

COMPANY PROFILE

TURNING
PROBABILITY
INTO **EFFICIENCY**



DARE TO DREAM, AND LET PERHAPS LEAD THE WAY

COMFORT AND THE FEAR OF
CHANGE ARE THE GREATEST
ENEMIES OF SUCCESS.

J. CORON STENSHAUGEN.

Do you spot a new potential/idea to improve your business/organization and its offering but feel afraid of change and what it may entails?

Do you have many "perhaps" and "if" running through your mind as you are navigating through uncertainties and need an expert helping hand?

**Your attention
please!**

You have reached your destination safely... @Perhaps Consultancy we are obliged to make your "perhaps" happens successfully.

GENERAL BRIEF

WHO WE ARE ?

Through our data-driven and cultural insights approach we will deep dive to polish your ideas and potentials and guide you to the safest harbors of success, influenced by our ancestors' spirits in their pearl diving journey in the Arab Gulf when they were diving deep to get the most precious pearls and hand it to their clients worldwide.

We offer: market research, strategic marketing planning, brand strategy, training courses, content consultation and creation, and policy reports.



MARKET RESEARCH AND STRATEGIC MARKETING PLAN GLOBALLY

Major global companies depend heavily on market research (especially consumer-centric research) to develop their strategic marketing planning, market development, product development, and brand strategy.

EXAMPLES



MCDONALD



STARBUCKS



APPLE



LOUIS VUITTON

SPENDING ON MARKET RESEARCH

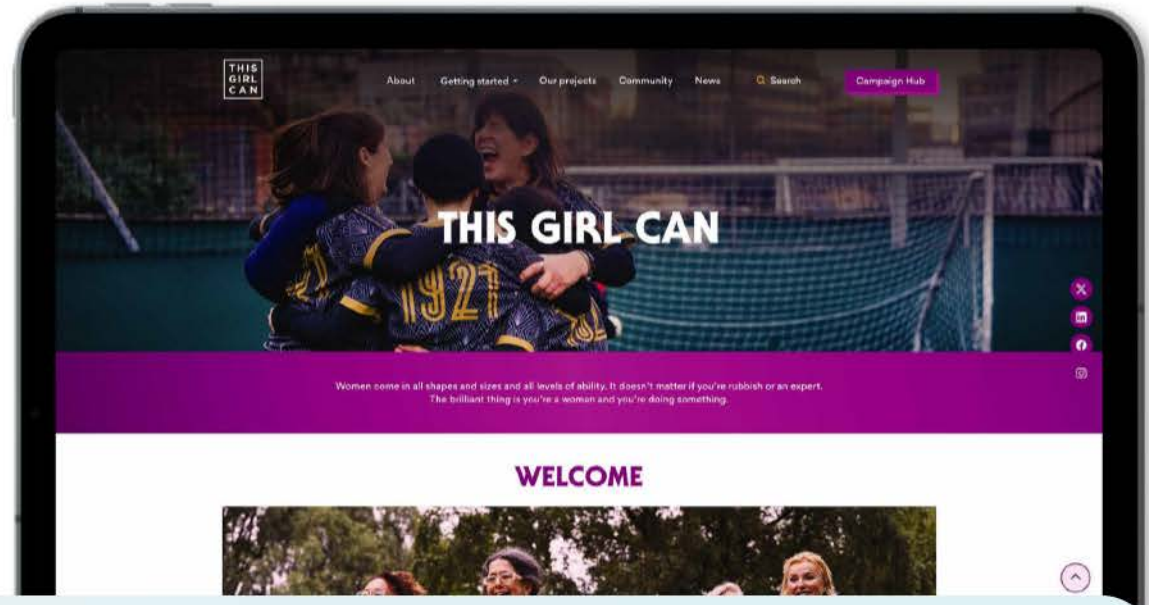


According to recent research data, companies who depend on market research (especially consumer-centric research) generate **60%** more revenue than those who don't.

GLOBAL CASE STUDY

THIS GIRL CAN

ThisGirlCan: when advertising by celebrities and social media influencers backfired.



Sport England, a UK government agency, launched a marketing campaign in 2014 to increase female participation in sports.

Initially, the campaign used celebrities and social media influencers but found little success. Subsequently, Sport England and the advertising agency FCB Inferno conducted consumer research to understand the factors that discourage women from participating in sports. The research revealed fears of judgment, impacts on femininity, bullying, and unrealistic body expectations as key barriers.

Based on these findings, a new campaign called "#ThisGirlCan" was launched.

Its aim was to challenge these fears and encourage women to engage in sports at their own comfort level, even through simple activities like jogging or cycling. Despite costing less than the previous celebrity-driven campaign, "#ThisGirlCan" was highly successful.

Female sports participation in the UK **increased by 41% (2.8 million)**, and the campaign was adopted by other countries and major companies like Nike.

This global case study emphasizes the importance of the expertise and services we are offering at Perhaps Consultancy as a reliable source for market and consumer research solutions and strategic marketing planning.

OUR SERVICES

MARKET RESEARCH

We are specialized in conducting thorough market research, gathering and analyzing crucial data about consumers/audience behavior, target markets, competitors, and industry trends to inform strategic business decisions.

TRAINING COURSES

We provide a range of training courses designed to enhance skills in areas like marketing, brand management, and media content creation, aiding in professional development and expertise.

STRATEGIC MARKETING PLANNING

We offer research-driven strategic marketing planning services, crafting comprehensive marketing strategies that align with business objectives, covering aspects like market penetration, growth, product innovation, and promotional mix.

POLICY REPORTS

Perhaps is adept at producing in-depth policy reports. These reports provide a comprehensive analysis of policies, evaluate their market and industry impact, and offer strategic recommendations for actions or modifications.

BRAND STRATEGY DEVELOPMENT

We focus on developing unique brand strategies. This involves creating a compelling brand strategy that stands out in the marketplace and resonates deeply with the target audience.

MEDIA CREATION SERVICES

We offer expert consultation on media content strategies and excels in creating high-quality, engaging content suitable for a variety of platforms to effectively captivate the target audience.

SUCCESS STORIES

وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture



MINISTRY OF ENVIRONMENT, WATER, AND AGRICULTURE - SAUDI ARABIA

CLIENT'S INFO

The Ministry of Environment, Water, and Agriculture in Saudi Arabia is committed to the sustainable management of the Kingdom's natural resources. The National Centre for Palms and Dates, a key entity within the ministry, aims to enhance the agricultural sector by promoting the cultivation and trade of palms and dates, which are integral to Saudi Arabia's cultural and economic heritage.



BRIEF

We were tasked with conducting a comprehensive market research study to devise a communication strategy for the National Centre for Palms and Dates. Our goal was to enhance awareness, brand perception, and engagement among both the center's employees (internal communication) and its beneficiaries, including traders and investors. This involved highlighting the centre's objectives, initiatives, products, and services.

RESULTS

Our research identified that the National Centre for Palms and Dates has a strong foundation in historical significance and quality products. However, there was a need for improved communication channels and engagement strategies to connect more effectively with stakeholders. We developed a strategic plan that included targeted messaging and interactive platforms, leading to increased brand visibility and stakeholder participation.

SUCCESS STORIES

TRA - BAHRAIN



CLIENT'S INFO

TRA is a government body in Bahrain whose main functions are regulating the telecommunications landscape and infrastructure in Bahrain, as well as protecting the interests of subscribers and users, promoting effective and fair competition among established and new licensed operators, assisting global companies aiming to enter the Bahraini market, licensing telecommunication devices for both businesses and individual consumers, and solving any occurring problem which may disrupt the fluidity of the telecommunications landscape in Bahrain.



BRIEF

We worked on developing a renovated TRA's brand strategy based on both quantitative and qualitative research data, and delivering a robust brand strategy to enhance TRA's brand awareness, brand perception, brand image, and brand appeal to fellow government bodies, businesses, and individual consumers.

RESULTS

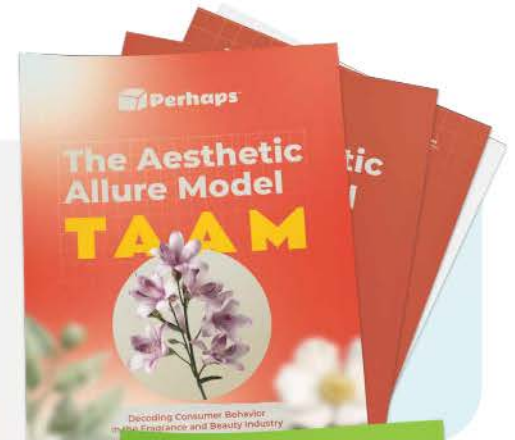
On our research we found out that main strengths of TRA are its highly level of discipline and care of customers, while the weaknesses are its relatively late adaptation of new technologies and the ambiguity of the services it is providing to the customers compared to other players in the market.

The brand strategy we delivered emphasized stabilizing and developing the strengths and offset the weaknesses of TRA we identified through our research.

SUCCESS STORIES

(INNOVATIONS)

At Perhaps Consultancy, our commitment to innovation drives us to innovate many products and solutions among them is our first wave of innovation: our persona-based models to enhance key industries.



1 THE AESTHETIC ALLURE MODEL (TAAM)

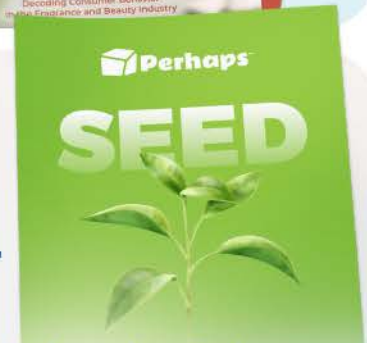
A framework for decoding consumer behavior in the GCC's fragrance and beauty sector, TAAM enhances marketing, product development, and engagement by analyzing diverse consumer personas.

2 THE PREFERENCES, REACTIONS, INTERACTIONS, SENSITIVITIES, AND MOTIVATIONS (PRISM) MODEL



Designed for the online film and TV industry, PRISM offers insights into viewer behavior, optimizing content delivery and marketing, measuring engagement, and developing targeted content.

3 THE SUSTAINABLE ENGAGEMENT AND ENVIRONMENTAL DIVERSITY (SEED) MODEL



Focusing on sustainability, SEED decodes audience motivations and guides strategies to foster sustainable practices and awareness.

OUR COMMITMENT

We transform insights into impactful strategies across various industries, with TAAM, PRISM, and SEED as examples of our innovative persona-based models that we can develop for different sectors.

SUCCESS STORIES

MOHAMMED BIN SALMAN FOUNDATION (MISK) SAUDI ARABIA



Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman
Foundation

CLIENT'S INFO

Established By HRH Crown Prince Mohammed Bin Salman Bin Abdulaziz Al-Saud in 2011, Misk Foundation is a Non-Profit Organization devoted to cultivate and encourage learning and leadership in the youth for a better future in Saudi Arabia.



RESULTS

Our Managing Director Mr. Mubarak Alkubaisi (Alkebaisi) was invited by MISK Foundation to deliver a workshop in MISK Global Media forum in 2019 in the Ritz Carlton Hotel (Riyadh) about the role of new media technologies in creating chances for investors, creating challenges to policymakers, and opening up new career pathways to young Saudi and Gulf generations.

SUCCESS STORIES

GITVC - AUSTRALIA



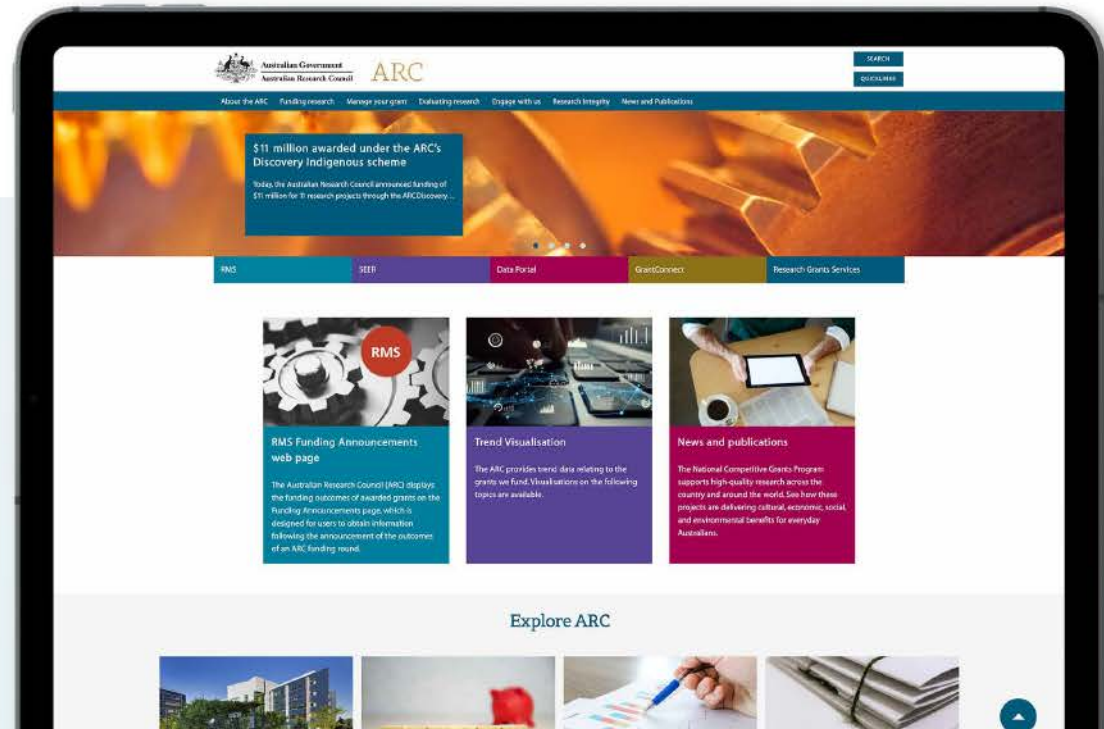
Australian Government
Australian Research Council

CLIENT'S INFO

The Global Internet TV Consortium is a network of media scholars compiling media and relevant IT policy reports from all over the world.

The focus of the consortium is to explore the impact of online media, new media, and new innovative technologies on national markets' policies.

SUPPORTED BY THE AUSTRALIAN GOVERNMENT THROUGH THE AUSTRALIAN RESEARCH COUNCIL (PROJECT DE150100288).



RESULTS

Our Managing Director Mr. Mubarak Alkubaisi submitted a paper after being approached by the consortium about the effects of the advent of new online video platforms originating from the West such as Netflix on the media and IT policy of the GCC countries and market growth opportunities.

SUCCESS STORIES

OCEAN X - SAUDI ARABIA

أوشن إكس
OCEANX



CLIENT'S INFO

OCEANX for Business Solutions is a Saudi consulting company established in 2012 that provides consultative services to both government and private sectors, through local and international expertise and competencies.

OCEANX built long-term relationships with its clients from various sectors through its deep knowledge of the local market.



HIS EXCELLENCY THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY AND HIS EXCELLENCY THE GOVERNOR OF THE DIGITAL GOVERNMENT AUTHORITY VISITED OCEAN X FOR BUSINESS SOLUTIONS.

AMONG ITS TOP CLIENTS IN SAUDI



وزارة الاستثمار
Ministry of Investment



وزارة الثقافة
Ministry of Culture



وزارة الاتصالات
وتقنية المعلومات
MINISTRY OF COMMUNICATIONS
AND INFORMATION TECHNOLOGY



RESULT

We are working with OceanX since 2018 on publishing market reports based on comprehensive market research on many business sectors in Saudi Arabia and the GCC region; among those are two market reports about the perfumes market in the GCC region (with collaboration from Al Majeed Oud Company), and the streaming video-on-demand services in the GCC region.

SUCCESS STORIES

SORBONNE PARIS NORD
UNIVERSITY - FRANCE 

UNIVERSITÉ
SORBONNE
PARIS NORD

CLIENT'S INFO

Sorbonne Paris Nord University is a public university based in Paris, France. In addition to its role as key educational institution it nurtures collaboration opportunities from researchers, businesses, and entrepreneurs from all over the world through its many initiatives and subdivisions.



RESULT

In July 2022 a research group from the University approached our managing director Mubarak Alkubaisi (Alkebaisi) requesting to work on a project about Technology and New Media Policy in the Middle East and the cultural implications of such new technologies.

In May 2023 Mr. Mubarak successfully submitted and published the market policy paper at MSH (a subdivision of the university), and delivered the summary of the project on a 1-day symposium at the University's campus in Paris, France on 1/June/2023.

SUCCESS STORIES

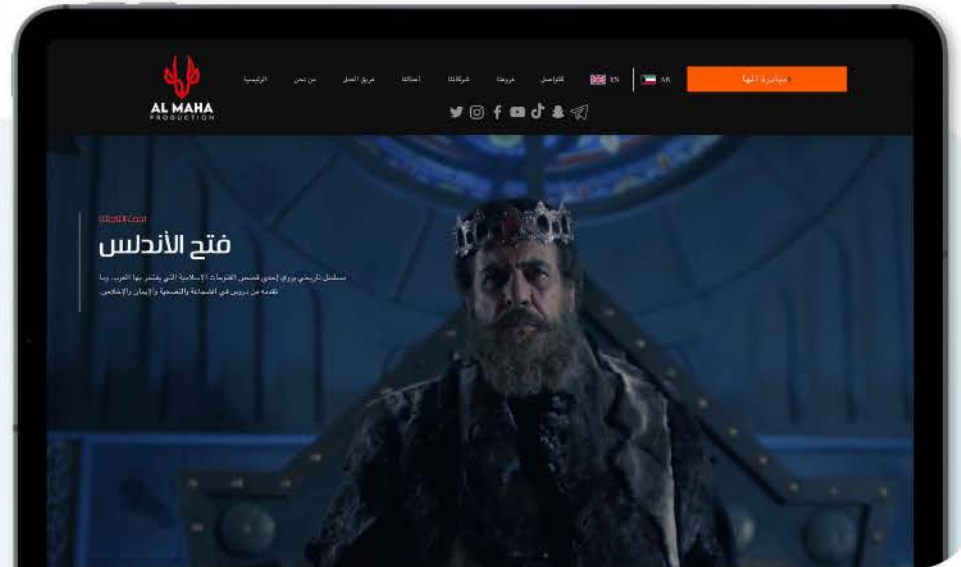


AL-MAHA ARTS PRODUCTION -KUWAIT (IN COLLABORATION WITH QATAR TV - QATAR)

CLIENT'S INFO

Almaha Media Production Company, a company specialized in producing historical TV series. The company has MBC, Saudi TV, Qatar TV, and Sharjah TV among its clients which broadcasted/broadcasting and streaming its productions.

Among its productions are: Antara, Khaled bin Al-Waleed, The Imam Ahmad Bin Hanbal, and Fateh Al-Andalus



BRIEF

Al-Maha Company needed us to work on the script of a historical TV Series "The Imam Ahmad Bin Hanbal" in January 2014 as script consultants and script doctors

RESULTS

We worked as script advisors/consultants to scrutinize and research the historical facts and religious codes within the script of a TV series. Taking part in writing some parts of the scripts and dialogues. Successfully met the required deadlines, polished the script before the production and filming process, and delivered a robust and cohesive script. The TV series was broadcasted in Ramadhan 2017 exclusively on Qatar TV, and then on other television channels and online platforms.

AFFILIATION TO PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS



We are proudly affiliated to the Market Research Society (United Kingdom), the world's leading professional market research association.

It was established in 1946 in London and has more than 5000 global companies and organizations affiliated to it.

OUR TEAM

Our team of affiliated professionals is led by **Mr. Mubarak Alkubaisi (Alkebaisi)** a well-experienced professional who blends both academic and professional expertises, with educational degrees up to PhD level from United Kingdom and Australia, and work experiences in Saudi Arabia, Qatar, UAE, Bahrain, Kuwait, United Kingdom, and remotely with a USA-based company.



THANK YOU FOR REVIEWING OUR PROFILE

We hope to have a fruitful collaboration together to turn your probability into efficiency.

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