



Leo Burnett MENA has recognised the advantages of e-commerce

Global creative advertising company Leo Burnett MENA - 10th largest agency in the world, has recognised the advantages of e-commerce and online trading via the Tejari.com marketplace. Celebrating its success on Tejari's web portal, Leo Burnett sees the changing landscape of the global advertising industry as an important reason to take advantage of e-commerce, in order to stay ahead of the global competition. As a company that deals with major international clients across the world, Leo Burnett has found the Tejari portal an essential means through which to source quality supplies in a cost effective and timely manner with paperless work environment.

"Since 2006 the company has been completing all standard purchasing procedures via Tejari's online marketplace. At Leo Burnett we understand the importance of always being two steps ahead of the competition. Tejari's online auctions provide us with the opportunity to find and order specific products which are not yet available in the traditional marketplace. We can then pass these cost savings onto our clients who rely on us to provide quality, creativity, efficiency and transparency in the products and services we provide", Mr. Anil Raikar, eProcurement Manager for Leo Burnett.

"Frequent items purchased via online Tejari auctions include point of sales materials such as display stands, kiosks & Duty Free branding; offset printed products such as



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brochures, leaflets, boxes, calendars etc. and digital print products for our client's promotions" added Mr. Anil Raikar. "When purchasing products for globally renowned clients, we need to ensure that the quality and conditions of all goods are guaranteed with the best prices. Tejari's portal has put us in direct contact with reliable approved suppliers from across Middle East and globally".

Owing to the access of Tejari's global membership network and the ongoing development of the Tejari portal, Leo Burnett has participated in more than 100 auctions online during the last quarter of 2008, with a total auction value of \$2 million.

In 2008, as part of its ongoing quest to offer members the very best in B2B e-commerce

services, Tejari enhanced its online portal with the introduction of several new features designed to streamline the e-procurement process for both buyers and sellers alike. The search function has been technically improved, resulting in a faster and more efficient search process for all. In addition, users can now look for more trading opportunities, and are able locate results more swiftly than ever before.

"The new and improved Tejari website has significantly enhanced the e-procurement process for Leo Burnett, enabling us to save even more time and money. Not only is the site quicker and easier to operate than ever before, but Tejari is on hand to offer around the clock to support with its toll-free advice line. In addition, the platform's specialist e-



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training programs are designed to help members to make the most out of the Tejari platform and the conducting of online business transactions”.



Company name: Leo Burnett MENA
Company Profile: Leo Burnett MENA
- 10th largest Global creative advertising company in the world
Contact Person : Mr. Anil Raikar,
eProcurement Manager

Summary :

Mr. Anil Raikar said : “Since 2006 the company has been completing all standard purchasing procedures via Tejari online marketplace. At Leo Burnett we understand the importance of always being two steps ahead of the competition. Tejari online auctions provide us with the opportunity to find and order specific products which are not yet available in the traditional marketplace. We can then pass these cost savings onto our clients who rely on us to provide quality, creativity, efficiency and transparency in the products and services we provide”