has registered success for the last ten years. The company vision is to provide the most innovative and efficient medium tools for premium audience delivery. The company employs the latest technology in advertising. The aim is to connect brands with the consumers in a unique way. This is achieved using multi-channel set of services (Bayt, 2014).

The company also enjoys a strong association with Qatar regulatory authorities. This can be seen through collaborative initiatives on the developmental agenda. For a period the company has been in existence, it has acted as a reliable partner to the state through development of Qatar. Moreover, the company has led to a remarkable improvement of outdoor media in terms of reach, diversity, and quality (Q. Media, 2014). This is reflected in the development of Qatar.

Most of the transactions of the company occur between the states. As a result, the company can be said to involve to business to government (B2G). For example, the company enjoys a close working relationship with regulatory authorities in Qatar. Some of those the company is involved with the transaction includes Doha municipality and major transportation companies such as Mowasalat (Q. Media, 2014). The products offered by the <https://assignbuster.com/brief-summery-about-q-media-company/>

company are in line with the needs of the state. Moreover, the companies work with the state in organizing events. For example, it was recently involved with the Qatar tourism authority to organize Qatar motor show (GL-Events, 2012).

Q. media offers services to diverse people. It offers opportunities to anyone with advertising campaigns. However, the company enjoys valuable clients such as government organizations and authorities. Some of those includes NGOs, banks, corporate, airlines, and advertising agencies.

The company has various divisions that offer services. The first one is q. media outdoor. This provides outdoor advertising in Doha and Qatar (Bayt, 2014). The other product is q. media Decaux. This is an initiative between q. media and JCDecaux (Bayt, 2014). It is a major advertising company world wide and acts as a global leader in outdoor adverting. The other is q. media events. The role is to offer event planning, support, and logistics to the client (Bayt, 2014). The last one is q. media international print. The section offers support to q. media indoor and outdoor advertising business (Bayt, 2014). Support is done by providing exceptional in-house printing services.

The services offered by the company are easily accessible to the clients. This has been possible by listing all available services online. As a result, the clients can plan, budget, and book their media campaigns online (Q. Media, 2014). Moreover, advice and consultancy services are offered through online by sales team. The advice is on media planning processes and booking requirements.

The company has also taken advertising to another level. This is evident as the company seeks international partnership to improve services and place Qatar on a global level of media and advertising (Q. media, 2014). As a

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result, it has sought the collaboration with televisions such Al Jadeed TV.

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