

Market Research for Saudi Arabia

Client Need: A Saudi Arabia based vehicle distribution and dealer operation wished to expand operations into vehicle leasing for commercial and private customers. As part of the considerations, a research paper was required.

Solution: Conducting considerable desk based research as well as in market interviews, working in conjunction with our local market partner a report was prepared. The report covered the overview of the market, regulation, existing players, products, pricing, general dealer sales activity and reward systems as well as the customer potential. The report formed part of our wider engagement in establishing operations.

Result: The client is now operational with their business in vehicle leasing.