



Midocean University

Title :

**Building Brand Awareness of a Multinational Protective Coatings in Saudi
Arabia Giga Projects Market**

Student/s Name:

Anas Al Shahatit (241001572)

Supervision:

NA

2023-2024

Second semester

عنوان البحث

بناء الوعي بالعلامة التجارية لشركة دهانات حماية متعددة الجنسيات سوق مشاريع البناء الكبرى
في السعودية

إعداد الطالب/أنس أحمد الشحاتيت

إشراف/

العام الدراسي:

2023

List of Contents:

1. Introduction.
2. Study problem.
3. importance of the study.
4. Goals of the study.
5. Questions of the study.
6. Study's assumptions.
7. Previous studies.
8. Theoretical aspects of the study.
9. Methodology.
10. Tools.
11. Limits.
12. references.

1. Introduction:

Saudi Arabia has become the Major destination for Giga construction projects driven by it's HH Mohammad Bin Salman 2030 Vision. These projects, which are considered as Giga projects, across infrastructure, Industrial, Educational, Health care, tourism, and urban development, representing Major investments, more than 20 projects with a total value of more than \$900bn⁽¹⁾ dedicated to position the kingdom as a global economic leader. Essential to these initiatives are advanced materials and technologies, including deferent types of coatings and paints, protecting its properties, and giving it the exceptional theme that represents it's mix between Heritage and Modernity, of course protective coatings are crucial for ensuring durability and sustainability of these Iconic Projects.

For Global Leading companies in protective coatings, Saudi Arabia construction market presents both Amazing opportunities but a market full of challenges at the same time. Building and enhancing brand awareness in such competitive environment is crucial not only for gaining market share but also for becoming trusted partner in Saudi Arabia's Big Plans.

This research Studies strategies and Tactics that protective coatings companies Use to build and strengthen brand awareness among Saudi Arabian Construction market. Targeting uncovering factors influencing brand perception and positioning, studies the effectiveness of current branding strategies, and utilize new recommendations to optimize brand visibility and recognition within targeted segments.

By examining market dynamics, cultural factors and themes, regulations, and technological advancements shaping the construction market in Saudi Arabia, this study seeks to provide insights which can guide such multinational companies succeeding in this Iconic market.

The findings aim to contribute to the better and wider understanding of international marketing strategies, brand management, and market penetration in rapidly changing global markets.

In following sections, we will explore the exact challenges faced by such companies, and highlight the significance of this study, showing its objectives and research questions, discuss relevant theoretical aspects, details the methodology used, and conclude with practical Actions to be considered.

2. Study's problems:

The protective coatings industry faces significant challenges in establishing and strengthening brand awareness in Saudi Arabia construction projects market. Despite the huge size and count of opportunities given by those ambitious Giga projects under Vision 2030, multinational companies face several key problems, such as:

- Culture: Saudi Arabia's cultural context requires a specific approach to branding and marketing. Multinational companies need to understand cultural sensitivities and boundaries, also local preferences to effectively and efficiently concentrate its efforts and resources.
- Regulations and legislations: Rules and regulations in Saudi Arabia can be deferent and unfamiliar to foreign companies. Compliance Risk with local rules and legislations adds more complexity to market entry and operational strategies.
- Heavy Competition: Building materials market in Saudi Arabia is highly competitive, with both local and international Companies Fighting for market share. Having competitive advantage to blast in competition needs strategic branding and effective communication strategies.
- Brand recognition: partnering and building trust with major stakeholders, including developers, contractors, and consultants, and most importantly Clients is crucial. Building a positive brand awareness that aligns with local expectations and industry standards requires precise and intelligent planning and execution.

determining above mentioned challenges requires a comprehensive understanding and studying of the market landscape, consumer behavior, market leaders, stakeholders, cultural preferences, competitive positioning, among Saudi Arabia's developmental goals.

By deep understanding of these problems, this study targets providing insights and recommendations that multinational protective coatings companies can execute to overcome these limitations and successfully build robust brand awareness in Saudi Arabia building materials market.

3. importance of the study:

The importance of the study is in its potential to provide highlights, recommendations, and guidelines along with strategic steps for multinational protective coatings companies targeting to build and strengthen brand awareness in the Saudi Arabia. Significant importances such as:

- Market and business development: Vision 2030 has launched a wave of ambitious Giga projects, targeting transforming the kingdom's infrastructure and economy. For multinational companies in the protective coatings industry, these projects represent real growth opportunities. effectively build brand awareness in this market is crucial for benefit from these opportunities and expanding market existence.
- Studying and understanding Cultural and regulatory atmosphere: Saudi Arabia's market have a unique cultural shades and regulatory frameworks that can set challenges for newcomer companies. By researching these factors within the context of branding strategies, the study can offer solutions to these challenges by studying these factors and how it can be turned from challenges to opportunities.
- Improving Positioning: Construction materials market in Saudi Arabia is highly competitive, with both local and international players fighting for contracts and partnerships. Effective brand awareness strategies can differentiate some companies from other competitors, positioning them

as preferred partners for major projects, clients, and enhancing their competitive advantage in the market.

To brief, this study's importance goes beyond instant business interests to embrace broader economic impacts and intellectual contributions. By addressing the complexities of building brand awareness among the Saudi and middle east markets, the research aims to allow multinational companies to understand challenges in more effective way, seize growth opportunities, and contribute positively to the Saudi developing Plans.

4. Goals of the study:

Aims of this study is to specifically understand presided objectives which can be considered as key elements to build brand awareness for Multinational Paints company across the Giga Projects Saudi market, and that's by achieving below objectives:

- Classify Key Factors Influencing Brand Awareness, where we consider the main goal is to identify and examine the key factors that influence brand awareness among the Saudi building materials market. including understanding cultural, regulatory, and competitive factors that controls how the audience recognizes such companies.
- Asses used Branding Strategies as evaluating the effectiveness of current branding strategies taken by these companies in Saudi Arabia. This includes examining case studies, conducting interviews with industry experts, and analyzing market data to measure success and challenges of these approaches.
- Concluding recommendations and insights to improve its brand visibility withing the market, and Based on the findings, this study aims to propose real-world recommendations and strategic understandings for improving brand visibility and recognition in the Saudi Arabia's Market. These recommendations will be customized to get the specific challenges identified and take advantage of opportunities for improving brand observation and market penetration.

- Back the Strategic Decision-Making with a better understanding of the market and effective strategies: Provide practical observations and data-driven recommendations that can support strategic decision-making for these companies' decision makers. by studying the unique Saudi Arabian market, companies can reconsider their strategies to meet local market conditions and reach to a sustainable competitive advantage.

5. Questions of the study:

The questions of the study are customized to drive research process and concentration into identifiable inquiries to have the study able to answer the big questions on it.

- What and how can we identify the main cultural barriers that can be faced by these companies in Saudi building materials market, and it can be a challenge against building brand awareness in this market.
- What are the main regulations to be taken under consideration when deciding on brand awareness strategies and plans, and how it can be managed by these companies in the Saudi construction market?
- What are the primary challenges that can be faced when aiming to achieve a sustainable competitive advantage in this specific market, and what are the competitive advantages that key players in this market possess?
- What are the nature of the technological advancements used in Giga projects that affects the selection and choosing coatings products in this sector?
- What are the strategy that such companies used and employed historically in similar markets to build brand awareness, and will it work in the Saudi market and what modifications needs to be taken into its approach to make it more convenience and compatible with the Saudi market?

- How do Clients, contractors, and other parties in this chain understand and act on quality, reliability, and trustworthiness which can be added by such companies, and would it be possible to influence buying decisions as key factors beating other factors like price, and stock availability?
- To what level can the current competitive advantages possessed by the company influence strategic partnership decisions?
- What are main competitive advantages that can be used in this market, and employed to achieve company's targets?
- What are the main key factors that influence the selection of materials to be bought in this competitive market?

Above questions target studying various and different methods of branding strategies, market context, and consumer behavior related to the Saudi Arabian building materials market. By identifying these inquiries, the study seeks to conclude insights that can enrich strategic decisions and enhance brand management practices for multinational companies operating in this challenging yet promising market.

6. Study's assumptions:

Study assumptions are initial viewpoint that are assumed to be true in order to proceed with this study in logical way.

Below are the assumptions for investigating the building of brand awareness for multinational protective coatings companies in the Saudi Arabian construction Giga projects market:

- Cultural Flexibility: Multinational companies can adapt their branding strategies to successfully adapt with the cultural standards and preferences of stakeholders in the Saudi Arabian construction projects market.
- Compliance to regulations: MNCs have the capability to understand and comply with all types of regulations due to its experience working abroad, especially regulations concerning operations, marketing, and product standards.
- Competitive Market: The study assumes that the competitive Market in the Saudi Arabian construction Giga projects market is energetic and includes both local and international competitors fighting for market share.
- Technological Integration and compliance: it is assumed in this study that these companies can comply to the technological and technical requirements of the Giga projects in Saudi Market, in all aspects, which includes performance, pricing, sustainability, etc.

- Brand Perception: The study presumes that perceptions of quality, reliability, and trustworthiness significantly influence stakeholders' decisions in selecting protective coatings suppliers for major construction projects.
- Strategic partnerships: Collaboration and strategic partnerships with local entities and stakeholders are assumed to play a crucial role in enhancing brand recognition and market penetration for Foreigner companies in Saudi Arabia.
- Market Acceptance: This study assumes that market acceptance is existing towards such companies in this field and demand for high-quality protective coatings solutions that meet international standards and local project requirements in Saudi Arabia.

These assumptions give a skeleton for exploring and inspecting the key factors influencing brand awareness and market procedures in the Saudi Arabia construction building materials market, guiding the research process and assist in concluding ,designing methodologies, and understanding findings effectively.

7. Previous studies:

Marketing and branding studies can be used to provide information's and data on the Saudi and GCC markets, this data will be used in surveys and interviews later.

- Deloitte Middle East. (2023). GCC Powers of Construction. Deloitte Insights. This report provides insights into the construction sector in the GCC region, including Saudi Arabia, covering market trends, key players, regulatory environment, and opportunities for multinational companies in the protective coatings industry.
- Usunier, J. C., & Lee, J. A. (2009). Marketing Across Cultures. Pearson Education. Chapter 7 focuses on cross-cultural consumer behavior in the Middle East, discussing cultural dimensions and their implications for marketing strategies, including branding and positioning.
- MEED.Projects (various editions)
MEED's news letter provides solid information about on-going and future projects in the region, especially the Saudi market, mentioning most details for these projects, technologies, and timelines.

8. Theoretical aspects of the study:

Theoretical aspects of the study indicate the frameworks, concepts, and theories that emphasize the research methodology and analysis. These aspects provide a theoretical bases for understanding and explaining the building brand awareness of multinational protective coatings companies in the Saudi market.

- Brand Positioning: Theories of brand positioning, such as the perceptual mapping theory and competitive positioning strategies, shows how brands can differentiate themselves in the minds of customers and stakeholders within such markets.
- Market Entry Strategies: Theories on market entry modes (e.g., Johanson and Vahlne's Internationalization Theory) help in understanding how multinational companies choose their entry strategies into foreign markets like Saudi Arabia. This theory discusses gradual market entry and strategic alliances.
- Cross-Cultural Management Theories, such as Hofstede's dimensions (e.g., power distance, individualism vs. collectivism, uncertainty avoidance) provide insights into how cultural factors influence customer behavior, decision-making processes, and business practices.
- The Stakeholder Theory, as articulated by Freeman, concentrate on understanding the relationships between companies and stakeholders such as (developers, contractors, government entities, clients, designers) in the building materials projects market. This theory assists in identifying key stakeholders, and their point of view.

These theoretical aspects feed a constructed approach to discovering and questioning the factors affecting brand awareness, and help concluding important insights and recommendations to support strategic decision making managers in such companies.

9. Methodology.

Methodologies used in such study should take under consideration the complexity of the Saudi construction market, and the interactions between the contracts chain influencing making buying decisions, and in this stage, methodology is determined as below:

- **The type of research should be and Exploratory Research:** due to the complexity and unique nature of the Saudi market, an exploratory research methodology might be employed. It allows for deep exploring of the key factors influencing brand awareness and the composition of assumptions for further studying.
- And for data collection, various methods should be applied on large scale and on closer scale:
 - for a closer scale, more qualitative approach should be taken, one-one interviews, focused groups, can give you accurate and precise information related to some small-scale projects.
 - on wider scales, Surveys should give you a general overview on the market, and the questions asked previously.
- Limitations can be listed as below
 - **Generalizability:** Due to the specific focus on multinational protective coatings companies in the Saudi Arabian, findings may not apply fully on ther industries
 - **Time Constraints:** Time constraints and logistical challenges in

conducting interviews and surveys within targeted focus groups may affect data collection.

10. Tools.

To be able to collect and analyze data, some tools need to be determined, and in reference to the methodology determined earlier in this study, tools must be used as listed below:

- Data collection tools:
 - Individual interviews, to be conducted after targeting concerned people working in the same industry, from different parts on the contract chain, such as clients, contractors, designers, and suppliers.
- Focus groups, to be targeting gathering and events, gathering concerned groups in this industry.
- Specialized Data collection companies, such as construction projects data collection companies, where they conduct their studies and data collection in the same industry
- Online surveys, and questionnaires can add large scale data, and get more views from large numbers of people activating in this industry
- Data modeling will be done if needed in the form of graphs, tables, on Microsoft office softwares.

11. Limitations.

limitations of this study point to the constraints or challenges that might affect data size, time validity, and specialty of the industry; the following limitations should be considered:

- Generalizability: the results of this study will apply on specific industry which is was conducted in, MNCs Manufacturing Protective coatings brand awareness building and recognition in Saudi Giga construction projects market, and not valid on other industries due to it's specialty and special requirements and type of end users and contract chain involved in the process.
- Samples size, where the study cannot cover a huge number of data owning parties due to the limited time and resources, because of that, information collected will be missing some generality among the industry.
- Data Availability will be a challenge, as many of targeted projects are a high level prestigious projects, related to PIF and 2030 Vision, which make a big part of the information under secret classification.
- Time will be a big constrain in this study, as it is measuring data at the current time, without taking under consideration the historical context and future possibilities.

- Data resources bias, as they are presenting one of the players in the contract chain, some of their opinions, point of views will be biased due to their part in the chain.
- Researcher Bias, as a human, researcher will be focusing on data that supports the study assumptions.

By acknowledging these limitations upfront and addressing them transparently, researchers can enhance the validity and reliability of their findings.

12. references.

(1)MEED.com: REPORT: Saudi Giga Projects – May 2024,
<https://buy.meed.com/product/saudi-arabia-giga-projects/>

(2)

