DELIVERED PRODUCT PORTFOLIO PROJECT

From market demand to a branded technical product portfolio

Ghali Technologies LLC

Market intelligence, OEM evaluation and commercial portfolio development.



Selected GT product imagery · Security and industrial control

A different starting point.

A narrowed distributor portfolio needed a wider, market-oriented technical offer.

Historical model

Limited active manufacturer relationships.

Expanded GT model

Branded product families and OEM sourcing.







Demand first. Products second.

A structured approach from market intelligence to commercial preparation.

01 Discover

Market needs and portfolio gaps

02 Define

Product requirements and positioning

03 Source

OEM screening and supplier options

04 Evaluate

Samples and technical suitability

05 Structure

Brand, categories and product families

06 Commercialize

Pricing, catalogues and sales materials

07 ACTIVATE / Market introduction

Selected for the market. Presented as one brand.

Orbintis led OEM evaluation and GT brand development.



Sample inspection



GT packaging

Evaluation · selection · brand architecture

Technical and commercial fit informed range selection. GT is owned by Ghali Technologies LLC.

One GT identity.
Two technical divisions.

Application-oriented product families, not isolated devices.

SECURITY & SMART SYSTEMS



CCTV



Access



Alarms

ENERGY & CONTROL



Drives



Control



Protection

An industrial flagship. Complementary ranges.

GT Prime anchors the VFD portfolio alongside application-specific families.





ECO



Sola



Lift

From selection to market activation.

Pricing strategy, technical catalogues and marketing materials supported the product introduction.

Market focus

Syria

Benchmarking

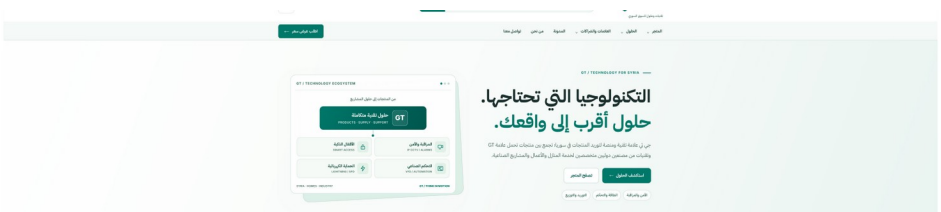
Lebanon & UAE

Portfolio structure

Families and tiers

Launch preparation

Marketing materials



All developed families introduced; positive reception reported by Ghali Technologies.

A product brand starts long before the sale.

We help technical businesses connect market intelligence, sourcing and commercial execution.

- Product & portfolio strategy
- OEM sourcing & supplier evaluation
- Distributor & channel enablement

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GT-02: Delivered by Orbintis Ltd. for Ghali Technologies LLC, a related business and GT brand owner. Outcomes are client-reported.