

# ROLE PROFILE

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| <b>Position Title:</b> Senior Analyst Pricing | <b>Reporting to:</b> Senior Manager Business Pricing |
| <b>Business Unit:</b> Business                |  |
| <b>Division:</b> Business Planning            | <b>Department:</b> Business Pricing                  |

## A. ROLE AND CONTEXT

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| <b>Purpose:</b><br>The role is responsible to develop and analyse business cases for new opportunities within B2B Ooredoo Qatar. This involves evaluating the financial viability of new products and services by assessing cost structures and revenue potential. Is crucial in formulating business cases that adhere to approved margin frameworks and advising on strategies that maximize profitability while aligning with customer expectations. Collaboration with cross-functional teams—including sales, finance, solutions, and product development—is essential to align on pricing strategies and validate business case assumptions. Ultimately, this role aims to drive informed decision-making and contribute to the overall financial success and growth of B2B Ooredoo Qatar. | <b>Functional Context:</b><br>Ooredoo's Business BU is a critical part of the company's first line customer facing activities for all Business Accounts and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. The department supports the realization of Business BU goals by leading, managing & owning the planning process to ensure effective delivery of Business targets. They are responsible for all activities that are geared towards creating value for Ooredoo whilst minimizing churn and maximizing acquisition, retention and spend of Ooredoo's customers through effective planning and reporting. |
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## B. ROLE ACCOUNTABILITIES

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| <ul style="list-style-type: none"> <li>Conduct a thorough analysis of all relevant costs associated with the proposed product or solution.</li> <li>Develop customer pricing in alignment with the approved pricing framework.</li> <li>Identify and evaluate risks related to the business case, including market, operational, and financial risks.</li> <li>Create best-case, worst-case, and most likely scenarios to understand financial outcomes and simulate various pricing strategies to assess their impact on profitability.</li> <li>Calculate the break-even point for new products or services to determine the minimum sales volume needed to cover costs.</li> <li>Assess profit margins to ensure alignment with company standards and strategic goals by analysing fixed and variable costs.</li> <li>Prepare detailed financial models to project revenue, expenses, and cash flows under different scenarios, enabling informed decision-making.</li> <li>Analyse potential revenue streams based on market research, customer demand, and competitive landscape to identify opportunities for growth.</li> <li>Gather input from key stakeholders across sales, finance, solutions, and product development to ensure alignment and enhance assumptions in the business case.</li> <li>Prepare detailed documentation that articulates the business case, including assumptions, methodologies, key findings, and conclusions for stakeholder reference.</li> <li>Conduct post-business case reviews to document lessons learned and recommend process enhancements for continuous improvement.</li> <li>Ensure all financial projections comply with regulatory and corporate standards to maintain credibility.</li> <li>Conduct financial performance evaluations to track success against initial projections and adjust strategies as needed.</li> <li>Monitor the performance of launched products against projections, providing recommendations for adjustments based on actual results.</li> <li>Conduct regular reviews of financial assumptions and update the business case as necessary to reflect changing market conditions or organizational priorities.</li> <li>Collaborate with the account team to conduct finance reviews and work closely with finance to obtain approval for the business case.</li> <li>Coordinate with the pricing committee to secure QMC approval.</li> </ul> |
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- Engage with key stakeholders within Ooredoo, including finance, Bid Management, and Account Managers, to address all business cases and pricing issues, ensuring alignment and effective communication.
- Act as the primary point of contact for all inquiries related to the business case, ensuring timely and effective responses.
- Ensure that all stakeholder concerns and suggestions are documented and addressed in the business case development process.

## C. SCOPE AND INTERACTIONS

| Primary Interactions (Internal/External)    |   |
|---|---|
| Direct Revenue Responsibility: Yes          | Internal Relationships: Cross Functional                          |
| Direct Budget Responsibility: No            | External Relationships: Customers<br>Business Partners<br>Vendors |
| Direct People Management Responsibility: No |   |

## D. KEY PERFORMANCE INDICATORS (KPI)

- Cost Accuracy Rate: Percentage of business cases where actual costs align with projected costs within a defined margin (e.g., ±10%).
- Profit Margin Achievement: Percentage of products/Solutions achieving or exceeding projected profit margins as outlined in the business case analysis.
- Approval Turnaround Time: Average time taken to secure business case approvals from finance and the pricing committee.
- Break-Even Analysis Accuracy: Percentage of projects where actual break-even points match initial projections within a defined margin.
- Process adherence rate: Percentage of business case that followed the process
- Performance Tracking Frequency: Number of financial performance evaluations conducted per quarter to assess products against initial projections.

## E. EXPERIENCE, QUALIFICATIONS AND SKILLS

| Minimum Experience, Essential Knowledge & Skills       | Minimum Entry Qualifications   |                                    |                |             |
|--|--|------------------------------------|----------------|-------------|
| 5 years' experience in a similar role.                 | Bachelor's Degree in Business Administration or Finance or Engineering |                                    |                |             |
| <b>Preferred Certifications / Other Qualifications</b> |  |                                    |                |             |
|  | Any relevant certifications in contract and vendor management.         |                                    |                |             |
| Technical Competencies                                 | Required Level   | Behavioural Competencies           | Required Level |             |
| BUDGETING & PLANNING                                   | Intermediate   | Customer Focus                     | Advanced       |             |
| MANAGEMENT REPORTING                                   | Intermediate   | Creative Thinking                  | Advanced       |             |
| ANALYTICS  | Intermediate   | Quality and Continuous Improvement | Advanced       |             |
|  |  | Promoting Teamwork                 | Advanced       |             |
| Competency Level (Reference Range)                     | Basic  | Intermediate                       | Advanced       | Expert      |
|  | Low  | >----->                            | >----->        | >----->High |