

Market sizing and Network Assessment for the Construction Equipment in the UAE



Sector- Earth-moving & Construction Equipment

Business Practice- Business Consulting*

The Need

Client, a large conglomerate in the GCC region wanted to estimate the market size, competition landscape, and market growth opportunities for earthmoving & construction equipment.

Our Approach

An extensive study was conducted involving interviews with all key stakeholders in the industry including the Construction Equipment Suppliers, Equipment Rental companies, Construction & contracting companies to estimate the market size and to understand the competition strengths as well as market's need gaps.

Design: Combination of extensive Secondary Research, IDIs (In-depth Interviews) with various stakeholders, and study on Import-export statistics

The Outcome

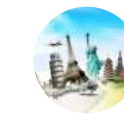
The study provided a clear picture of the key growth sub-segment, key differentiators required, need drivers and size of the market.

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

Case Studies



Product and cost optimization research for cheese



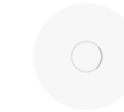
Stakeholder satisfaction measurement by the Tourism authority



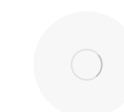
Packaging revamp research



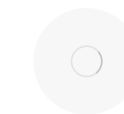
Customer experience management research among banking customers



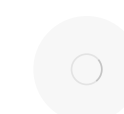
Proposition development for personal finance & home finance



Customer experience management research, mapping different customer journeys



Communication routes evaluation research



Employee engagement research



Online shopping, payments attitudes & behavior research

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