

# Customer Perception & Competitive Intelligence

## THE CHALLENGE

Our client, a major conglomerate in the UAE, was looking to expand its current beauty store business with additional pharmacy and medical departments. The client wanted to test the concept with its current and future clients, and gain competitive intelligence on the market in order to measure the potential of the idea.

## OUR SOLUTION

GemSeek deployed a combination of qualitative, quantitative, and desk research. Through focus group discussions we tested the new concept and different groups of customers' initial perception of the idea. We used quantitative research to validate the initial findings and create 5 distinct customer segments, based on their needs and inclination towards the concept. Lastly, we researched third party reports, articles, news and blogs to gain information on the market trends, other players and their future trajectory.

## THE RESULTS

GemSeek provided a detailed report with actionable insights on each segment's perception of the concept, market assessment and competitive intelligence. Our client used the GemSeek insights to support its business case and its concept approach.

