



Free Zones competitive assessment tracker in the UAE



Sector- Free Zones

Business Practice- Business Consulting*

The Need

The client, a prominent free zone authority in the UAE was interested to understand the competition offerings on continuous basis so that they can develop and alter their offers each quarter.

Our Approach

Business Research unit conducted a competition benchmarking among all the major free zones in the UAE and tracked the offerings **on a quarterly basis for 3 years** in the UAE offering client a clear advantage to tailor their offerings to outpace the competition.

Design: Extensive Secondary Research, occasional expert IDIs

The Outcome

Based on the market study findings, the client developed and tweaked their offerings to become one of the most competitive free zones in the local UAE market over the years.

**Business consulting team's experience operating under a different brand, 4SiGHT Business Consulting*

Case Studies



Branch merchandise evaluation and it's impact on engagement



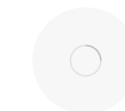
Customer experience management research, mapping different customer journeys



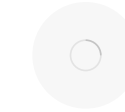
Milk usage and habits research in Saudi Arabia



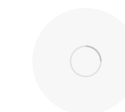
Store visibility impact assessment research



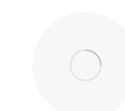
Ethnography research to explore music listening among teens & young adults



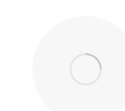
Retail merchandising evaluation research



Understanding telecom needs amongst female customers



Proposition development for personal finance & home finance



Competitive Tariff Monitor for a Telecom Service Provider

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