



Developing a 5-year Network Expansion strategy for a large business group in the UAE



Sector- Automobile, Construction Machinery, Real Estate

Business Practice- Business Consulting*

The Need

The client is one of the largest business groups in the UAE with interest in multiple industries. The client's challenge was to develop a network expansion strategy for the next 5 years for all its businesses including automobile, industrial equipment, construction equipment and others. The strategy was expected to accommodate and develop with changing business dynamics of the UAE.

Our Approach

One of the most complicated strategic work used multiple research techniques, technology solutions and an innovative reporting format to answer the business question. Research used geo-mapping platform to understand the demographics of the residents and superimposed the data from primary and secondary research to come-up with forward looking strategy.

Design: 4,500+ interviews across the country; 100+ Expert IDIs from business & government sector; 1,500+ Geo-locations mapped & extensive Secondary Research

The Outcome

Basis the deliverables, the client devised suitable network expansion strategies for its product offerings across its business sectors of operation in the country.

Client Testimonial: "This is a wonderful piece of work, a giant leap forward for the organization – Managing Director, Client"

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

Case Studies



Research to assess financial literacy among Youth customer segment



Brand equity assessment for a higher education university



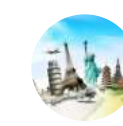
Usage & attitudes study for condiments category in Saudi Arabia



Impact of Pack Change



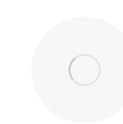
Milk usage and habits research in Saudi Arabia



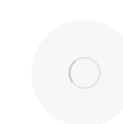
Stakeholder satisfaction measurement by the Tourism authority



Customer experience management research among banking customers



Evaluate the potential for new concept around Organic Milk



Packaging revamp research

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