

# Solution spotlight | Research and market studies

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Staying on top of relevant market and economic trends provides critical information about the business landscape you face now – and are likely to face in the future. Keeping informed of current and future market developments is a vital step in developing your market penetration strategy through identifying new customer and market segments, developing new products and services and expanding your presence.

Keypoint's regional footprint, deep market expertise and multi-lingual team empowers us to deliver market research and a wide variety of other relevant studies in the Kingdom of Bahrain and the wider MENA region. We work collaboratively with our other service lines - including corporate advisory, IT consulting and human capital - to customise our primary and secondary research and use analytical tools, based on your specific needs, to swiftly deliver work products in a variety of languages for a number of different purposes..

Using the skills and expertise of our dedicated multi-lingual research team, we have recently developed market studies and other research on sectors including fintech; financial services; the real estate sector; environmental, social and governance (ESG); and food and nutrition.

## How can Keypoint help?

Our team is committed to quality client service – providing tailored solutions to your unique needs. For more information about our research and studies solutions, contact our team.

## Our research and studies approach



Identifying competitors and analysing their approach to gain insight



Segmenting customer to understand target audiences and tailor individualised solutions



Collecting and collating data to support achievable and realistic goal-setting



Researching markets to discover new growth opportunities

### Contact us:



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