

The background of the slide is a low-angle photograph of several modern glass skyscrapers reaching towards the sky. The perspective creates a sense of height and architectural grandeur. A large, semi-transparent red circle is overlaid on the left side of the image, containing the title text.

# Market Entry Strategy

## Background:

A renowned Swiss cosmetics group, operating internationally in cosmetics, personal care, clothing, accessories, and nutritional products, sought to venture into the competitive market of the United Arab Emirates (UAE). With a presence in over 20 countries worldwide, the company aimed to establish itself in the Cosmetics and Personal Care sector in the UAE. They engaged Intuit Management Consultancy to gain insights into the industry's most favorable segments, developmental opportunities, and potential challenges.

## Challenges



Entering Middle Eastern markets posed challenges in identifying strategic business partners and convincing them of the company's quality and the value of a strong partnership.



The UAE market presented difficulties in tailoring the marketing strategy to fully meet its dynamic demands, adding complexity to the entry process.



Convincing potential partners and adapting to the demanding UAE market proved formidable challenges for the company entering the Middle Eastern markets.

## The Solution:

### 1 Industry Insightful Report

Intuit Management Consultancy delivered a comprehensive report on the UAE's Cosmetics and Personal Care industry, covering various sub-sectors and providing insights into past trends, future growth potential, and market shares.

### 2 Targeted Audience Insights

Leveraging indirect channels like social media and direct marketing, Intuit gained valuable insights into the preferences of the Women's Audience in the UAE, a significant consumer group for cosmetics.

### 3 Market Worthiness Convincing

Intuit successfully convinced the client of the market's worthiness, highlighting the UAE as a rapidly developing and vibrant cosmetics market compared to European counterparts.

## Benefits:

The presentation by Intuit Management Consultancy proved to be satisfying to the client, offering a concise yet comprehensive overview with facts and detailed insights into significant sectors, opportunities, and challenges. Recommendations were provided on market entry options, including local partnerships or independent operations. The statistics and personal insights from the women audience, a challenging aspect, were well-received by the client. With close collaboration with Intuit, the client successfully entered the Dubai Market, connected with the target audience, and is thriving in achieving their objectives in the UAE market.



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