

Business Analysis

Printing services

Brand name: Al saheen graphics

Products Printing: T-shirt design printing, Broacher design, Business card, mug printing.

Service: Graphic Design and Website design and development

Location: Sharjah, UAE (Near Damas Building, Al Ghuwair)

Audience: Technical Companies, Agencies

Unique Selling Point (USP):

High-end quality, affordable prices, Fast service

One-stop provider: Combines design, print, and web development services.

Best-Selling Products & Services

Best-Selling Products

T-shirt design printing, Broacher design

Best-Selling Services

E commerce and Business website and logo design

Business has website and physical store?

Website: <https://alshaheengraphics.com/>

Company in Near Damas Building Opp. Silver Star, Sharjah-UAE

Delivery and payment options? Yes company have both options

COD and debit card

Audience

Age: 30 to 50

Agencies

Company has Website, reviews, fb profile and page

Most of the clients: T-shirt design printing

Swot analysis

Strength

Affordable & Competitive pricing

one of the lowest-priced printing companies in Dubai without compromising on quality.

Wide Range of Services

Offering flyers, brochures, packaging, business cards, and branding materials all under one roof.

Fast Turnaround Time

Quick delivery for urgent and bulk printing needs, ideal for businesses in fast-paced markets.

Local Market Expertise

Strong understanding of Dubai's business culture and printing demands.

In-House Design Team

Graphic design + print = a one-stop solution for startups and corporates.

Online Presence

SEO-optimized website with ranking potential for local keywords like "printing services in Dubai."

Weaknesses

1. Limited International Exposure

Focus is mainly on Dubai/UAE – may miss opportunities from international markets.

2. Manual Quoting Process

Lack of instant quote calculators may delay customer decision-making.

3. Smaller Scale Compared to Global Brands

May not be able to match the massive bulk discounts of large-scale printing factories.

4. Dependence on Local Demand

Heavily reliant on regional businesses and events for sales.

Opportunities

1. **E-Commerce Printing Portal**

Launch an online platform where customers can upload designs, place orders, and track delivery.

2. **Eco-Friendly Printing Options**

Offer recycled materials and green printing to attract eco-conscious brands.

3. **Partnerships companies** Partner with local businesses for Technical companies and businesses.

Threats

1. **High Local Competition**

Dubai has many printing agencies offering similar services.

2. **Digital Alternatives**

Shift towards digital marketing (PDFs, social ads) may reduce demand for printed materials.

3. **Economic Downturns**

Recession or pandemic situations can slow down bulk printing orders.

4. **Dependence on Imported Materials**

Rising material costs or supply chain delays may impact pricing and deadlines.