

MARKET RESEARCH PROCESS PART 2 – ONLINE RESEARCH



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Let's Follow the Checklist

1. **Company name identified**
2. **Check Internal Database to Ensure You Only Update new names**
3. **LinkedIn Search:**
 - Update Company Size
 - Update Relevant Contacts & their Job title
 - Segmentize department Structure
4. **Company Website Research**
 - Update website address
 - Update Company Address, Tel & Fax Number
 - Update Relevant Contact & Job Title based on "management/About Us etc"
5. **Other Websites**
 - zawya.com – Middle East companies to identify Address, phone & fax number
 - Stock Exchanges to identify Address, phone & fax number
6. **Phone Call**
 - Re-verify company address and fax number
 - Update Fax Number of the Relevant Department
 - Update the Employee Size of the Department
 - Update Head of Each Department – Full Name, Exact Job Title, DID, Email, Direct Fax
 - Send Invitation on LinkedIn under Lindsay Chesar using their email
 - Update key People Contacts within Each Department eg Specialist, manager etc.



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1. Company Name Identified

First Name	Senthil Vel
Last Name	Kathirvel
Company	Aldar Properties
Job Title	Procurement Officer
Email	senthilvelearth@gmail.com
Company Tel No.	00971557255717
City	Abu Dhabi
Country	United Arab Emirates



2. Internal Data Check

Search by Company Name:

Sr. No.	Name	Sales Person Name	Job Title	Job Title Focus	Company Name	Email	Phone	DID Mobile	Country
1					Aldar Printing Press				
2	Fadi	Marilyn	Contracts Manager	Contracts	ALDAR Properties	falghazal@aldar.com	+971 2 810 5555		United Arab Emirates
3	Musbah	Eric Sydykov	Acting Contracts Manager at Motor World and RAHA G	Contracts	ALDAR Properties		+9712 810 5555		United Arab Emirates
4	Senthil Vel	Marilyn	Procurement Officer	Procurement / Purchasing	Aldar Properties	senthilvelearth@gmail.com	00971557255717		United Arab Emirates

There are few people from this company in our database, so we should continue researching for more people



3. LinkedIn Research – Update Company Size

The screenshot shows LinkedIn search results for 'aldar'. The top navigation bar includes 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. The search results are filtered to 'Companies' and 'Following (3)'. The results are sorted by 'Relevance'. Three companies are listed:

- ALDAR Properties PJSC** (Real Estate, United Arab Emirates) with 501-1000 employees and 2,779 followers. A note indicates '39 people in your network'.
- Grant Thornton - Aldar Audit Bureau** (Management Consulting, United Arab Emirates) with 51-200 employees and 67 followers.
- ALDAR INTERNATIONAL** (Media Production, United Arab Emirates) with 51-200 employees and 38 followers.

1. Company Size is OK 501 to 1,000
2. Relevant Contacts There are 39 people in my network



3. LinkedIn Research: Contacts & Job Titles + Segmentizing Department Structure

The screenshot shows LinkedIn search results for 'aldar' with 38 results. A yellow banner at the top says 'To see people outside your network, please enter a search keyword or select a filter.' The results are sorted by 'Relationship'. Four contacts are highlighted with lines pointing to the text on the right:

- Bayan Al Hosani** (2nd): Head of Human Resources at ALDAR Properties PJSC, United Arab Emirates · Real Estate · 6 shared connections · Similar
- Mahdi Abu Ghazaleh** (2nd): Pre-Qualification and Vendor List Engineer at ALDAR Properties PJSC, United Arab Emirates · Construction · 1 shared connection · Similar
- Ramzi Ghannoum** (2nd): Sr. Development Manager at ALDAR PROPERTIES PJSC, United Arab Emirates · Real Estate · 4 shared connections · Similar
- Andrew Ferrier** (2nd): Head of central procurement at ALDAR Properties PJSC, United Arab Emirates · Real Estate · 3 shared connections · Similar

1. They have a Pre-Qualification and Vendor List Unit

PLUS

2. They have a Central Procurement Department – name of the Head is there.



3. LinkedIn Research: Contacts & Job Titles + Segmentizing Department Structure

About ALDAR Properties PJSC

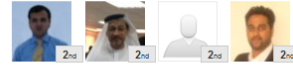
ALDAR Properties PJSC is a leading property development company, with strong investment and management capabilities.

ALDAR was established primarily to create world-class real estate developments for the nation of Abu Dhabi, whilst providing a stable and profitable investment portfolio for all our investors.

Dedicated to achieving new standards of innovation, excellence and value in urban design and sustainable development. Our priority is the immediate and future benefit of Abu Dhabi and its residents.

The company is owned by leading Abu Dhabi institutions, founder shareholders and over 20,616 investors throughout the UAE. ALDAR's principle corporate shareholders include:

How You're Connected



38 second-degree connections
466 Employees on LinkedIn

[See all](#)

Apart from my direct contacts they have 466 employees and I can check what are their job titles, so I click on 466 and find the relevant people?



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Side Bar: Who Are the Relevant People/Departments?

- ✓ Purchasing/Procurement
- ✓ Contracts/Quantity Surveying/Legal
- ✓ Supplier/Vendor
- ✓ Materials
- ✓ Inventory/Warehouse
- ✓ Tender
- ✓ Sourcing

Others

- ✓ IT
- ✓ Top Management/CEO/MD
- ✓ Training



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3. LinkedIn Research: Contacts & Job Titles + Segmentizing Department Structure

Keywords: 5 results

First Name:

Last Name:

Title: Current or past:

Company: Current or past:

School:

Location: Located in or near:

Country:

Postal Code:

- Seranea T.** (3rd) Procurement Manager at ALDAR Properties PJSC United Arab Emirates · Real Estate Similar
- Andrew Ferrier** (2nd) Head of central procurement at ALDAR Properties PJSC United Arab Emirates · Real Estate 3 shared connections · Similar
- Ziad A.** (3rd) Contracts Manager at ALDAR Properties PJSC United Arab Emirates · Real Estate Similar
- Leena Q.** (3rd) Property Handover Specialist at ALDAR Properties PJSC United Arab Emirates · Real Estate Similar
- LinkedIn Member** Secretary to the Head of Legal and Team Assistant to the Legal Department & Company Secretary at ALDAR

I've got

- Procurement Mgr -
- Contracts Manager
- Secretary of Legal Head

I am slowly coming up with the Departmental Structure

Note the Search Filters:

Job Title = Procurement & Country = United Arab Emirates



3. LinkedIn Research: Contacts & Job Titles + Segmentizing Department Structure

Keywords: 8 results Sort by: Relevance

First Name:

Last Name:

Title: Current or past:

Company: Current or past:

School:

Location: Located in or near:

Country:

Postal Code:

Within:

- Michael Bateman** (3rd) Facilities Manager at ALDAR Properties PJSC United Arab Emirates · Real Estate 2 shared connections · Similar
- Eoin M.** (3rd) Contracts Manager at ALDAR Properties PJSC United Arab Emirates · Construction Similar
- Ziad A.** (3rd) Contracts Manager at ALDAR Properties PJSC United Arab Emirates · Real Estate Similar
- Rashad M.** (3rd) Head of Contracts & Commercial at ALDAR Properties PJSC United Arab Emirates · Real Estate Similar
- Taisir A.** (3rd) Senior Contracts Manager at ALDAR Properties PJSC United Arab Emirates · Real Estate Similar
- LinkedIn Member** Senior Contracts Manager at ALDAR Properties PJSC United Arab Emirates · Real Estate Similar

I've got more now

- Another Contracts Manager - Eoin M.
- Head of Contracts & Commercial
- Senior Contracts Manager – one has a name one does not have.

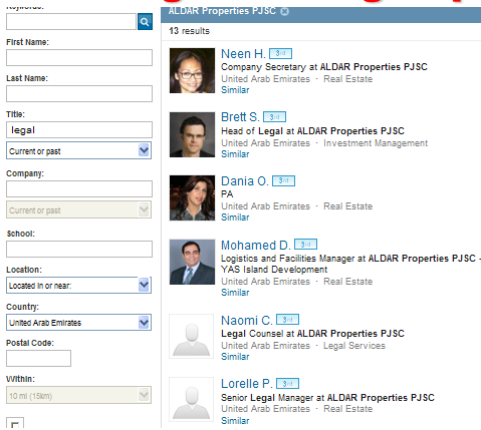
I am now fast coming up with the Departmental Structure

Note the Search Filters:

Job Title = Contracts & Country = United Arab Emirates



3. LinkedIn Research: Contacts & Job Titles + Segmentizing Department Structure



I've got more now Legal

- Head of Legal
- Legal Counsel
- Senior Legal Manager

I can continue doing this

PURCHASING

Tender

Supplier

IT

Sourcing

Materials

Inventory

Cost

etc

Note the Search Filters:
Job Title = Legal & Country = UAE



3. LinkedIn Research: Contacts & Job Titles + Segmentizing Department Structure



Procurement Department Contact for Any of Our Procurement Programs

Andrew Ferrier
Head of Central Procurement

- Serenae T. (Procurement Manager)
- Most likely few more Proc Managers



Contracts Department to Contact for Contracts Trainings

Rashad M.
Head of Contracts & Commercial

- Taisir A (Sr Mgr Contracts)
- Eoin M. (Contracts Manager)
- Ziad A. (Contracts Manager)



Legal Department to Contact for Contracts Trainings

Brett S.
Head of Legal

- Lorelle P. (Senior Manager Legal)
- Naomi S. (Legal Counsel)
- Secretary to the Head of Legal



4 & 5. Company & Other Websites Research

Address: ALDAR Properties Building
Al Raha Beach
51133
UAE

City: Abu Dhabi

Tel: +971 2-810-5555

Fax: +971 2-810-5550

Email: info@aldar.com

Address:
ALDAR Properties PJSC
P.O. Box 51133
Abu Dhabi
United Arab Emirates Tel: +971 2 810 5555
Fax: +971 2 810 5550
E-Mail: info@aldar.com

www.zawya.com

– great for Middle East
Has the company address,
tel and fax number,.

When you check the company
website you will find that the
Phone number & Fax match
but address is a bit different

What to do?

Call and clarify the right address

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4 & 5. Company & Other Websites Research

- ABOUT ABU DHABI
- ALDAR DEVELOPMENTS
- ALDAR PARTNERSHIP PROGRAM
- ALDAR ACADEMIES
- ALDAR HOTELS AND HOSPITALITY
- MESSAGE FROM THE CHAIRMAN
- BUILDING HIGHER STANDARDS
- BOARD MEMBERS
- EXECUTIVE MANAGEMENT TEAM
- PRINCIPAL FOUNDERS
- INVESTOR RELATIONS
- SUPPLIER RELATIONS
- CSR POLICY
- RESIDENTIAL PORTAL
- PRESS RELEASES
- ALDAR REGISTRATION
- ALDAR LOCATION MAP
- ALDAR CAREERS

Welcome to ALDAR Supplier Relations home

ALDAR is committed to providing world-class services to its customers and this requires developing a diverse and global network of qualified suppliers who add value to our business and to the customers we serve.

The Supplier Relations home page has been launched with the objective of providing potential suppliers with an on-line platform to register with us.

Please navigate through the below links to understand more about ALDAR supplier relations program and to proceed with registration and access.

Note: ALDAR name denotes ALDAR Properties PJSC and all its group companies

Quick links

- [Supplier Policy](#)
- [Business Code of Conduct](#)
- [Corporate Environmental Policy](#)
- [Health and Safety Policy](#)
- [Invoicing and Payment Practices](#)
- [Procurement and Contract Management](#)
- [Product/Services groups](#)
- [Contact Supplier Relations](#)

Become a supplier

- [What we look for](#)
- [Registration mechanism](#)
- [Registration screenshots](#)
- [How to Register](#)
- [Register Now](#)

Now that we're checking company website we are finding that they
have a dedicated Supplier Relations Sections.

So to the Department Structure you would add a
Supplier Relations Manager who will likely report to the Central
Procurement Head



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Key Take Away for Online Research

Do a thorough research

ONE TIME ONLY
&
Follow the Checklist

That helps you to move on into new companies daily.

