

5 winning strategies to enter the UAE market

If you are a business operating anywhere around the world, you've probably already thought about bringing your business to the UAE – and rightly so. From flexible visa options to tax-free income, to supportive investment and infrastructure landscape, and forward-looking leadership, there are more than enough reasons that make the country a haven for businesses of all makes and sizes to flourish and prosper further.

To access the distinctive market of the UAE, an effective entry strategy is not just a preferred way; it is the only way. Let's have a look at the five most successful market entry strategies that you can choose from to ensure you put your best foot forward and start on the right note.

1. Representative office or a branch office

One of the best ways to go about entering the UAE market is by opening a representative office or a branch office in the country to carry out your business activities. This strategy makes it possible for you to look after your marketing, promotions, and branding needs and tailor your offerings as per the local market.

2. Local partnership

Another option for entering the UAE market is to form a partnership with a local company. You can merge your resources and benefit from the experience and expertise of a local partner and be sure that you are in safe hands with a company that is native and understands the market much better than you do.

3. Link up with a local distributor

Another option for entering the UAE market is to partner with local distributors or vendors. You can hire distributors or retailers for the distribution of your products/services in the local market.

4. Business licensing

If opening a branch office is not your option of choice, you can go for business licensing – one of the most common UAE market entry strategies that international businesses opt for. Unlike opening a branch, if you get a business license, you are allowed to sell your products/services in the country directly, without the involvement of a local agent.

5. Business franchising

Last but not the least is the strategy of business franchising. Big corporates or brands, opt for franchising their business to the local entities under their global expansion plan. If you go for this option, you will have to get a franchise agreement drafted with local entities and you are all set to operate. The most common examples of business franchising can be seen among global FMCG brands.

NOTE: Read our accompanying blog post for more information on these winning strategies: <https://seedgroup.com/2021/06/5-winning-strategies-to-enter-the-uae-market/>