



برافو ميديا  
bravo media  
Advertising & Marketing

# Pulse of the Middle East Healthcare 2006

Bahrain Medical Industry Monitoring Report in Brief



01.	Introduction .....	Page. 02
02.	Healthcare and the World .....	Page . 03
03.	Healthcare Industry - Middle East .....	Page. 04
04.	Healthcare Industry - Bahrain .....	Page. 06
05.	Bahrain Healthcare Expenditure .....	Page. 09
06.	Bahrain Healthcare Infrastrucure .....	Page. 10
07.	Present Senario of Bahrain Healthcare .....	Page. 11
08.	Challenges ahead for Bahrain Healthcare .....	Page. 11
09.	Branding and Marketing Healthcare .....	Page. 11
10.	The Need of Marketing .....	Page. 11
11.	Promoting the Product .....	Page. 13
12.	Marketing the Services Sector .....	Page. 14
13.	Market Research .....	Page. 14
14.	Forces Affecting the Modern Marketing .....	Page. 15
15.	Specialised Marketing Development .....	Page. 16
16.	Bravo Media - Agency Self Portrait .....	Page. 17



## A Brief Introduction

Dear Client, Let us take you through an insight of our *Pulse of the Middle East Healthcare 2006*. The purpose of this report is to articulate the need of a proficient marketing & communication strategy for the Medical Sector of Bahrain, and are lacking branding in their business to achieve success in this highly competitive field.

The global marketplace continues to be very competitive. Businesses have been challenged to increase their levels of quality, improve their product and services line. Significant progress has been made in these areas, but one of the most important strategies of the marketplace of today is **"forcing buyers to buy rather forcing the seller to sell,"** yet every business has to be understood and achieve.

There are many perspectives and opinions on this topic, but there is only one solution to achieve these objective is to have a result oriented marketing & communication strategy. Therefore, the subjectivity of business development has created a challenge for many individuals and businesses to overcome.

To help define the meaning of marketing it is important to monitor the marketplace. We hope that, by providing you with the compilation of this data, you will be benefit.

This report was driven by the need for internationally agreed targets and indicators for which there were reasonably good data. The report reflects a multi-dimensional understanding of healthcare sector, which is measured not only by size and growth trends but also by maturity of the industry, life style, psychology and purchasing patterns of the consumers of Middle East. Bravo Media analyzes the healthcare market sector & sets a baseline, document successes and focus attention on areas in need of increased effort. This report is based on a review of the national healthcare entrepreneurs as of 29, December 2005. Information from survey of various organizations and associations used to endorse the message.

---

## Healthcare and the World

Three basic systems of medical care exist in the world today: public assistance, private market-based health insurance, and national health-service systems funded by taxation. As of mid-2003, the first is dominant in 108 countries, constituting 49 per cent of the world's population; these countries are located in Asia, Africa, and Latin America. For the great majority of the people in these countries, whatever medical care is available is provided through a means-tested public-assistance system for the



poor. This includes government hospitals and health centers financed by general taxation. The system and its facilities are generally under-financed, overcrowded, and understaffed. In addition to such systems administered by health departments, programmes may exist that are operated by social security agencies for industrial and white-collar workers. Where they exist, these programmes usually cover only a small part of the population. In all these countries a small stratum of landowners, businesspeople, officials, and professionals use private doctors and hospitals for their care.

In the modern era, life is becoming stressful. Diseases like Diabetes, Hypertension, Hypercholesteremia, Obesity, and Arthritis are increasing even though the standard of living and facilities have improved. Lack of physical exercise and unhealthy eating habits lead people to various sicknesses.

Healthcare is one of the leading industries around the world with global revenues of an estimated US\$ 2.8 trillion; the healthcare industry is the world's largest industry.

Private health insurance funds free-market delivery of medical care in 23 countries, constituting 18 per cent of the world's population. In many of these countries private health insurance supplements a national system of health care delivery funded by taxation. In industrialized nations with capitalist economies in Western Europe, Australia, Japan, and Israel a mix of governmental and non-governmental insurance exists.

---

## Healthcare Industry – Middle East

In the 7th century a vast portion of the Eastern world was overrun by Arab conquerors. In Persia, the Arabs learned of Greek medicine at the schools of the Nestorian Christians, members of a sect in exile from the Byzantine Empire. These schools had preserved many texts lost in the destruction of the Alexandrian Library. Translations from Greek were instrumental in the development of a scientific revival and an Arabic system of medicine, based on Greek and Roman thought, throughout the Arab-speaking world. Followers of the system were known as Arabists.

Important among Arabist physicians were: al-Razi, a famous clinician and writer, who was the first to identify smallpox, in 910, and measles and to suggest blood as the cause of infectious diseases; Isaac Judaeus, the author of the first book devoted entirely to dietetics; and Avicenna, whose famous Canon remained the standard synthesis of the doctrines of Hippocrates, Aristotle, and Galen.

Arabists of the 12th century include: Avenzoar, who first described the parasite causing scabies and was among the earliest to question the authority of Galen; Averroës, recognized as the greatest commentator on Aristotle; Averroës's pupil Maimonides, whose works on diet, hygiene, and toxicology were widely read; and Al-Quarashi, also known as Ibn al-Nafis, who wrote commentaries on the writings of Hippocrates and treatises on diet and eye diseases, and, most importantly, was the first to indicate the pulmonary transit of blood, from the right to the left ventricle via the lungs.

The Arabists did much to elevate professional standards by insisting on examinations for physicians before granting a licence. They introduced numerous therapeutic chemical substances, excelled in the fields of ophthalmology and public hygiene, and were more skilled than the physicians of medieval Europe.

Islamic medical literature revolutionized the subsequent development of Western medical tradition. A significant feature of its impact is the fact that some major Islamic medical treatises were soon adopted as textbooks in European universities and remained part of the medical syllabus until the 18th century. Likewise, Arabic manuscripts on medicine, as well as on other scientific topics, were collected and treasured by wealthy individuals and kings as part of their private libraries. The authority of medieval Islamic medicine remained virtually unabated for several centuries after Islamic hegemony had disappeared.

The Middle East's healthcare market is worth an estimated of US\$ 81.4 billion

---

according to executives of the region's leading medical exhibition and conference and is proving one of the fastest-growing and most attractive markets for the world's hospital equipment and services companies.

One of the most significant forces driving expansion of Gulf health systems is increasing growth in population. Over the last 5-years, the collective population has risen from 28.6 million to an estimated 34.1 million in 2005. Some markets, such as Saudi Arabia, have seen a 5-year rise in population of 3.3% - or 3.7 million health consumers.

Interest in the sector is being boosted by a number of major medical projects within the Middle East, including Dubai Healthcare City and the International Medical Center in Jeddah; an expanding population; and a developing potential for regional healthcare tourism.

The Middle East's healthcare sector is expanding rapidly, and recognition of the impact this will have on both the economies and the lives of the people of this region is reflected in the ongoing success of Arab Health.

The Impact of Urban Living on the Family and the Individuals: Rural-urban migration has played, and is still playing, a significant role in urban transformations in most Arab Gulf cities, and has significant impact on the nature and type of urban life, especially at the family level. Changes are also affecting the family and the individual in the context of the current urban transformation.

The discovery of oil led to deep integration of Gulf society in the international capitalist market. That integration exposed Gulf society to the advent of ethnic, financial, technological, intellectual and ideological influences, which led to radical changes in the social and economic life of society. The changes transformed most Gulf societies into urban societies. Urbanisation rates peaked in most Gulf Countries, reaching 90% in Kuwait, 80% in Bahrain, 85% in Qatar and 70% in United Arab Emirates. (1) The city became the unavoidable reality of life in the Gulf. It even became the only such reality in most Gulf countries (Kuwait, Qatar and the United Arab Emirates) with the majority of the population living in fast-growing cities.

There is no doubt that the urbanization and modernization processes that swept traditional Gulf cities had an impact on family health. Changes in life style could possibly be some of the most severe and complicated health problems facing Arab Gulf societies at the present time. Citizens have moved from living in small-size traditional communities to residing in complex cities characterized by impersonal and secondary social relationships. The Gulf city succumbed to global values. It witnessed the spread of consumerism, materialist values and personal interests.

## Health Industry - Bahrain

Bahrain has faced a rapid transition in its socio-economic status, which resulted in great changes both in life-style and in patterns of health and disease. There has been a marked decline in infectious diseases and an increase in chronic diseases. Rapid socio-economic development has led to great changes in health and disease patterns in Bahrain. Specifically, chronic diseases are replacing infectious diseases as the leading causes of morbidity and mortality.

Bahrain has a modern health system. All Bahrainis receive free state health care; most companies offer their expatriate workers some sort of health coverage, either through insurance companies, in which case rates are negotiable, or through arrangements with one or more of the local private hospitals. There is a BD 3 (US\$ 8) fee for expatriates attending an emergency clinic in a government hospital. The Government of Bahrain is currently studying a compulsory medical insurance scheme for expatriates in order to cover at least some of its costs.

The Bahrain healthcare industry is undergoing phenomenal expansion. Private hospitals and continued investment in the public health programmes are driving the pace. Together, this health infrastructure serves a population of over 724,645, growing at about 2.7% annually.

The performance of any economy is driven by the size and wealth of its middle class. Bahrain aspires to increase the size and wealth of its middle class to that of other developed economies. Bahrain's over 60% of the strong middle class society is driving unprecedented demand for quality healthcare.

Region	Total			Non-Bahraini			Bahraini		
	Total	Female	Male	Total	Female	Male	Total	Female	Male
Hidd	13,036	5,476	7,559	4,334	1,132	3,202	8,702	4,344	4,357
Muharraq	102,986	46,365	56,621	33,133	11,774	21,359	69,853	34,591	35,262
Manama	172,459	61,833	110,626	121,700	36,647	85,054	50,759	25,187	25,572
Jidhafs	58,662	27,431	31,230	9,466	2,817	6,649	49,195	24,614	24,582
Northern	48,923	23,284	25,639	13,828	5,941	7,888	35,095	17,344	17,751
Sitra	49,187	18,847	30,340	16,092	2,373	13,719	33,095	16,473	16,622
Central	55,965	23,279	32,685	17,074	4,068	13,006	38,890	19,211	19,679
Isa Town	41,187	20,568	20,619	6,057	3,115	2,942	35,130	17,453	17,677
Riffa	89,723	37,024	52,699	42,153	13,678	28,475	47,570	23,346	24,224
Western	29,252	13,038	16,213	5,326	1,007	4,319	23,926	12,032	11,894
Southern	4,354	976	3,378	2,744	253	2,492	1,610	723	887
Hamad Town	58,912	29,767	29,144	4,246	2,781	1,465	54,666	26,986	27,680
<b>Total</b>	<b>724,645</b>	<b>307,890</b>	<b>416,755</b>	<b>276,154</b>	<b>85,586</b>	<b>190,568</b>	<b>448,491</b>	<b>222,304</b>	<b>226,187</b>

Note: Figures may not add to the total due to rounding .  
Population Estimates - 1st July 2005 .

According to the Insurance Regulatory and Development Authority, the Bahrain healthcare industry has the potential to show an exponential growth that the financial industries have shown in the past decade. Only 10% of the market potential has been tapped till date.

The growth of the healthcare industry is to be fuelled by the rising purchasing power of the Bahraini middleclass, which is willing to shell out more for quality healthcare that is today more available than, say 50 years ago, thanks to the involvement of the private sector in the healthcare industry and hospital management.

Today, health organisations must balance quality care and accountability with limited resources and funding. And in an environment of constant reforms, it is imperative that organizations involved in the health sector are able to adapt to meet new operational constraints.

General Clinics Visits by Health Center					
Health Center	General Clinics Visits				
	Total	Holiday	Night	Evening	Morning
<b>Health Region I</b>	<b>529,493</b>	<b>101,922</b>	<b>22,635</b>	<b>148,140</b>	<b>256,796</b>
Muharraq	281,747	101,922	22,635	100,164	57,026
Sh.Salman	90,148	-	NA	23,100	67,048
National Bank of Bahrain	103,450	-	NA	24,876	78,574
Dair	54,148	-	NA	-	54,148
<b>Health Region II</b>	<b>509,666</b>	<b>105,294</b>	<b>NA</b>	<b>135,850</b>	<b>268,522</b>
Naim	287,015	105,294	NA	121,139	60,582
Ibn Sinna	34,022	-	NA	-	34,022
Sh.Sabah Al Salem	49,802	-	NA	-	49,802
Hooraa	29,123	-	NA	-	29,123
Al Razi (Workers H.C.)	109,704	-	NA	14,711	94,993
<b>Health Region III</b>	<b>703,719</b>	<b>85,669</b>	<b>NA</b>	<b>176,272</b>	<b>441,778</b>
Isa Town	312,413	85,620	NA	114,549	112,244
Jidhafs	170,788	49	NA	61,723	109,016
Budayia	98,533	-	NA	-	98,533
Bilad Al Kadeem	51,195	-	NA	-	51,195
A' Ali	70,790	-	NA	-	70,790
<b>Health Region IV</b>	<b>725,982</b>	<b>99,173</b>	<b>NA</b>	<b>232,005</b>	<b>394,804</b>
Hamad Town	65,346	-	NA	-	65,346
Sitra	204,795	44,865	NA	83,637	76,293
Hamad Kanoo	77,425	-	NA	-	77,425
East Riffa	92,937	-	NA	38,569	54,368
Kuwait	73,809	-	NA	18,175	55,634
Mohammed Jassim Kanoo	201,305	54,308	NA	91,624	55,373
Jaw & Asker Clinic	3,204	-	NA	-	3,204
Zallaq Clinic	7,161	-	NA	-	7,161
<b>Total</b>	<b>2,468,860</b>	<b>392,058</b>	<b>22,635</b>	<b>692,267</b>	<b>1,361,900</b>

*Note: Visits to General clinics include doctor and exclude patients using nursing, radiology and laboratory services.*

---

Faced with caps on insurance reimbursements, increasingly stringent regulations, rising supply costs, staff shortages, and growing demand for services from an aging population, healthcare organizations are faced with intensifying challenges to maintain profitability.

However, the healthcare industry is currently being pushed to cut costs and pay closer attention to the bottom line. Cost pressures are identified as one of the top business issues facing healthcare over the next two years. The industry is beginning to recognise that manually driven, labour-intensive operations and processes are ineffective and costly, and can quickly diminish profits.

Bahrain the keen follower of it's neighboring nations such as Dubai is having an untapped potential market for many sectors, healthcare is one among those. Bahrain is small size and central location among Persian Gulf countries require it to play a delicate balancing act in almost all of its business affairs among its larger neighbors.

Since the 1960s, Bahrain has started an economic diversification strategy that favored non-oil sectors Bahrain has identified 6 economic clusters as the most promising industry sectors for (foreign direct) investments:

1. Tourism
2. Financial Sector
3. Business Services
4. Aluminum & Downstream Industries
5. Logistics
6. Healthcare, Education and Training

Economic performance of Bahrain has been good, especially GDP and employment growth. In addition, a number of important initiatives have recently been successfully completed. However, the underlying economic health indicators are less positive, especially investments and private sector share of it.

For the past twenty years, Bahrain has served as the principal financial center for the Gulf region and much of the Arab world. Bahrain's financial institutions attract funds from the Gulf and beyond. Financial services now account for upwards of 20 percent of Bahrain's Gross National Product.

Now Bahrain seeking a bigger role for it's insurance sector. In May 2002, the Government of Bahrain transferred the regulatory responsibility for the insurance sector the Bahrain Monetary Agency (BMA). In early 2003, BMA announced a new, four-pronged strategy is being launched to position Bahrain as a leading insurance center in the Middle East.

The core elements of the strategy are:

1. Expansion of the domestic insurance sector.
2. Improving the offshore sector.
3. Upgrading the regulatory framework.
3. Enhancing the country's status as a regional insurance center.

In gross premium terms, the non-life sector represents some 79% of the local market (total premiums underwritten amounted to US\$180 million in 2002). Life Assurance premium revenues are growing fast. Total premiums underwritten by exempt insurance companies are expected to reach about US\$ 600 million in 2003.

### Bahrain Healthcare Expenditure

Bahrain's expenditure on health, in terms of percentage of GDP, is amongst the highest for developing countries. In 2005, it was estimated at 4.4%. The Government of Bahrain expenditure on health care is nearly 9.5% for the same year. This can be attributed to the current priority to develop extensive basic health infrastructure, medical education and an extensive public hospital system.

Most medical technology innovations over the past few decades have led to annual increases in healthcare services expenditure. In the Kingdom, it is estimated that this is increasing by 1% annually. However, this is not solely direct expenditure incurred from the purchase of technology it also includes the staff and support costs required to provide services to patients.

Countries	Total expenditure on health (% of GDP)	Per capita total expenditure on health (US\$)	General Govet., expenditure on health (% of total general government expenditure)
Bahrain	4.4	517	9.5
Egypt	4.9	59	6
Iran	6	104	9
Iraq	1.5	11	0.7
Jordan	9.3	165	12.5
Kuwait	3.8	547	5.6
Lebanon	11.5	568	9.1
Oman	3.4	246	7.3
Qatar	3.1	935	6.8
Saudi Arabia	4.3	345	11.6
Syria	5.1	58	6.5
Syria	3.1	802	7.3
United Arab Emirates	3.7	23	3.5
Yemen			

Source: World Health Organisation (2005)

While there is a desire to encourage technological advances in medical technology, with subsequent increases in industrial output, employment, and exports, there is at the same time, pressure to increase cost-effectiveness of health care and to contain further increases in costs in the National Health Service.

## Bahrain Healthcare Infrastructure

The medical care infrastructure in Bahrain includes nearly 2,268 doctors (including 295 Dentists), 5,378 Nurses, 41 hospitals (including 23 clinics), with nearly 2,033 beds (both Govt. and Private) are serving to almost 4,464,026 patients per year. Bahrain has a comprehensive network of clinics and hospitals across the island ensuring that nationals and expatriates have access to healthcare. Despite an extensive public healthcare infrastructure, the private sector now dominates the market.

Bahrain's healthcare system is organized and administered by the Ministry of Health in conjunction with other ministries, the private sector and its communities. Primary healthcare is extensive with a well-established network of health centers and clinics providing ante- and postnatal care, family planning services, immunisation, curative & preventative dental treatment, laboratory, radiology, nursing and physiotherapy services.

Description		2005	2004	2003	2002	2001
Physicians	Government	1,167	1,086	1,021	995	944
	Private	806	496	274	244	160
	<b>Total</b>	<b>1,973</b>	<b>1,582</b>	<b>1,295</b>	<b>1,239</b>	<b>1,104</b>
Dentists	Government	111	103	100	96	83
	Private	184	157	86	67	63
	<b>Total</b>	<b>295</b>	<b>260</b>	<b>186</b>	<b>163</b>	<b>146</b>
Nurses	Government	2,910	2,798	2,661	2,546	2,547
	Private	925	704	495	428	312
	<b>Total</b>	<b>3,835</b>	<b>3,502</b>	<b>3,156</b>	<b>2,974</b>	<b>2,859</b>
Allied Health	Government	1,108	1,069	895	750	771
	Private	435	402	115	144	77
	<b>Total</b>	<b>1,543</b>	<b>1,471</b>	<b>1,010</b>	<b>894</b>	<b>848</b>
In-Patients	Government	84,167	78,356	77,710	76,624	71,756
	Private	14,094	10,863	8,387	6,838	4,435
	<b>Total</b>	<b>98,261</b>	<b>89,219</b>	<b>86,097</b>	<b>83,462</b>	<b>76,191</b>
Out-Patients	Government	3,953,897	3,854,060	3,766,526	3,674,545	3,532,115
	Private	510,129	483,786	420,463	341,478	309,003
	<b>Total</b>	<b>4,464,026</b>	<b>4,337,846</b>	<b>4,186,989</b>	<b>4,016,023</b>	<b>3,841,118</b>

\* The data for all the years were reviewed and modified.

---

## **Present Scenario of Bahrain Healthcare**

The most fundamental structural change affecting the Bahrain healthcare sector is the altering demographic and socio-economic profile of the country. The emergence of the private sector in the healthcare industry has totally changed the face of this sector. Medical and health tourism are the new avenues for earning valuable foreign exchange.

## **Challenges Ahead for Bahrain Healthcare**

The biggest hindrance to the growth of the healthcare sector is the lack of infrastructure especially targeted to the large middle class community of the region. In addition, competition from other Asian, European & Neighbouring countries like India, Germany & Jordan etc. has posed a challenge to this industry.

## **Branding & Marketing Healthcare**

Every hospital or clinic has a brand, but relatively few realise it. All successful healthcare institutions are aware of the brand their organisation carries and are able to exploit it. Indeed, the most successful hospital management has built the brand consciously, and has it reflected in every communication, from signage to press release. For those who do not think they have a brand, or don't know what it is, success is purely a factor of luck.

This is just as true for hospital as it is for packaged goods. So how do you take your hospital from just another name in the area to being a brand? For some, healthcare branding is synonymous with healthcare advertising. Time was, when healthcare branding was something you did by spending heaps of money on an ad with your name and logo on the bottom. If people even noticed the headline and glanced at the copy, the advertising was deemed a success - almost always in direct proportion to how much money was spent and how often the ad appeared.

But today, a brand is not just a logo or a name at the bottom of an ad. Today's brands healthcare what the customer expects from the service. Branding is your organization's promise to customers, employees, the community, the industry, and the media.

## **Marketing Requirement**

Business, complex economic operations concerning those functions that govern the production, distribution, and sale of goods and for the benefit of the buyer and the profit of the seller. The economic transformation ushered in by the Industrial Revolution brought with it new and constantly changing

---

ways of conducting business, and the creation of new forms of business organisation that themselves have subsequently evolved to a greater or lesser degree.

Business is the dominant form in the modern free market economy where individual businesses seeking their own benefit in the form of profit tend to provide the greatest general benefit if left free to do so. Business ethics are determined by the competition system, which makes it profitable to satisfy the consumer.

Marketing, process of identifying, anticipating, and satisfying customer requirements products and services as well. Early marketing techniques involved little more than making potential consumers aware of a product's existence and benefits, and getting it to the market.

Marketing concentrates on the buyers, or consumers, determining their needs and desires, educating them with regard to the availability of products and to important product features, developing strategies to persuade them to buy, and, finally, enhancing their satisfaction with a purchase. Marketing management includes Researching, Planning, Organizing, Directing, and Controlling Decision-Making regarding Product Lines, Pricing, Promotion, and Servicing. In most of these areas, the marketing department has complete control; in others, as in product-line development, its function is primarily advisory. In addition, the marketing department of a business is responsible for the physical distribution of the products, determining the channels that will be used, and supervising the efficient flow of goods from the factory or warehouse.



---

## Promoting the Product

Advertising, selling, and sales promotion are the methods for inducing people to buy.

The primary objective of advertising is to pre-sell the product - that is, to convince consumers to purchase an item before they actually see and inspect it. Most companies consider this function so important that they allocate extensive budgets and engage Specialist Advertising Agencies to develop their programme of advertising. By repeatedly exposing the consumer to a brand name or trademark, to the appearance or package of a product, and to special features of an item or service, advertisers hope to incline consumers towards a particular product. In recent years, advertising agencies have been joining forces to become giants, making it possible for them to offer their clients a comprehensive range of worldwide promotion services.

As the costs of personal selling have risen, the role of salespeople has changed. It is relatively rare now for salespeople to need to explain in detail how a product works and why it is needed; instead, their role tends to focus on persuading consumers to buy their product rather than a competing brand, and on negotiating price and arranging terms of payment. In many cases, the actual product has already been pre-sold through advertising.

The purpose of sales promotion is to supplement and coordinate advertising and personal selling; this has become increasingly important in marketing. Displays must be supplied and set up, and cooperative advertising programmes may be worked out. Shop staff should be trained so that they have knowledge of the manufacturer's products. On the consumer level, sales promotion may involve special merchandising inducements such as discount coupons, contests, a premium (gift) with the purchase of a product, or a lower price on the purchase of a second item.

While experts argue about new methods, they still rely mainly on basic appeals that have proved successful over the years. These appeals offer the hope of more money and better jobs, security against old age and illness, popularity and personal prestige, praise from others, more comfort, increased enjoyment, social advancement, improved appearance, and better health. The modern advertiser stresses not the product but the benefits that may be enjoyed by purchasers. Thus, the advertiser purveys not cosmetics but the expectation of new beauty, allure, and hope. To attract the prospective buyer of cars, the manufacturer may stress not only the mechanical attributes of the car but also the excitement, comfort, and prestige it may bring the buyer.

---

## Marketing the Services Sector

Services are intangible goods, which can be sold despite not being actual objects. Consumers pay for a service as they would for manufactured goods. Already more people are employed in the developed economies in the provision of services than in the manufacture of products, and the service sector shows every indication of expanding even further. Services familiar to most consumers are in the fields of maintenance and repair, transport, travel, entertainment, education, and medical care. Business-oriented services include computer applications, management consulting, banking, accounting and legal services, stockbrokerage, and advertising.

Services, like products, require marketing. Usually, service marketing parallels product marketing with the exception of physical handling. Services must be planned and developed carefully to meet consumer demand. For example, in the field of temporary personnel, a service that continues to increase in monetary value, studies are made to determine the types of employee skills needed in various geographical locations and fields of business. Because intangibles are more difficult to sell than physical products, promotional campaigns for services can be even more aggressive than those for manufactured goods.

## Market Research

Market research involves the use of surveys, tests, and statistical studies to analyse consumer trends and to forecast the size and location of markets for specific products or services. The social sciences are increasingly utilized in customer research. Psychology and Sociology, for example, by providing clues to people's activities, circumstances, wants, desires, and general motivation, are keys to understanding the various behavioral patterns of consumers.

Coupled with applications from the social sciences has been the introduction of modern measuring methods when surveys are carried out to determine the extent of markets for a particular product. These methods include the use of statistics and the utilisation of computers to determine trends in consumers' desires for various products. Scientific analysis is being used in such areas as product development, particularly in evaluating the sales potential of new product ideas. For example, use is made of mathematical models that is, theory-based projections of social behavior in a particular social relationship. Sales projections become the basis for many important marketing decisions, including those relating to the type and extent of advertising, the allocation of salespeople, and the number and location of warehouses.

---

## Forces Affecting Modern Marketing

An important influence on marketing theory is the continuous and rapid change in consumer interests and desires. Consumers today are more sophisticated than in the past. They attend school for much longer; they are exposed to newspapers, magazines, films, radio, television, and travel; and they have much greater interaction with other people. Their demands are more exacting, and their taste is more volatile. They are safe guarded against the blandishments of indiscriminate marketing by consumer protection schemes, and they are better informed, thanks to publications dedicated to evaluating the merits and faults of different products. Markets tend to be segmented as each group calls for products suited to its particular tastes. Positioning the product—that is, determining the exact segment of the population that is likely to buy a product, and then developing a marketing campaign to enhance the product's image to fit that particular segment - requires great care and planning.

Competition has also sharply intensified, as the number of firms engaged in producing similar products has increased. Each firm tries to differentiate its products from those of its competitors. Profit margins, meaning the percentage of profit made by a business per unit of sales, are constantly being cut. While costs continue to rise, competition tends to keep prices down. The result is a narrowing spread between costs and selling prices, and an increase in a business's sales volume is necessary to maintain or increase profit.

The consumer movement that is, the insistence on reputable products and services by consumer groups is a strong influence on marketing techniques. Both consumer groups and government agencies have intensified their scrutiny of products, challenging such diverse elements as product design, length and legitimacy of warranty, and promotional tactics. Warranty and guarantee practices, in particular, have been closely examined. New legislation has generally defined and extended the manufacturer's responsibility for product performance.

Ecological concerns have also affected product design and marketing, especially as the expense of product modification has increased the retail cost. Such forces, which have added to the friction between producer and consumer, must be understood by the marketer and integrated into a sound marketing programme. This is often accomplished by emphasizing the *"ecological awareness"* of a product, or incorporating ecological considerations into initial marketing decisions prior to manufacture.

Even the way a firm handles itself in public life, that is, how it reacts to social

---

and political issues, has become significant. No longer may a corporation cloak its internal decisions as private affairs. The public's dissatisfaction with the actions and attitudes of a firm has sometimes led to a reduction in sales; conversely, consumer enthusiasm, generated by a firm's intentional establishment of a good public image or public relations, has led to increased sales.

In recent years, as global competition between industries has intensified, the role of marketing departments has been seen as increasingly important. Thus, their status has been enhanced. As competition continues to increase and businesses become even more diversified, the marketing profession is likely to provide more personnel in the ranks of top management.

### **Specialized Marketing Developments**

The success of specialized marketing developments has caused many older organizations to revise their operating methods. In recent years, for example, franchising has become an important force in retailing. Under this plan, the retailer is given the right to sell, within a certain area, without competition from another retailer dealing in the same product.

Many consumers now find it more desirable to rent products than to purchase them outright. For example, a homeowner will often find it preferable to rent an electric floor polisher when needed, rather than purchase the appliance at the list price, use it only infrequently, and then have to provide storage space within the home. Another item that consumers have sometimes found easier and less expensive to rent in certain circumstances (when abroad, for instance) is the car. The renting of equipment also figures in large industry. Corporations are finding it to their economic advantage to rent computers and office and industrial machinery, thereby assuring themselves of product servicing and repair and allowing a changeover, without great expense, to newer equipment models as they become available.

The use of credit has had a great impact on marketing. Customers with credit cards can make purchases without the normal immediate presentation of cash, and sales are thus stimulated. Shops often further stimulate sales by the use of premium promotions whereby customers making purchases receive free goods or the opportunity to buy special merchandise at very low prices.

Businesses must strive daily to outdo competitors. The methods available to businesses for distinguishing their commodity from others in the market are subject only to their ingenuity. Such methods may include product improvement, a unique promotional campaign, a new twist in servicing, a change in distribution channels, or an enticing price adjustment.

---

## **Bravo Media - Agency Self Portrait**

Bravo Media is a full-fledged advertising agency deals with the development of creative projects for conducting advertising campaigns, organizing PR-actions and creating firm style. BM includes a design-studio, marketing and management group. The creative group of the BM includes high skilled web developers, programmers, and marketologists.

Unlike many agencies BM started confidently rather successfully. It is enough to say that the prominent Ahmed Mansoor Al A'Ali Group is among our first clients. The success is not accidental. Most of those, who's behind the success of this agency have already worked in various fields of advertising business, like news papers, radio and out-door media for a long time.

The complex approach to our client's task allows us to make modern advertising methods, corresponding to the highest international standards, within the maximal short period.

Even a very good video-clip or any other advertisement will not have a considerable effect, if there is no properly developed plan of the advertising campaign. A chair of planned advertising actions allows increasing the efficiency of each advertising largely and gives a possibility to save general expenses for advertising.

BM agency has a special creative group of specialists who deal with the development and holding advertising and presentation campaigns. We are experienced in realization of the long-term advertising projects for the firms of various lines of activity.

Creative Design & Web Development are the most important pillars of our Agency. We are greatly experienced in the development of the advertising campaign firm style, web development in the creation of logotypes and trademarks. The agency made hundreds of mechanicals for the module advertising for brochures, product catalogues, corporate profiles, out door media, web developments so on so forth.

*Sounds good so far? Please read on....*

BM has a proven advertising experience and marketing acumen that your business needs to grow and prosper, and we do it for much less cost than any other agency.

We are able to keep costs down for our clients due to our business relationships with our printers, photographers. We specializes in innovating

---

efficient marketing strategies that are designed to save our clients money, while at the same time publishing the kind of superior quality that exceeds far above the industry standards. Our experts have proven leadership experience in Marketing that has paid off wonderfully for our clients. We have handled many major corporations have trusted BM that have driven their sales strongly upward.

Our highly esteemed Marketing Communications Team brings proven experience and knowledge to our agency. This excellence in marketing & advertising, results from our experienced and seasoned professionals. We are always happy to share samples of our work, and we earnestly look forward to hearing from you whether you call us via telephone or contact us via e-mail, so that we may help you achieve your marketing objectives.

We are on a perilous journey together, we and you (your business). It is a narrow path we walk, with mines on both sides of that path. If we make one misstep, then both of us lose.

*This is the deal...*

We have crammed a huge amount of knowledge and experience into our brain(s) over the last several years - all about wildly succeeding with a strategic and systematic approach to marketing for any business. Now, more importantly tailored for the healthcare industry.

However, we need to keep you hooked on reading these: "Bahrain Medical Industry Monitoring Report in Brief." If we don't, then we won't be able to show you exactly how to tap on success in your Healthcare business.

For more information on our Healthcare Marketing Program and services or to schedule a FREE consultation on your Healthcare marketing you can contact us at any convenient time.

Dedicated To Multiplying Your Revenues,  
Advertising & Marketing Team of Bravo Media,

**Operational Office:**  
Tel: (+973) 17272161  
Fax: (+973) 17272162  
Manama Bahrain.

**Mohammed Abdul Rahim,**  
Mob: (+973) 36412059

**K. Krishna Mohan Reddy,**  
Mob: (+973) 39847052

e-mail: [info@mediabravo.com](mailto:info@mediabravo.com)

[www.mediabravo.com](http://www.mediabravo.com)