

Analysis Of Market Potential With Special References To LDCs And Saudi Arabian Market.

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Abstract

This research explores the market potential, with specific reference to Less developed Countries (LDCs) in general and Kingdom Of Saudi Arabian (KSA) Market potential in particular.

It employs secondary data and draws conclusion, however this study is not a formal market research project which can be viewed as a series of steps (research) process.

The research begins by stating the objectives and importance of the study. The second section provides an overview of the literature in this field including, KSA significant potential market and methods used in analyzing market potential in general and LDCs in particular.

Overall, the result of this research suggests that future forecasting methods which range from the crude to the highly sophisticated are spans both current and future operations, where production and import trends method proved to be the most suitable technique for analyzing KSA market potential which still comprises one of the most important markets and offers tremendous marketing opportunities. The study provides an attempt to justify this selection.

The last section presents the various findings in more detail, discusses the theoretical and practical implication, and finally provides some suggestion for future research in this field.