

Thakaa Workshop: Discover the Target Market Using Data

Table of Contents

About the Workshop

Collaborating Entities

Workshop Objectives

Target Audience

Workshop Participation

Workshop Impact

Conclusion

About Thakaa Workshop: Discover the Target Market Using Data

About the Workshop

Market research is a technical study that involves collecting data to help entrepreneurs identify customer preferences and needs.

The Workshop Agenda

1. Understanding Target Market Analysis.
2. Analysing the Target Customer.
3. Identifying and Validating the Customer.
4. Crafting a Compelling Value Proposition.

The Collaborating Entities

Nada Alnefaiy

Nada Alnefaiy is a business development and marketing consultant, certified by the Ministry of Commerce, an accredited management consultant, and a marketing and sales consultant at the Entrepreneurship Support Center and Nawafth App for Enterprises. She is also a business development, project management, marketing, and sales consultant for several private and government entities where she assists entrepreneurs in problem-solving, business planning, and improving growth and performance. She is a certified trainer and member of the Saudi Governance Association, a quality ambassador, and a member of the Consumer Protection Association, and the Director of Events and Exhibitions Management at the Taif Chamber of Commerce.

The logo for Nada Alnefaie is displayed on a dark blue rectangular background. It features the letters 'NADA' in a large, white, serif font, with 'ALNEFAIE' in a smaller, white, sans-serif font directly below it.

NADA
NADA ALNEFAIE



The Workshop Objectives

- Acquire the skills and knowledge necessary to conduct market research effectively for technology projects.
- Develop and refine a compelling value proposition tailored to your specific project or business.



Target Audience

Entrepreneurs and SME Owners



Workshop Participation



Participants

66



Number of Registrations

148



The Satisfaction Rate

85%

The questionnaire was filled out by 30 attendees



The Workshop Impact

- Facilitating the exchange of experiences and knowledge with industry experts and specialists.
- Expanding your knowledge base within the field.

Thank you

We wish you a promising future filled with constant innovation

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