

Market entry strategy



For international companies used to the structure, order and single-digit growth rates of mature markets, the Middle East represents an exciting but daunting prospect. For ambitious multinationals, the region collectively represents a ‘must have’ market.

In aggregate, the region has a population of over 400 million, approximately the same as Western Europe. But its attractions go beyond its size. Demographically, it has some of the wealthiest consumer segments in the world, as well as a rapidly growing middle class with a highly international outlook. Governments are investing in social and economic infrastructure, and the corporate sector is supported by a new generation workforce that is educated, connected, mobile and bilingual.

But the Middle East is a geographic region, not an economic bloc. For most companies, a ‘Middle East Strategy’ is a meaningless concept. From the wealthy but stratified economies of the UAE, KSA and Qatar, to Egypt with a population larger than Germany, to the

tremendous long term potential of Iraq and Libya, each market presents its own particular opportunities and challenges.

We offer a range of services to help international companies develop and implement effective strategies.

- **Market research and analysis**, to generate a ‘factbase’ to form the foundation for strategic decision-making
- **Market positioning strategy**, to help tailor products, services, brands and marketing to local markets
- **Partner search, selection and due diligence**, to ensure that your local partner search is the most appropriate and effective choice
- **Location strategy**, considering the relative attractions of the different countries, cities and economic zones in the region
- **Operating model and business case development**, to generate a full picture of the commercial, operational and financial profile of your venture