

عنوان البحث

بناء الوعي بالعلامة التجارية لشركة متخصصة في بيع كيماويات البناء ومواد العزل المائي في
سوق المشاريع في المملكة العربية السعودية

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**Building brand awareness for a specialized company selling
construction chemicals AND waterproofing in the project market
in the Kingdom of Saudi Arabia.**

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1. Introduction:

The Iconic Project of Neom represents a transformative vision aimed at establishing an advanced center for innovation, sustainability, and economic expansion. This visionary initiative has stimulated significant opportunities across various sectors, particularly in construction and infrastructure development. As one of the key players in this dynamic landscape, this company stands poised to contribute its expertise in advanced waterproofing solutions.

Waterproofing plays a pivotal role in projects like Neom, where the construction and infrastructure development are not only expansive but also visionary in their scope and sustainability goals. In the context of Neom, which aims to be a model of future urban development, effective waterproofing solutions are essential for ensuring the longevity, durability, and functionality of structures amidst challenging environmental conditions. Given Saudi Arabia's diverse climate—from extreme heat to occasional heavy rainfall—waterproofing not only protects buildings and infrastructure from moisture ingress but also mitigates the risk of structural damage, mold growth, and corrosion. This is particularly crucial in Neom's coastal and desert landscapes, where buildings must withstand harsh weather elements and saline environments. Furthermore, waterproofing solutions contribute to energy efficiency and sustainability by reducing the need for maintenance and repair, thereby supporting Neom's commitment to environmental stewardship and resource conservation. In essence, waterproofing in Neom projects is not merely about structural integrity but also aligns with broader goals of resilience, sustainability, and long-term economic viability.

Due to the location and tough environment of Neom project, next to the shore, with high humidity and salt water, these requirements are getting more complex which generates many opportunities to such specialized company

In conclusion, as Neom emerges as a central point of Saudi Arabia's economic transformation, the role of specialized construction chemicals such as waterproofing solutions becomes increasingly pivotal. This research seeks to contribute to the discourse on how this company can explore and

thrive in this innovative and competitive landscape, thereby enhancing its brand presence and contributing to the realization of Neom's visionary objectives.

2. Study problem:

The waterproofing encounters significant barriers in establishing and building brand recognition within Saudi Arabia Neom projects market. Despite the vast opportunities presented by ambitious Giga projects under Vision 2030, multinational companies face several key challenges:

- **Cultural Context:** Saudi Arabia's unique cultural context forces a customized approach to branding and marketing. Multinational firms must grasp cultural sensitivities, local preferences, and boundaries to strategically allocate resources and efforts effectively.
- **Regulatory Landscape:** Foreign companies often challenged by unfamiliar and strict regulations in Saudi Arabia. Understanding compliance risks with local laws and regulations adds extra work needed to enable market entry and operational strategies, and to avoid delays and time loss in the procedure
- **Tough Competition:** The building materials sector in Saudi Arabia is highly competitive, with both local and international entities competing for market share.
- **Technical and technological complexity:** due to the high standards and requirements of such project, Waterproofing companies are required to excel and create suitable solutions for such high temperature and humidity locations such as Neom in the upper west side of Saudi Arabia.

Addressing these challenges needs a systematic understanding of the market landscape, consumer behaviors, leading market players, stakeholder dynamics, cultural preferences, competitive positioning, and Saudi Arabia's developmental objectives.

This study aims to provide insights and recommendations that multinational waterproofing and construction chemicals can implement to overcome these

obstacles and effectively bolster brand awareness in Saudi Arabia's building materials market.

3. importance of the study:

The significance of this study lies in its potential to offer insights, recommendations, and strategic steps for multinational protective coatings companies seeking to establish and enhance brand awareness in Saudi Arabia. Key benefits include:

- **Market and Business Development:** Vision 2030 has conducted in ambitious Giga projects aimed at transforming Saudi Arabia's infrastructure and economy.
For multinational waterproofing and construction chemicals companies, these projects represent substantial growth opportunities. Establishing effective brand awareness in this market is crucial for capitalizing on these opportunities and expanding market presence.
- **Understanding Cultural and Regulatory Dynamics:** Saudi Arabia's market is characterized by unique cultural nuances and regulatory frameworks that pose challenges for new entrants.
By studying these factors in the context of branding strategies And guides to provide solutions that transform challenges into opportunities, facilitating smoother market entry and operation.
- **Improving Market Positioning:** The construction materials market in Saudi Arabia is extremely competitive, with intense competition among local and international players for contracts and partnerships. Effective brand awareness strategies can differentiate companies, positioning them as preferred partners for major projects and clients, thereby enhancing their competitive edge in the market.

Briefing, this study not only determines immediate business constraints but also contributes to broader economic impacts and intellectual advancements. By exploring the complexities of building brand awareness in Saudi Arabia's waterproofing market.

This research aims to empower multinational companies to navigate challenges effectively, seize growth opportunities, and make meaningful contributions to Saudi Arabia's developmental objectives.

4. Goals of the study:

- To Analyze Market Trends: Investigate current and emerging trends in the Saudi Arabian construction market, specifically related to waterproofing solutions and sustainable building practices, to inform strategic brand positioning.
- To Evaluate Customer Preferences: Conduct a thorough analysis of customer preferences, buying behaviors, and decision-making criteria among stakeholders in Neom projects, aiming to tailor brand messaging and offerings effectively.
- To Assess Brand Perception: Measure how the company's brand is perceived relative to competitors in terms of product quality, reliability, innovation, and sustainability within the context of Neom's futuristic and environmentally conscious development goals.
- To Measure Brand Equity: Develop methodologies to measure brand equity and brand strength metrics specific to the Saudi Arabian market, providing benchmarks for tracking progress and evaluating the effectiveness of brand awareness initiatives over time.
- To Understand Partner Relationships: study the dynamics of strategic partnerships and collaborations with local distributors, contractors, and industry associations, aiming to leverage these relationships for mutual brand promotion and market penetration.
- To Address Sustainability Concerns: Address sustainability concerns and regulatory requirements related to waterproofing solutions in Saudi Arabia, aligning brand strategies with environmental standards and corporate social responsibility (CSR) initiatives.
- To Enhance Internal Brand Alignment: Assess internal brand alignment and employee engagement strategies to ensure that all stakeholders within the company are aligned with the brand values,

mission, and customer-centric approach required for successful market positioning.

These additional goals aim to provide a comprehensive understanding of the Saudi Arabian market landscape, customer dynamics, and strategic opportunities for the German construction chemicals company to effectively build and strengthen its brand awareness within Neom projects and beyond.

5. Questions of the study:

Current Brand Perception:

- How is the German construction chemicals company currently perceived in the Saudi Arabian market, specifically within stakeholders involved in Neom projects?
- What are the existing perceptions of the company's brand attributes such as quality, reliability, innovation, and sustainability?

Market Understanding and Trends

- What are the prevailing trends in the Saudi Arabian construction market, particularly related to waterproofing solutions and sustainable building practices?
- How do these trends influence customer preferences and decision-making processes within Neom projects?

Competitive Landscape:

- Who are the main competitors of the German construction chemicals company in the Saudi Arabian market for waterproofing solutions?
 - What strategies are these competitors employing to enhance their brand awareness and market share within Neom projects?
- Customer Insights:
- What are the key factors influencing stakeholders' decisions when selecting waterproofing solutions for Neom projects?
 - How do cultural preferences, regulatory requirements, and project-specific considerations impact customer choices?

Effectiveness of Current Branding Strategies:

- How effective are the company's current branding strategies in increasing brand awareness and visibility within Neom projects?
- What improvements or adjustments can be made to enhance the effectiveness of these strategies?

Partnership and Collaboration:

- How are strategic partnerships with local distributors, contractors, and industry associations contributing to the company's brand awareness and market penetration in Saudi Arabia?
- What strategies can be implemented to strengthen these partnerships and leverage them for mutual brand promotion?

These questions aim to guide the research towards a comprehensive understanding of the challenges, opportunities, and strategic considerations necessary for the German construction chemicals company to successfully build and strengthen its brand awareness in Saudi Arabia's dynamic construction market.

6. Study's assumptions:

Assumptions for the study on building brand awareness for a German construction chemicals company specializing in waterproofing in Saudi Arabia, particularly within Neom projects, may include:

Stakeholder Engagement: Assumption that stakeholders involved in Neom projects, such as developers, architects, contractors, and consultants, are willing to participate in surveys, interviews, or focus groups to provide insights into their perceptions and preferences regarding waterproofing solutions.

Data Availability: Assumption that sufficient and reliable data related to market trends, competitor activities, and customer behaviors within the Saudi Arabian construction sector can be accessed through secondary sources and industry reports.

Cultural Understanding: Assumption that the research team possesses adequate cultural sensitivity and understanding of Saudi Arabia's cultural norms, business practices, and consumer behaviors to effectively interpret findings and formulate appropriate recommendations.

Regulatory Compliance: Assumption that the German construction chemicals company has or can obtain necessary approvals and compliances to operate within Saudi Arabia's regulatory framework governing construction materials and waterproofing solutions.

These assumptions serve as foundational beliefs that guide the research process and shape the approach to studying and addressing challenges related to building brand awareness in Saudi Arabia's construction sector.

They help establish a framework for analysis and decision-making throughout the study.

7. Previous studies:

Previous study is not determined yet, but will use studies relating to building brand awareness, and MNCs across deferent cultures, and GCC and Saudi Arabia construction market.

8. Theoretical aspects of the study:

- Brand Positioning: Theories on brand positioning, such as perceptual mapping and competitive positioning strategies, illustrate how brands can differentiate themselves in the perceptions of customers and stakeholders within markets like Saudi Arabia.
- Market Entry Strategies: Theories like Johanson and Vahlne's Internationalization Theory offer insights into how multinational companies strategize their market entry, including gradual market entry approaches and forming strategic alliances in foreign markets such as Saudi Arabia.
- Cross-Cultural Management Theories: Theories such as Hofstede's cultural dimensions (e.g., power distance, individualism vs. collectivism, uncertainty avoidance) provide understanding of how cultural factors influence customer behaviors, decision-making processes, and business operations in diverse cultural contexts.
- Stakeholder Theory: Developed by Freeman, the Stakeholder Theory focuses on understanding the relationships between companies and various stakeholders (e.g., developers, contractors, government entities, clients, designers) in the building materials projects market. This theory aids in identifying key stakeholders and understanding their perspectives.

These theoretical underpinnings construct an approach to uncovering and exploring the factors influencing brand awareness, ultimately yielding valuable insights and recommendations to guide strategic decision-making

for managers within multinational companies operating in the Saudi Arabian market.

9. Methodology.

The methodology for the study on building brand awareness for a German construction chemicals company specializing in waterproofing in Saudi Arabia, particularly within Neom projects, should be carefully chosen to ensure robustness and relevance to the research objectives. Here are some potential methodologies that could be used:

1. Qualitative Research Methods:

- In-depth Interviews: Conducting structured or semi-structured interviews with key stakeholders such as developers, architects, contractors, and consultants to gather rich insights into their perceptions of the company's brand and factors influencing brand awareness.
- Focus Groups: Organizing focus group discussions to facilitate interactive discussions among stakeholders, allowing for deeper exploration of attitudes, beliefs, and preferences related to waterproofing solutions in Saudi Arabian construction projects.

2. Quantitative Research Methods:

- Surveys: Designing and distributing surveys among a representative sample of stakeholders to quantitatively measure brand awareness levels, brand perception, and factors influencing purchasing decisions within Neom projects.
- Questionnaires: Developing structured questionnaires to collect data on specific variables such as brand recognition, customer satisfaction, and preferences for waterproofing solutions.

3. Market Analysis:

- Competitive Analysis: Conducting a thorough analysis of competitors' strategies, market positioning, and brand awareness initiatives within the Saudi Arabian waterproofing market, using secondary data sources and industry reports.

- Analysis: Examining current and emerging trends in the construction sector, focusing on technological advancements, sustainability practices, and regulatory developments impacting waterproofing solutions.

4. Case Studies:

- Company Case Studies: Investigating case studies of successful brand awareness strategies implemented by similar multinational companies in the Saudi Arabian market, identifying best practices and lessons learned.

- Project Case Studies: Analyzing specific Neom projects where waterproofing solutions have been implemented, exploring the role of brand awareness in project success and stakeholder satisfaction.

5. Cross-Cultural Analysis:

- Cross-Cultural Comparisons: Applying Hofstede's cultural dimensions or similar frameworks to compare cultural influences on brand perception and consumer behavior between Saudi Arabia and other markets where the company operates.

6. Digital and Social Media Analysis:

- Digital Presence Assessment: Evaluating the company's digital footprint, including website usability, social media engagement, and online reputation management strategies to assess their impact on brand awareness.

- Social Media Listening: Monitoring social media platforms to gauge public sentiment, trends, and conversations related to waterproofing solutions and competitors within the Saudi Arabian market.

7. Ethnographic Research:

- Observational Studies: Engaging in observational studies within construction sites or project environments to observe firsthand interactions and decision-making processes related to waterproofing solutions.

8. Mixed-Methods Approach:

- Combination of Methods: Integrating qualitative and quantitative approaches to triangulate findings and provide a comprehensive understanding of brand awareness dynamics in the Saudi Arabian market.

Selecting the appropriate methodology or combination of methodologies will depend on the specific research questions, objectives, available resources, and the desired depth of analysis for effectively exploring and addressing the complexities of building brand awareness in the Saudi Arabian construction sector.

10. Tools.

- **Data Collection Tools:**

- a. **Individual Interviews:** These will target stakeholders across different segments of the contract chain, including clients, contractors, designers, and suppliers within the industry.
- b. **Focus Groups:** Events and gatherings will be organized to gather insights from relevant groups within the construction industry.
- c. **Specialized Data Collection Companies:** Utilizing services of firms specializing in construction projects data collection to access industry-specific data and insights.
- d. **Online Surveys and Questionnaires:** These tools will enable gathering large-scale data and perspectives from a broad spectrum of industry participants.

- **Data Modeling:** If necessary, data will be processed and presented using graphs, tables, and Microsoft Office software to enhance visualization and analysis.

These tools are integral to executing the methodology designed for this study, ensuring comprehensive data collection and robust analysis to achieve the research objectives effectively.

11. Limits.

Limitations of this study refer to the constraints or challenges that may impact data scope, temporal validity, and industry specificity. The following limitations should be noted:

- **Generalizability:** The findings of this study apply specifically to multinational companies (MNCs) in the protective coatings sector aiming to build brand awareness in Saudi Arabia's Giga construction projects market. The specialized nature of this industry, with its unique end-user requirements and complex contract chains, limits the general applicability of results to other industries.
- **Sample Size:** Due to resource and time constraints, the study cannot encompass a large number of data stakeholders. Consequently, the information collected may lack broader representation within the industry.
- **Data Availability:** Accessing data poses a challenge, especially for projects associated with prestigious entities like the Public Investment Fund (PIF) and Vision 2030, which often involve classified information.
- **Temporal Constraints:** The study focuses on current data without historical context or future projections, potentially limiting insights into long-term trends and developments.
- **Bias in Data Resources:** Data collected from stakeholders representing different parts of the contract chain may exhibit biases based on their roles and perspectives within the industry.
- **Researcher Bias:** Researchers may unintentionally focus on data that aligns with the study's assumptions, potentially influencing the objectivity of findings.

Recognizing these limitations upfront and transparently addressing them can bolster the reliability and credibility of the study's conclusions and recommendations.

12. references.