



CROSSING BORDERS 2024

BRIDGING THE AGE GAP

A Networking Workshop by the Gozo Business Chamber for young individuals interested in business and entrepreneurship in Gozo.



CROSSING BORDERS
2024

THE FIRST EDITION

WELCOME

Networking Workshop

FEBRUARY 2024



The Concept

- 01 Bringing forward Industry Expertise**
This year the focus will be on Tax, Law and Marketing
- 02 Putting Young People at the Forefront**
Giving prominence to the wide variety of backgrounds
- 03 Sharing First-hand Experience**
From real-world case studies
- 03 Connecting with Like-minded Individuals**
Fostering Networks and encouraging active participation

My Promise To You

I will do my absolute utmost to deliver factual, interesting, and relevant information to you throughout this event

Your Promise To Me

- You will leave here having learned something new
- You will leave here having made at least one new connection
- You will not be boring :)

RULES

Tonight's Rules

- Keep Chatter to a Minimum
- Keep Questions to a Maximum
- Respect and Inclusivity
- Punctuality
- Active Participation
- Professional Conduct & Etiquette
- Confidentiality
- Environmental Responsibility
- Self-Care
- Enjoy and Have Fun

Today's Speakers

Representing young professionals in the fields of Law, Tax and Marketing.



Jonathan Mintoff

Sole Practitioner Lawyer

Mintoff.legal



Elaine Camilleri

Tax Advisor



Ricky Bugeja

Partner & Head of Marketing

reach.mt

AGENDA

18.00: Panel Discussion

- The **“key mistakes”** Made in Marketing, Tax and Law
- **Insular Gozo** - how to turn perceived weaknesses in opportunities.

18.45: Business Workshops

- **Marketing Strategy 101: Giving Your Organization the Direction it Needs**
with Ricky Bugeja
- **Navigating Legal & Tax Challenges in New Ventures**
with Elaine Camilleri & Jonathan Mintoff

19.45: Networking Reception

- **Closing Remarks** by GBC President
- Opportunity to join the **GBC youth section**

A certificate of attendance will be provided.

Crossing Borders

**LET'S
BEGIN**



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MARKETING STRATEGY 101

WORKSHOP 1

With
RICKY BUGEJA

We are problem solvers

“Winning companies today market the problem, not just the solution.”

Why Do We Need A Marketing Strategy?

Direction and Focus:

A marketing strategy provides a clear roadmap, guiding businesses on where to allocate resources, how to reach target audiences, and what goals to pursue. It ensures efforts are cohesive and aligned with overall business objectives.

Competitive Advantage:

A well-developed marketing strategy helps differentiate a business from competitors. By understanding target markets, customer needs, and competitive landscapes, a business can position itself effectively, creating a unique value proposition that resonates with consumers.

Resource Optimization:

A marketing strategy aids in efficient resource allocation. It helps prioritize marketing initiatives, allocate budgets effectively, and measure the return on investment. This optimization ensures that resources are utilized judiciously to achieve maximum impact and results.



The Three Stages



Marketing Strategy Cheat Sheet Stage 1 - Plan

PESTEL ANALYSIS

PESTEL analysis is a strategic framework that evaluates external factors affecting a business. It examines Political, Economic, Social, Technological, Environmental, and Legal factors to assess the impact on operations, helping organizations anticipate and respond to external influences, shaping their strategies for sustainability and growth.



BRAND IDENTITY

Brand identity encompasses the visual and verbal elements that define a brand, including logo, colors, typography, and messaging. It represents the brand's personality, creating a unique and consistent image to establish recognition, trust, and differentiation in the minds of consumers.

Aspects to Brand Identity

- Logo
- Tagline or slogan
- Colour Palette, Typography and
- Photographic and Stylistic guidelines
- Personality and Brand Voice
- Mission, Vision & Values
- Packaging and Brand Guidelines
- Target Audience
- Value Proposition - USPs



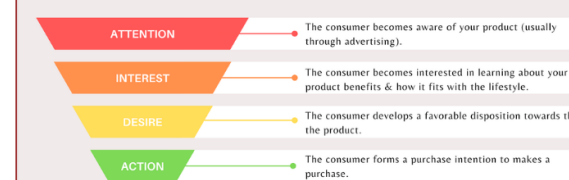
Marketing Strategy Cheat Sheet Stage 3 - Execute

INTEGRATED MARKETING COMMUNICATIONS

Integrated Marketing Communications (IMC) is a strategic approach that aligns and coordinates various promotional elements to convey a unified and consistent message. It integrates advertising, public relations, direct marketing, sales promotion, and digital marketing to ensure a seamless and cohesive communication strategy, enhancing overall brand effectiveness and customer engagement.



AIDA Model



THE BUYER'S (AIDA) JOURNEY

The AIDA model is a marketing and communication framework that outlines the stages a consumer goes through when interacting with a product or service: Attention, Interest, Desire, and Action. It guides marketers in creating effective campaigns by capturing attention, building interest, creating desire, and prompting a specific action, such as a purchase.



SOSTAC FRAMEWORK

SOSTAC is a marketing planning framework that stands for Situation, Objectives, Strategy, Tactics, Action, and Control. It guides marketers in systematically developing and implementing marketing plans. Starting with a situational analysis, it progresses through goal-setting, strategic planning, tactical execution, and performance measurement for effective and comprehensive marketing strategies.



SMART OBJECTIVES

SMART objectives are Specific, Measurable, Achievable, Relevant, and Time-bound goals. This framework ensures clarity and effectiveness in goal-setting, facilitating better planning and evaluation. SMART objectives help organizations and individuals create realistic and focused targets for improved performance and success.

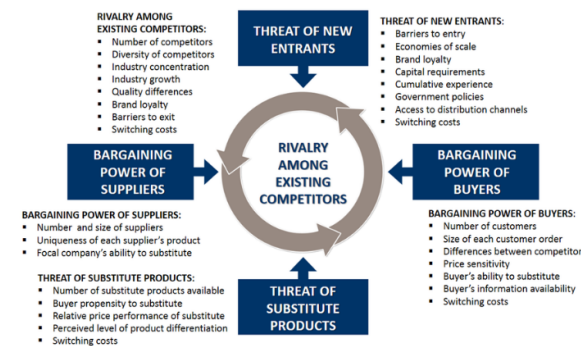
S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> What you excel at Competitive advantages Proprietary resources Tangible assets Intellectual property Brand awareness & reputation Exclusive relationships or partnerships 	<ul style="list-style-type: none"> Where you can improve Competitive disadvantages Weak brand Inefficient processes Resource gaps or constraints Narrow profit margins Financial challenges 	<ul style="list-style-type: none"> Emerging trends Competitor weaknesses Market growth Geographic expansion New technology or capabilities New niches Cash infusion 	<ul style="list-style-type: none"> New competitors Low customer satisfaction Negative industry or economic outlook Competing technology Negative press coverage Declining market Legal constraints

SWOT ANALYSIS

SWOT analysis is a strategic planning tool that evaluates a business's Strengths, Weaknesses, Opportunities, and Threats. It helps organizations identify internal factors that impact their competitiveness and external factors that could influence their success, aiding in informed decision-making and strategy development.

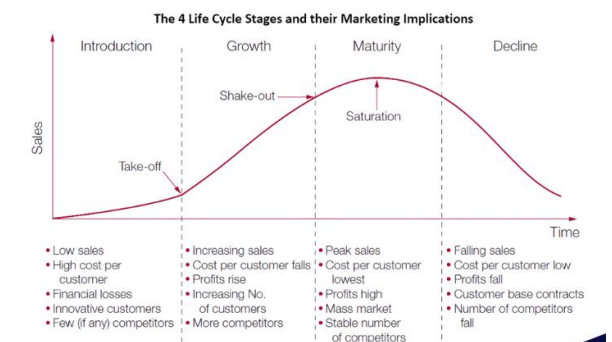
PORTER'S FIVE FORCES

Porter's Five Forces is a framework for analyzing industry competitiveness. It considers the bargaining power of buyers and suppliers, the threat of new entrants, the threat of substitute products, and the intensity of competitive rivalry. This analysis helps businesses understand the industry dynamics and formulate strategies for sustainable competitive advantage.



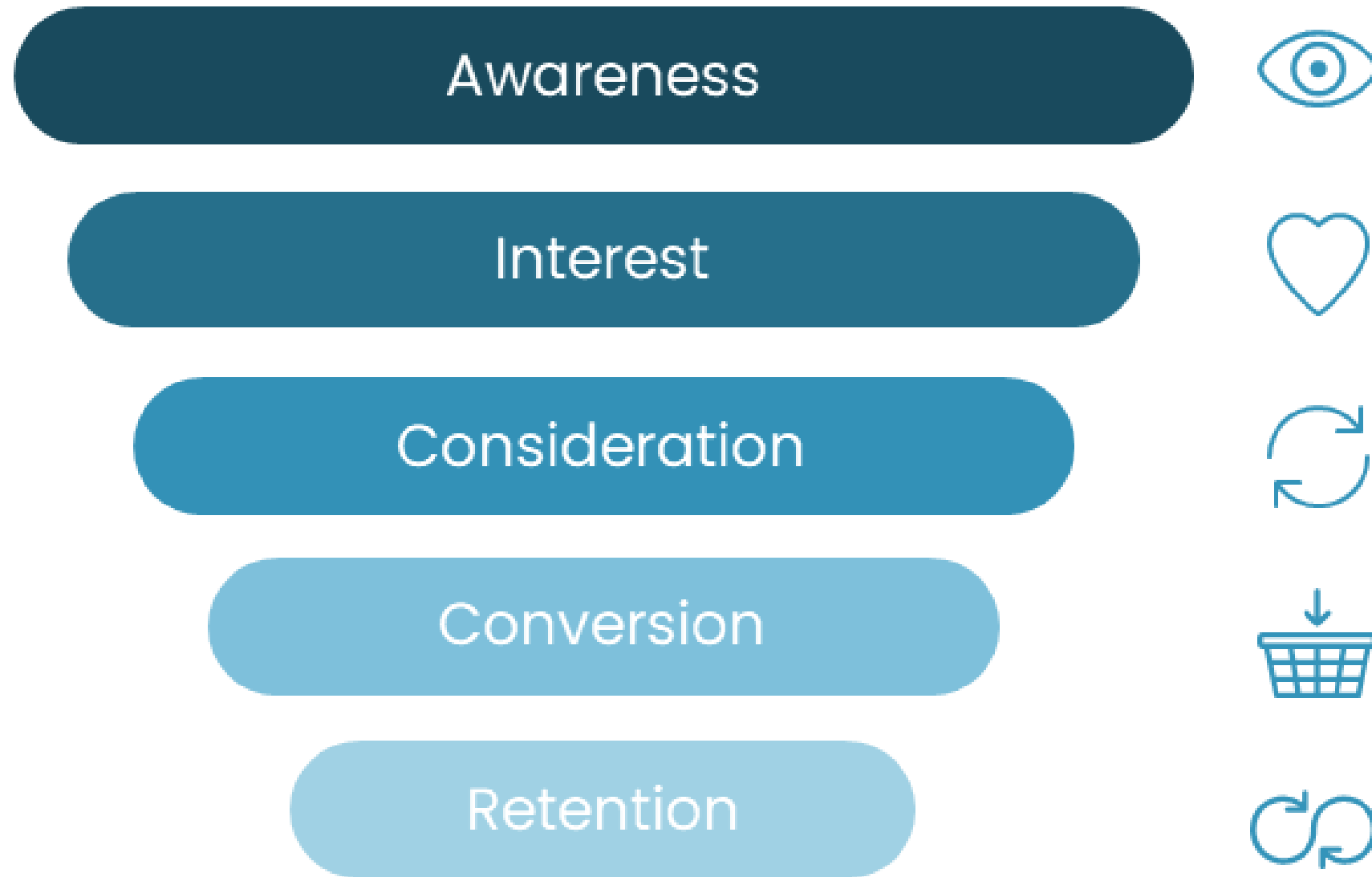
PRODUCT LIFE CYCLE

The product life cycle encompasses Introduction, Growth, Maturity, and Decline stages. It begins with a launch, transitions to increased sales, peaks in maturity, and concludes with declining demand. Recognizing these stages informs strategic decisions, optimizing marketing, pricing, and product strategies for sustained success or appropriate exit.



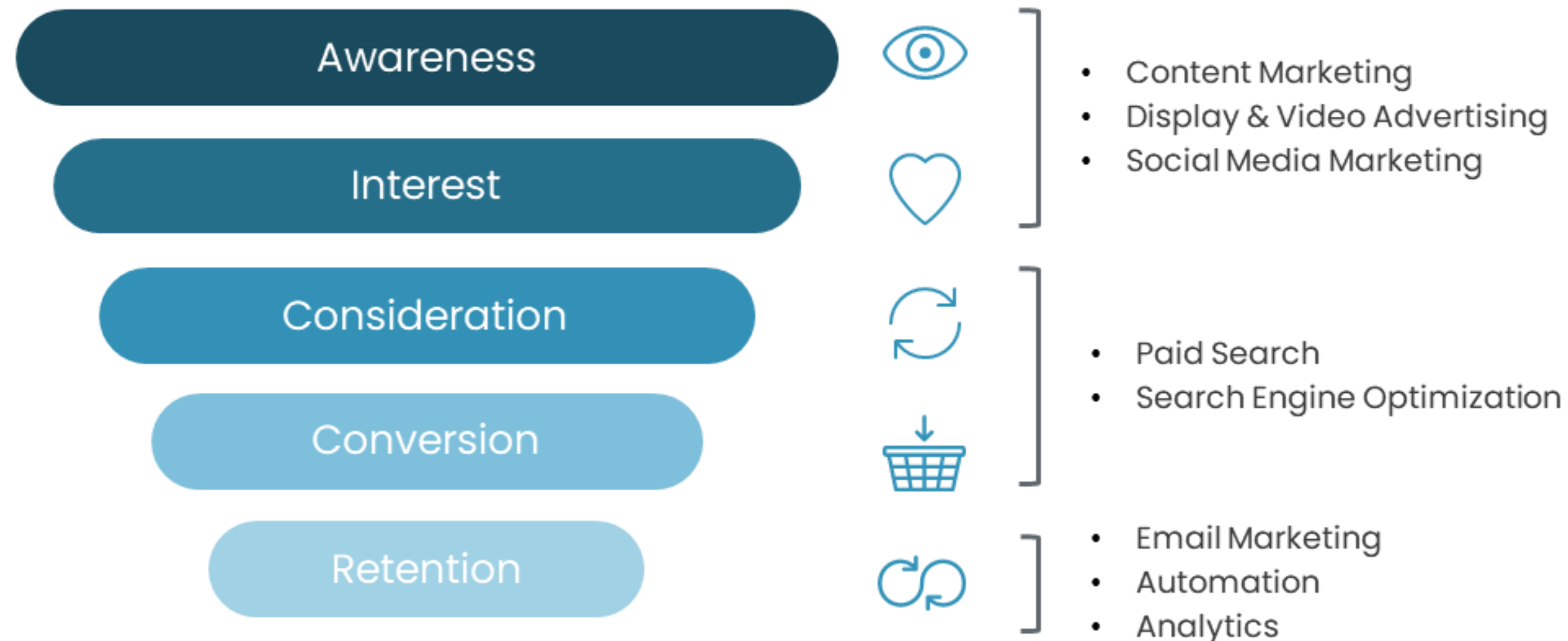
1. The Buyer's Journey

The Five Stages



1. The Buyer's Journey

Aligning With The Marketer's Toolkit



1. The Buyer's Journey

Aligning With The Marketer's Toolkit





Specific

S
G

What *exactly* are you trying to achieve?

Measurable

M
O

How will you know when you've achieved it?

Attainable

A
A

Is it genuinely possible to achieve it?

Relevant

R
L

Does it contribute to your agency's revenue growth?

Time-bound

T
S

When do you want to achieve this by?

GOAL	SMART?	EXPLANATION
I will read 10 books in one week.	NO	The "A" in SMART goals stands for attainable. Reading 10 books in a week, on top of work and life in general, is highly unlikely.
I will sign 3 new partnerships.	NO	This example is relevant, and somewhat specific. However, it is missing the time factor, measurability, and whether or not it's attainable.
I will help grow brand awareness, by signing 1 new partner each quarter for the company in 12 months, by identifying brand needs, setting up prelim meetings w/potential partners, preparing pitch decks, and securing a legal agreement.	YES	<p>S - Grow brand awareness</p> <p>M - Signing 1 partner each quarter</p> <p>A - Identifying brand needs, etc</p> <p>R - Securing partnerships is likely directly correlated to your role or team goal</p> <p>T - Within 12 months</p>

KPIs

Key Performance Indicators (KPIs) are finite metrics that collectively you can use to prove the existence of your Key Success Outcomes (KSOs). These varied KPIs can be used to measure individual performances of content and activity.

For any organization there are three levels of success:

Low Level: The success of your subordinates should be measured in shorter time periods. Establish weekly goals and objectives that are achievable.

Mid Level: These are goals for yourself. What do you need to achieve during your own review period. Don't forget that the goals you set for yourself are the ones that management perceive as the most important. Reach your goals and it becomes easier to get further investment.

High Level: These are the priorities for senior management. These are normally long-term results. If possible, you should limit the high powers to reviewing social twice a year. Any shorter and their expectations may not be met. Try to allow for longer periods of time between meeting with high level powers so as to give yourself enough time to prove results.

Aspects to Brand Identity

Logo

Tagline or slogan

**Colour Palette, Typography and
Photographic and Stylistic guidelines**

Personality and Brand Voice

Mission, Vision & Values

Packaging and Brand Guidelines

Target Audience

Value Proposition - USPs

Competitor Analysis - SWOT Analysis



THANK YOU

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Navigating Legal & Tax Challenges in New Ventures

Selecting the Right Business Entity

- Different Types of Business Structures & their Legal Implications
 - The Tax Implications of each type of Business Structure, including potential benefits
- 



Legal Compliance & Documentation

- The importance of complying with local and national legislation. That it is not a formality.
- Each jurisdiction has unique laws that govern business operations. Ignorance of these laws is not a defence.
- The repercussions of non-compliance such as operation disruption, legal penalties, or worse reputation damage.



Legal Compliance & Documentation

- The essential legal documents such as incorporation documentation, M&A's etc., licences, permits, and contracts
- The importance of employment law compliance for new employees
- There is also employment law compliance, VAT compliance etc..
- The legal implications of non-compliance, such as fines or legal disputes.



Tax Obligations and Compliance

- ❖ Basic tax and other obligations for new businesses, registrations with Jobsplus/ MBR, CFR, VAT Department.
- ❖ The annual tax compliance obligations of each business structure.
- ❖ The tax implications of various business structures



Tax Obligations and Compliance

- ❖ Full Imputation System, Tax Refund System and the Relief from Double Taxation
- ❖ Insight into tax incentives (Tax on rental income, part time self-employment income, etc), credits and schemes (such as the Microinvest Scheme, etc) and tax deductions that new businesses might not be aware of



Legal and Tax Considerations for Acquiring Business Premises

- Types of Property Acquisition: Difference between leasing and purchasing property and the different legal implications of each
- Lease Agreements:
 - (a) The importance of understanding lease terms, including duration, termination clauses, rent increases, and maintenance responsibilities;
 - (b) The common pitfalls in commercial leases, such as restrictive use clauses or hidden costs;
 - (c) The rental expense is a tax deductible expense for the taxpayer.
- Purchasing Property:
 - (a) Outlining the legal process when purchasing property, including the due diligence, property searches, and understanding legislation;
 - (b) The stamp duty payable on the acquisition of immovable property;
 - (c) Capital allowances (tax deductible expense) can be taken only in case of industrial buildings or structures .

Legal and Tax Considerations for Acquiring Business Premises

- Contracting Obligations and Negotiations: The importance of seeking advice (reviewing all contracts or agreements related to property acquisition).
- Risk Management : Address risk factors such as liability issues, insurance requirements and contingency planning for unforeseen circumstances like property damage or disputes.



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THANK YOU

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