

**MARKETING**  
**LAB** Your Marketing Partner



# MARKETING LAB PROFILE

Aisha Umm Al Momineen St,  
Al-Rawdah District – Jeddah Kingdom  
of Saudi Arabia



marketinglab\_sa



# **Our Story**



After working several years across different industries, MARKETING LAB was founded to capitalize its team diverse experience and knowledge to reframe the future. As a result, MARKETING LAB now is one of the local research & marketing solutions consultancy firm in the Kingdom of Saudi Arabia. MARKETING LAB builds long relationship with businesses from both private and public sectors.

*Our aim is to become trusted partner for businesses*



**Who We are?**

As a Saudi marketing research agency, our primary focus is on helping our clients gain a deeper understanding of their target audience and market landscape. We leverage a wide range of research methods, from surveys and focus groups to data analytics and social media monitoring, to help our clients make informed decisions about their marketing strategies.

If you're looking for a marketing research agency that can help you gain a competitive edge in your industry, we invite you to learn more about our services and how we can help you achieve your marketing goals.

The background features a dark blue field on the left and top, a green field on the bottom right, and a white triangular shape in the top right corner. The text 'Vision & Mission' is positioned in the lower-left area of the blue field.

# **Vision & Mission**

# To be one of the most influential and trustworthy marketing research consulting firm in Saudi Arabia

We believe that effective marketing research begins with a deep understanding of our clients' business goals and challenges. We work closely with each client to develop customized research plans that address their specific needs and provide actionable insights to help them achieve their marketing objectives. We strive to make satisfied and successful experience for all stakeholders to work with us.



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**Purpose**



Keeping businesses growing  
ever-changing  
economic environment

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**Values**

# Value Propositions

- Specialized in providing comprehensive marketing research and consultation services.
- Our solutions are tailored to each client's needs.
- We have a proven track record of delivering results for clients across a range of industries.
- We work tirelessly to ensure that our clients receive the marketing solutions they need to succeed in today's competitive marketplace.
- We understand the local market.



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# Core Beliefs

01



Client focus

02



Collaboration

03



Transparency

04



Ethics & integrity

05



Objectivity

06



Innovation

07



Expertise

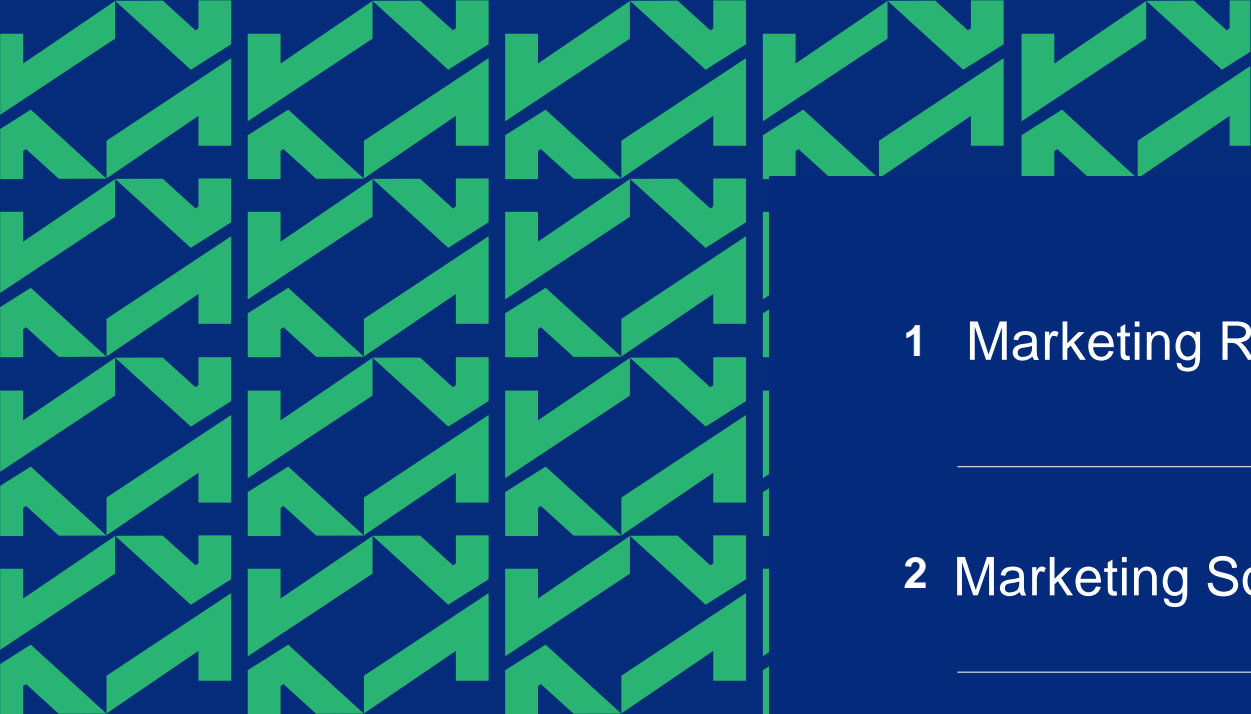
08



Social impact



**What We Do!**



1 Marketing Research



2 Marketing Solutions



3 Affiliation Program





# Marketing Research



- Sales Drop Research
- New Market Entry
- Brand Evaluation
- Exploring New Market Trends
- Data Collection Strategy
- Data Analysis & Insights.
- Mystery Shopping
- Preliminary Study

# Marketing Solutions



Marketing solutions falls under one of the following categories:

- Marketing Strategy & Planning
- Customer Experience (CX) Solutions
- Plans Executions

Each category consists of different practice areas which can be provided based on client's needs and project objectives.

# Affiliation Program



This program is tailored for organizations that look for an external marketing partner which has the experience and dynamism to supervise and provide marketing solutions. Through building a long-term engagement, **MARKETING LAB** will help company's marketing team and management to make informed and appropriate decisions in order to ensure achieving strategic objectives and goals.



**Our Team**



Our team of experienced researchers and analysts is dedicated to delivering high-quality research results that are both accurate and actionable. We pride ourselves on our attention to detail, commitment to excellence, and ability to provide insights that drive real business results.



# Summary of Qualifications

- We have over 10 years of experience in marketing research, advertising, sales, retail, banking operations, management consulting and training.
- We led several consulting projects for both public and private entities for various sectors, including Hajj & Umrah, retail, hospitality, healthcare, education, and non-profit organizations.
- We delivered hundreds of research and consultation services in different areas of marketing, including marketing strategies & planning, and customer experience practices.



# Summary of Qualifications

- Members of Saudi Marketing Association and Saudi Customer Experience Association.
- We have an extensive knowledge of research applications and marketing solutions.
- Possess an in-depth knowledge of the business support landscape and the ability to advise businesses on the range of options available.





**This is  
How We Do it!**



# Our Framework



Briefing  
workshop



**Assessment**



Offering  
Proposal



Developing  
Plan



**Monitoring  
execution**



Delivering  
results



**Some of Our Team  
Previous Projects  
Experience**



وزارة الحج والعمرة  
MINISTRY OF HAJJ AND UMRAH



رسيل للبصريات  
Raseel Vision



جمعية مراكز الأحياء  
بمنطقة راحة المحفزة  
المجلس الفرعي بمحافظة جدة



اورانج Orange



معهد الملك عبد الله للبحوث والدراسات الاستشارية  
King Abdullah Institute For Research & Consulting Studies  
جامعة الملك سعود



بدر للفايبر جلاس والأكريلك  
BADR FIBERGLASS AND ACRYLIC

الرحاب للمطور  
ALREHAB PERFUMES

بندة  
Panda



مجموعة شركات الزاهد  
ZAHID GROUP

فيلاب  
FITLAB

niche  
MARKET  
نيش ماركت

The background features a dark blue field on the left and top. On the right, a green shape rises diagonally from the bottom, meeting a white triangular shape at the top right corner. The word "Milestones" is written in white, bold, sans-serif font in the lower-left area.

**Milestones**



Over  
**50**

Projects delivered within  
cross-sectors



**+100**

Research & management  
consultation services provided



Contributing to achieving high  
awareness and sales results

## For Business Inquiry

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