



Libyan International Medical University  
Faculty Of Business Administration  
International Marketing Assignment



# Nation Branding and its Impacts towards the Perception of Potential Business Startups

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# 1. Introduction





## 1.1 Abstract

- This Presentation is part of a survey done through interview with colleagues, one of the interview questions was (which country would you open a business in and why), and in the presentation the subject will be summary about the different consumer behavior and brands in five Arab countries which are: Egypt, UAE, Jordan, Qatar and Saudi Arabia,





## 1.2 Introduction

- Branding is an important tool where an entity communicates and recognized in the perception of the consumer.
- National branding is critical to attract tourists and boost investments. The economies benefits and public diplomacy also stands under nation branding.
- A better interpretation of new challenges, opportunities occur on globalized economy.
- Arab counties thrives in various branding resources like cultural educational networks to become better influencers in global economy.





# 2. Countries Chosen



# I. Egypt



- Egypt borders the northeast corner of Africa and the southwest corner of Asia by a land bridge formed by the Sinai Peninsula.
- Egyptian population is up to 98.42 million, and their consumer behavior has changed considerably as the country is mired in a long-term economic recession coupled with currency devaluation. Egyptian consumers have cut down on apparel purchases, which reduced out-of-home entertainment and tried to save on gas and electricity. Price, which had traditionally been an important factor in purchase decisions
- Some of Egypt's famous brands are : Mo'men , mobinil, Elsewedy Electric, etc.



## II. United Arab Emirates (UAE)



- The UAE is situated in the Middle East in Southwest Asia, and its a federation of seven emirates consisting of Abu Dhabi (which serves as the capital), Ajman, Dubai, Fujairah, Ras Al Khaimah, Sharjah and Umm Al Quwain.
- Its Population is up to 9.5 million residents, and the UAEs consumer behavior tends to be big spenders and loyal to their favorite brands.
- Famous brands in the UAE are : Etisalat, Emirates Airlines, and EMAAR, etc.



# III. Jordan

- Jordan is a young state in Western Asia, on the east bank of the Jordan River. The capital and largest city in the country is Amman.
- its overall population is very high for a small nation – about 8 million in 2015 – due to the influx of nearby refugees. And its consumer behavior is changing rapidly with the new generations interest in technology
- Some of Jordan's famous brands are: Al Ameen Coffee, and Aramex, etc.



# IV. Qatar

- It is a peninsula located in the Middle east bordering the Persian Gulf and Saudi Arabia
- Its overall population is only 2.4 million residents
- Qatari consumers have amongst the highest incomes in the world but they must deal with a high and growing cost of living.
- Some of Qatar's famous brands are : Qatar airlines, BeinSport, QNB bank, Ooredoo.



# v. Saudi Arabia

- The Kingdom of Saudi Arabia is the second largest state in the Arab world, located at the convergence of Europe, Asia, and Africa, the Kingdom is a natural bridge connecting people and goods around the world, representing a central logistic core for both global trade routes and for business expansions.
- Its overall population is up to 34.1 million.
- The Kingdom has an oil-based economy and possesses about 16% of the world's proven petroleum reserves.
- Some of the Kingdom's famous brands are : Al Marai, ARAMCO, Kudo, Suntop.





# 3. Survey Outcome





## 3.1 Survey Questions

This survey was done through interview with colleagues and the questions included:

1. Describe each country in one word (Egypt, UAE, Jordan, Qatar, Saudi Arabia).
2. What brand do you associate with these countries ?
3. Where would you like to own a business in and why?





## 3.2 Survey Answers

**Q1 : Describe each country in one word (Egypt, UAE, Jordan, Qatar, Saudi Arabia).**

- **Egypt** : Crowded , Pharaonic, Pyramids, Food, old Automobiles.
- **K.S.A** : Oil, Makkah, Medina, Zamzam Water, Pilgrimage.
- **Qatar**: Money, Supercars, Political Conflict.
- **U.A.E** : Architecture, Luxurious Places, Burj Khalifa, Friendly Citizens.
- **Jordan** : Expensive, The Dead Sea, Good HealthCare, Al Batraa.





## 3.2 Survey Questions

**Q2: What brand do you associate with these countries ?**

- **Egypt** : Mobinil, Mo'men, Cottonile, Elseweday Electric, etc.
- **K.S.A** : Al Marai, ARAMCO, Kudo, Suntop.
- **Qatar**: Qatar airlines, BeinSport, QNB bank, Ooredoo.
- **U.A.E** :Etisalat, Emirates Airlines, and EMAAR, etc.
- **Jordan** :Al Ameen Coffee, and Aramex,etc.





# 4. Conclusion



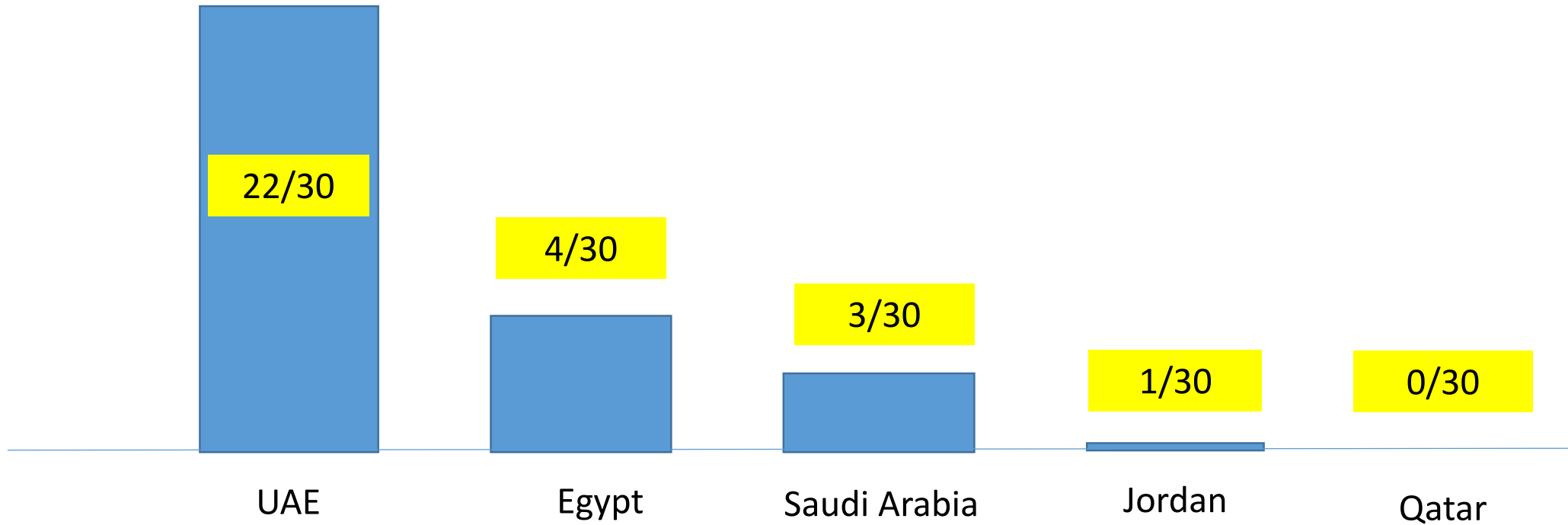




# Conclusion

In conclusion, there was a third question in the interview which was :

**Q3 : Where Would you like to own a business and why?**





# Conclusion



**Q3 : Where Would you like to own a business and why?**

- We have asked more than 10 people this question and the mutual answer was:
- **U.A.E**
- It is an open market country with all the capabilities available, the environment is suitable for investment, for the stability of political and economic conditions in the country, which is a suitable environment for business success.
- The country provides the infrastructure of services, facilities, sources of communication, transportation, air and land, sources of financing, also the geographical location of the state, and the diversity of economic activities that You can invest in, and the commercial market movement for export and import of any product and any service.

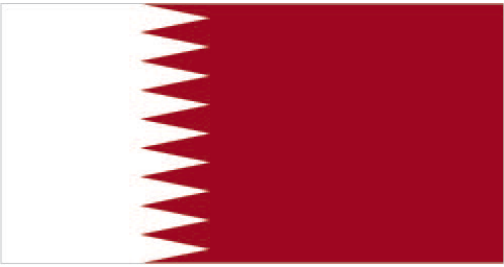




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# Thank You

Any Questions ?