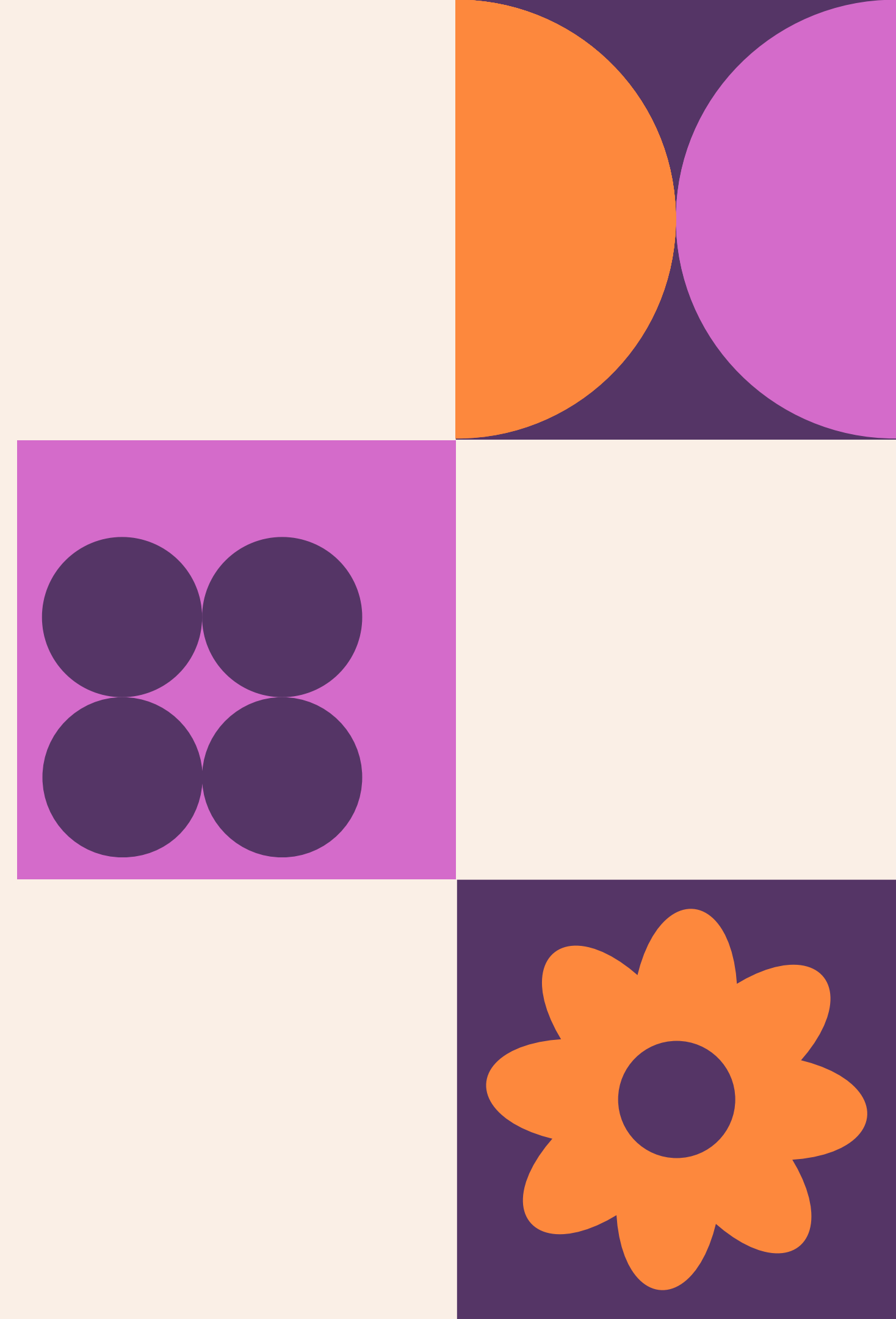


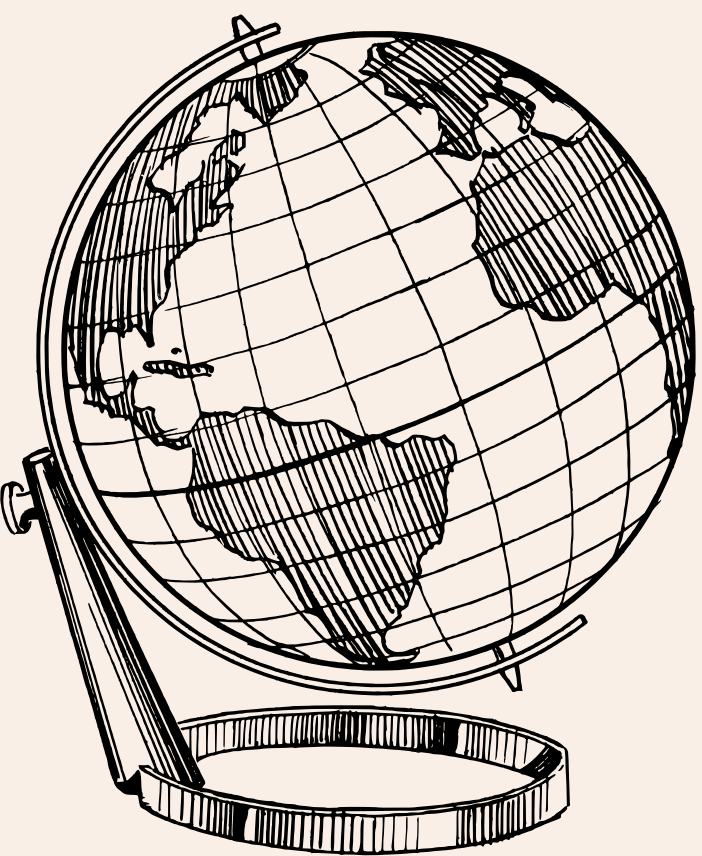
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# High-quality Fabric Turkey to KSA

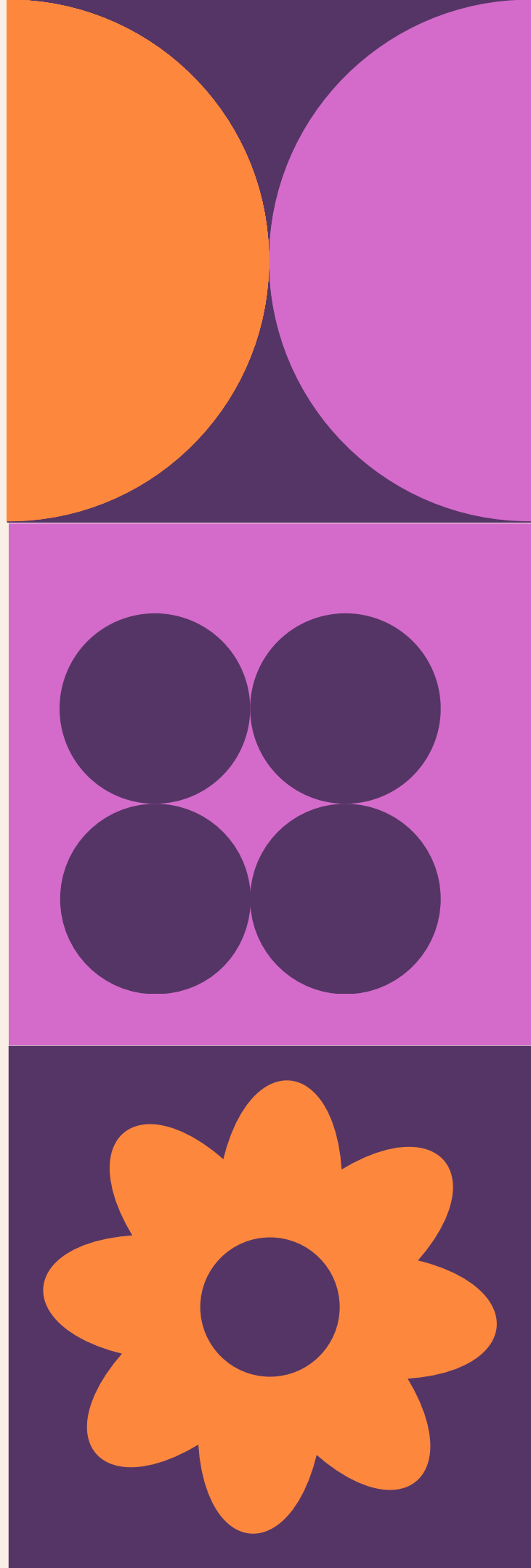
Hamzah Alhalabi  
Ribbal Zehra  
Muhamad Talha Buhari



# **Country Characteristics Distance**



**(Macro-Level)**





**Legal regulations:** There are several legal regulations that you will need to be aware of when exporting to Saudi Arabia, including customs and tariff requirements, import licensing procedures, and documentation requirements. It is important to work with a reliable shipping and logistics partner who can help you navigate these regulations and ensure smooth customs clearance.

**Marketing infrastructure:** The retail sector in Saudi Arabia is highly developed, with a mix of local and international brands. Malls are popular shopping destinations, and there are several major retail chains like Alshaya and Fawaz Alhokair Group. Online shopping is also growing in popularity, with platforms like Noon and Amazon.

**Economic and industrial development:** Saudi Arabia is the largest economy in the Middle East and North Africa region, with a GDP of around \$793 billion in 2021. The country is highly dependent on the oil sector, but the government has been taking steps to diversify the economy through initiatives like Vision 2030. The clothing and textile sector is a growing industry in Saudi Arabia, with a focus on high-quality and luxury products.

**Distance:** The distance between Turkey and Saudi Arabia is approximately 2,000 km, or a 3-hour flight.

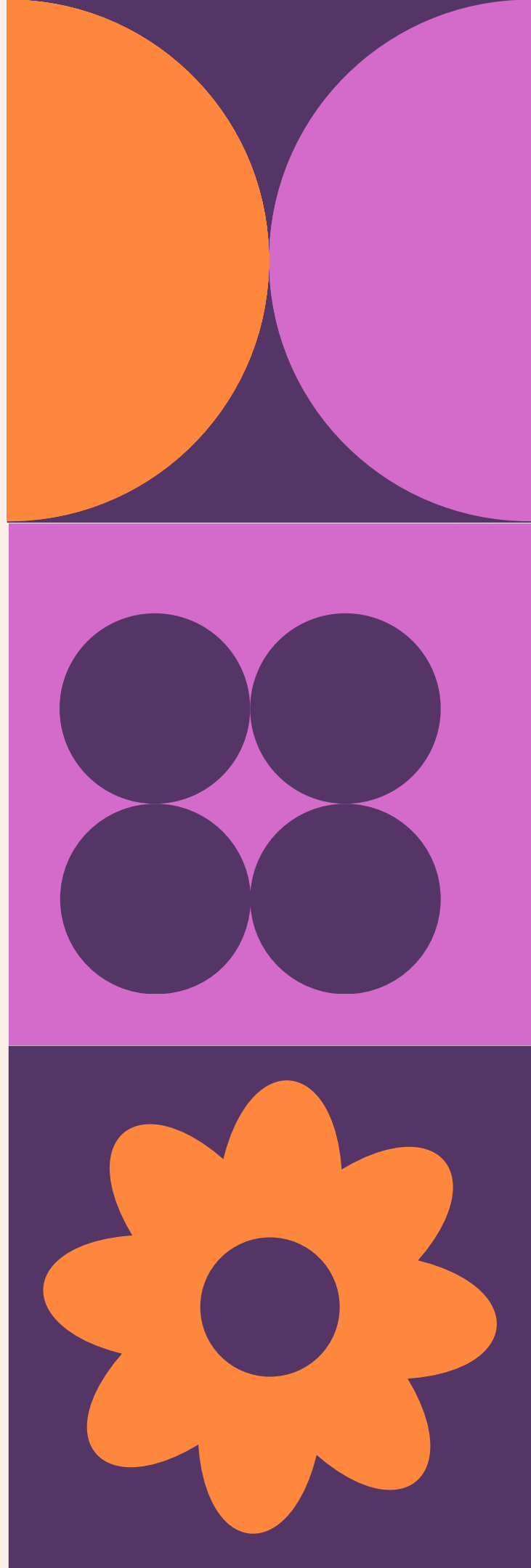
**Competition:** Exporting high-quality garments from Turkey to Saudi Arabia is fierce, with both countries offering attractive pricing and unique designs to capture the attention of consumers.

**Communications infrastructure:** Saudi Arabia has a well-developed communications infrastructure, with high internet penetration rates and widespread use of mobile phones. Social media platforms like Instagram and Snapchat are popular for marketing and advertising.

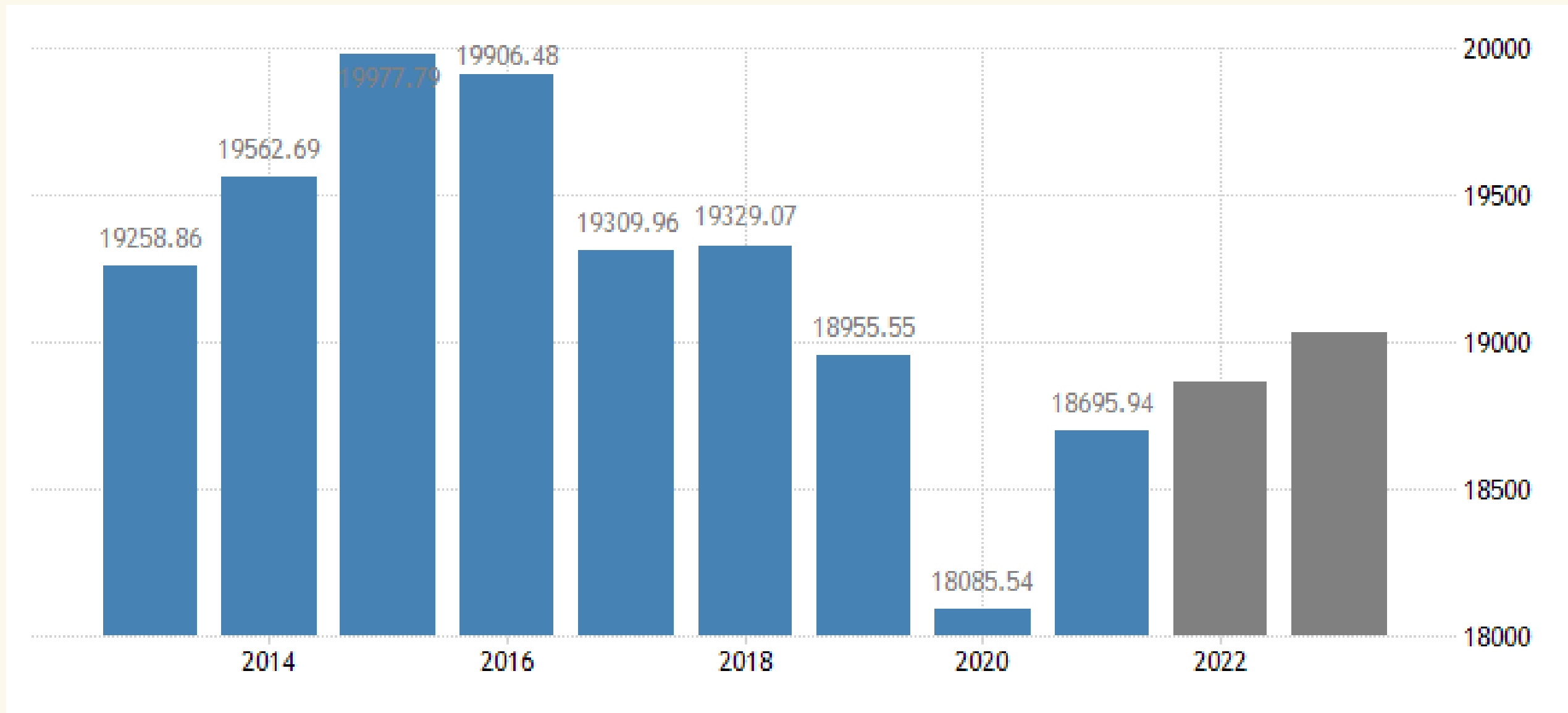
**Technical requirements:** In order to export clothing to Saudi Arabia, you will need to comply with certain technical requirements and standards, such as labeling and packaging regulations. The Saudi Arabian Standards, Metrology and Quality Organization (SASO) is the main regulatory body in charge of enforcing these standards.

# People Characteristics Distance

(Micro-Level)



# Per Capita Income in Saudi Arabia



## Purchasing power of customer

- According to IMF, Saudi Arabia is ranked 19th in the world in terms of purchasing power parity (PPP) with a GDP (PPP) of approximately \$1.98 trillion.

# **Lifestyle**

- Luxurious and high-quality lifestyle

# **Consumer preferences**

- Consumers in Saudi Arabia prefer high-quality textiles that are comfortable, and long-lasting.
- Many consumers look for high-end brands and high-quality fabrics such as silk, cashmere, and linen.
- Traditional attire such as thobes, abayas, and hijabs are commonly worn in Saudi Arabia.

# Literacy Rate

The adult literacy rate in Saudi Arabia was estimated to be **around 94% in 2020**, which is higher than the average literacy rate for the Arab region.  
(UNESCO)



# Language

- The official language is **Arabic**. Used in official documents, newspapers, governments.
- English is widely spoken as a second language, particularly in business and education due to many expats from Asia and Africa working in this region.

# Cultural Values, Traditions, Beliefs & Attitudes

## KSA vs Turkiye

- **Religion:** Saudi Arabia adheres to Islamic principles and is recognized as an Islamic country, whereas Turkey is a secular nation that practices a more liberal interpretation of Islam. The variance in religious beliefs can result in diverse perspectives on societal concerns.
- **Attitudes towards authority:** Criticizing figures of authority is frequently not accepted in Saudi Arabia, whereas in Turkey, there exists a stronger tradition of political opposition and challenging the decisions made by those in power.
- **Modesty:** In Saudi Arabian society, modesty is considered a significant cultural value, particularly for women.



# Cultural Values, Traditions, Beliefs & Attitudes

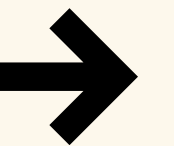
## KSA vs Turkiye

- **Time Orientation:** When it comes to time management, Turkey is generally more flexible in its approach than Saudi Arabia, where punctuality is highly esteemed. This disparity in attitudes toward time can result in differences in how business meetings and other events are planned and executed.
- **Gender roles:** Gender roles are more rigidly defined in Saudi Arabia, with women having fewer rights and opportunities and being expected to adhere to a specific code of conduct in public. Conversely, women in Turkey enjoy greater freedom and equality.



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# competition





**Rival:** Major player in the fabric industry in Saudi Arabia is Al Karam Textiles, a leading textile manufacturer that produces a range of fabrics for both the domestic and international markets. Al Karam Textiles has built a reputation for quality and innovation in its product offerings and has been able to capture a significant share of the local market

**Current competition environment:** There are also a number of smaller textile manufacturers and retailers that compete in the Saudi Arabian market. These companies differentiate themselves by focusing on niche products, such as luxury fabrics or sustainable textiles, and by offering superior customer service and support.

**New entrants:** This means that new entrants may face significant challenges in gaining a foothold in the market and establishing themselves as viable competitor. However, new entrants with innovative products, unique value propositions, and robust marketing strategies may be able to carve out a niche in the market and attract a loyal customer base.

**New entrance opportunity:** Despite the challenges faced by new entrants, the Saudi Arabian fabric industry presents opportunities for growth and expansion, especially in the areas of sustainable fabrics and high-value luxury products. With the right strategy and approach, new entrants can successfully compete in the market and contribute to the continued growth and development of the industry.



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