



WBS MANAGEMENT CONSULTANT
BUSINESS ADVISORY & MANAGEMENT CONSULTANCY

Market Study Report

Packages Plan

Table of Contents of Report – Basic Package (Deliverables)

1. Executive Summary

- a) About Us
 - a) Our Mission Statement
 - b) Our Vision Statement
- b) Products or Service offering
- c) Market Highlights

2. Basic Industry & Market Analysis

- a) Demand Overview of UAE Market
- b) What are Future trends of this market?
- c) What is the demand of these services in the Current market?
- d) What are the market Segments and the Target Market?
- e) How much is the market share of Top players in the market ?
- f) What is the demand of these services/Products in the UAE market?
- g) What is the supply of the relevant services/products in the UAE market ?
- h) What are Future trends of this market?
- i) Factors affecting the demand (its Trends)
- j) What is the Market GAP, you can fill in ?

3. Basic Competitive Landscape's Analysis

- a) Competitor's products & services offerings and their prices
- b) Competitor's Analysis regarding social media i.e., Facebook, Instagram, LinkedIn etc.
- c) Competitor's Analysis
- d) Industry trends that other providers may not be taking advantage of yet
- e) Strengths in your competition that may be obstacles to handle
- f) Weaknesses in your competition that may help you develop selling points
- g) What unique proposition you bring to the market that may resonate with customers
- h)

4. Basic SWOT Analysis

- a) Regarding Strength and Weakness
- b) Opportunities & Challenges

5. Basic Sales & Marketing Plan

- a) Advertisement & Promotion Plan
- b) Marketing Strategy & Implementation
- c) Sales Strategy & Implementation
- d) Marketing Plan
- e) Regarding the Social & Digital Media
- f) Monthly Budget for Digital Media expenses
- g) Google Ads
- h) Website

Basic References

- 1. Useful Web Links and Contacts

Table of Contents of Report – Standard Package (Deliverables)

1. Executive Summary

- a) About Us
 - a) Our Mission Statement
 - b) Our Vision Statement
- b) Description of Business concept
- c) Products or Service offering
- d) Overall Concept
- e)
- f) Market Highlights

2. Standard Industry & Market Analysis

- a) GCC Market Overview
- b) UAE Market Overview
- c) PESTEL Analysis of UAE
- d) UAE Demand & Overview of Market
 - a) How much is the market share of Top players in the market ?
 - b) What is the demand of these services/Products in the UAE market?
 - c) What is the supply of the relevant services/products in the UAE market ?
- e) Market Opportunity
 - a) The size of the market
 - b) Current or potential market share
 - c) Trends in the industry and consumer behavior
 - d) Where the gap is, what has caused the gap, and how you intend to fill it
- f) Target Audience
 - a) What are the demographics of the people most likely to need/buy your product or service?
 - b) What are the psychographics of this audience? (Desires, triggering events, etc.)
 - c) Why are your offerings valuable to them?
- g) What are Future trends of this market?
- h) Factors affecting the demand (its Trends)
- i) What is the Market GAP, you can fill in ?
- j) What are the market Segments and the Target Market?
- k) Who would be your Target Customers or Target Audience means Customer's Analysis ?
- l) If the Client will open his company in UAE, then what would be his ranked in the UAE Market?
- m) Locational Analysis
- n) Geographical Analysis

3. Standard Competitive Landscape 's Analysis

- a) Competitor's products & services offerings and their prices
- b) Market share analysis of top players
- c) Competitor's Analysis regarding social media i.e., Facebook, Instagram, LinkedIn etc.
- d) Competitive Environment –
- e) Challenges for this Business
- f) Special Challenges / Risk Factors
- g) Major Competitors / Similar Businesses

- h) Indirect Competitor
- i) Competitive Thread- In other words mean Competitor's Analysis
- j) Player
- k) Geographical Coverage
- l) Payment Options
- m) Strength of the Competitor
- n) Shipping & Return Options
- o) Ease of Process of Competitor
- p) Regarding Prices of Products & Services
- q) Competitor's Analysis regarding social media i.e., Facebook, Instagram, LinkedIn

4. Standard SWOT Analysis

- a) Regarding Strength and Weakness
- b) Opportunities & Challenges
- c) Challenges for this Business
- d) Special Challenges / Risk Factors

5. Standard Sales & Marketing Plan

- a) Advertisement & Promotion Plan
- b) Marketing Strategy & Implementation
- c) Sales Strategy & Implementation
- d) Google Ads
- e) Website
- f) Advertisement Plan
- g) Promotion Plan
- h) Referral

6. Standard Human Resource Plan

- a) Human Resource – How many will be required in this Business?
- b) Strategic Planning – in Coming Five years, what would be the recruitments of Personnel?
- c) Management or Team Summary

7. Standard Risk & Mitigation Strategies

- a) Business model risk
- b) Operational Risk
- c) Financial Risk
- d) Technological Risk
- e) Credit Risk
- f) Legal Risk
- g) Compliance Risk
- h) Risk of Implementation

Standard References

- 2. Useful Web Links and Contacts

Table of Contents of Report – Comprehensive Package (Deliverables)

1. Executive Summary

- a) About Us
 - a) Our Mission Statement
 - b) Our Vision Statement
- b) Description of Business concept
- c) Products or Service offering
 - a) Overall Concept of Products / Services
 - b) Details of Products / Services
 - c) Product or Services Flow
 - d) Marketing Strategy of Products / Services
 - e) Target Markets to serve.
 - f) Target customer segment
 - g) Perceived opportunity in the Target Market
 - h) Products entry and growth strategy
- d) Market Highlights
- e) Competitive Advanatage – Value Proposition

2. Premium Industry & Market Analysis

- a) Global Market Overview
- b) GCC Market Overview
- c) UAE Market Overview
- d) PESTEL Analysis of UAE
 - i. Demand Overview of UAE Market
 - ii. What are Future trends of this market?
 - iii. What is the demand of these services in the Current market?
 - iv. What are the market Segments and the Target Market?
 - v. Geographical Analysis
 - vi. Locational Analysis
 - vii. Factors affecting the demand & (its Trends)
- b) Market Opportunity
 - i. The size of the market
 - ii. Current or potential market share
 - iii. Trends in the industry and consumer behavior
 - iv. Where the gap is, what has caused the gap, and how you intend to fill it
- c) Target Audience
 - i. What are the demographics of the people most likely to need/buy your product or service?
 - ii. What are the psychographics of this audience? (Desires, triggering events, etc.)
 - iii. Why are your offerings valuable to them?
- d) Marketing Strategy
 - i. The brand positioning vision and how you'll cultivate it
 - ii. The goal targets you aim to achieve
 - iii. The metrics you'll use to measure success
 - iv. The channels and distribution tactics you'll use
- e) What is the Market GAP,you can fill in ?
- f) Who would be your Target Customers or Target Audiene means Customer's Analysis ?

- g) If the Client will open his company in UAE, then what would be his ranked in the UAE Market?

3. Premium Porter's Five Forces Analysis

- a) Threat of New Entrants in the market
- b) Rivalry
- c) Threat of New Substitution
- d) Bargaining Power of Suppliers
- e) Bargaining Power of Buyers

4. Premium Competitive Landscape's Analysis

- a) Major Competitors / Similar Businesses
- b) Competitor's products & services offerings and their prices
- c) Market share analysis of top players
- d) Revenue analysis of top players
- e) Competitive Environment or Competitive Thread
- f) Geographical Coverage & Strength of the Competitor
- g) Ease of Process of Competitor
- h) Competitor's Analysis regarding social media i.e., Facebook, Instagram, LinkedIn.etc.

5. Premium Suggested Business Model

- a) Key Partners (Mainly Suppliers and Stakeholders – Partners are mainly Suppliers and Stakeholders, adding value to the business without being customers.
- b) Key Resources (Assets of the Business and Management Team)
- c) Key activities – Physical Fitness, Yoga, Pilate & Moroccan Bath.
- d) Value Proposition – Entity, Gains, Pains, What Value you will add, what others cannot do?
- e) Key Channels – How This Business will approach to their customers?
- f) Customer's Relationship – What would be Marketing Tools & Tactics to engage them.
- g) Cost / Price Structure – Pre-Operating expenses, Direct Expenses, Indirect Expenses?
- h) Revenue Streams and Pricing – What would be the prices of the Services like Yoga Studio, Pilate Studio & Moroccan bath?
- i) Key Customers – For this Business who will be Customer, Will it be Individual or Corporate?
- j) Action Plan – How can we improve the Business Development activities to bring more Business -Website Development and Physical Premises Development?
- k) Critical Success factors for this Businesses

6. Premium SWOT Analysis

- a) Regarding Strength and Weakness
- b) Opportunities & Challenges
- c) Challenges for this Business
- d) Special Challenges / Risk Factors

7. Detailed Premium Sales & Marketing Plan

- a) Advertisement & Promotion Plan
- b) Marketing Strategy & Implementation

- c) Sales Strategy & Implementation
- d) Sales Forecast or Revenue Generation or Revenue Management
- e) Internet (direct) & Internet (wholesale/3rd party)
- f) Marketing Mix (the 4 Ps)
- g) Price (fares), Place (Sales & Distribution), Promotion, Product. Product (service offering)
- h) Marketing Strategy regarding Social & Digital Media ,Google Ads & Website
- i) Advertisement Plan & Promotion Plan
- j) Referral Business
- k) Artificial Intelligence

8. Premium Risk & Mitigation Strategies

- a) Business model risk
- b) Operating Risk
- c) Financial Risk
- d) Technological Risk
- e) Credit Risk
- f) Legal Risk
- g) Compliance Risk
- h) Risk of Implementation
- i) Executions Risk
- j) Rapid Technological Advances
- k) Availability and retention of professional
- l) What Kind of Challenges are facing by this kind of Business in the market or industry?
- m) How to mitigate the Risks and What would be Mitigation Strategies to reduce the above-mentioned Risk?

Premium References

- 3. Useful Web Links and Contacts

Project Timeline & Execution

Tasks	Basic		Standard		Premium	
	Days		Days		Days	
Executive Management Summary	✓		✓		✓	
Worldwide Industry & Market Analysis	N/A	N/A	N/A	N/A	1	✓
GCC or Middle East Analysis	N/A	N/A	1	✓	1	✓
UAE / Any Other Country Industry & Market Analysis	1	✓	1	✓	1	✓
Niche Market Analysis	N/A	N/A	N/A	N/A	1	✓
Competitor Analysis	1	✓	1	✓	1	✓
SWOT Analysis	1	✓	1	✓	1	✓
Basic & Standard Sales & Marketing Strategy/Plan	1	✓	1	✓	N/A	N/A
Detailed - Premium Sales and Marketing Plan	N/A	N/A	N/A	N/A	1	✓
How to Build a Suggested Business Model	N/A	N/A	N/A	N/A	1	✓
Critical Success factors for Business	N/A	N/A	N/A	N/A	1	✓
Standard Risk Analysis of the Project	N/A	N/A	1	✓	N/A	N/A
Detailed – Premium Risk Analysis of the project	N/A	N/A	N/A	N/A	1	✓
Draft Report Writing	1	✓	1	✓	1	✓
Final Report Writing	1	✓	1	✓	1	✓
Total (No. Days)	07		10		12	