

“Marketing Architecture and Engineering Consultancy Services in the Public Sector in Saudi Arabia”,

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The paper investigates the marketing practices of A/E consultants in public sector construction in the Kingdom of Saudi Arabia. The research provides an accepted and successful marketing strategy consisting of a direct approach which is carefully targeted and tailored to an intended audience. Both clients and consultants prefer a face to face negotiation when an A/E firm is marketing its services. Clients are by more analytical indices (such as cost or immediate evidence of availability). Two inferences were made: Firstly, the sector will have a difficult time in securing their first commission. Second, the market operates on a highly specific system of networks and contacts. These inferences in turn support the empirical finding that direct marketing techniques are the most effective in the sector. Indiscriminate marketing techniques (such as blanket mailing) with no follow-up are unlikely to meet with any success.