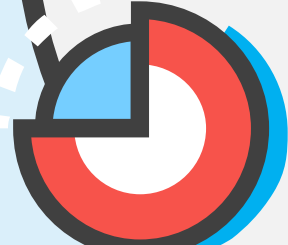


# RESEARCH COMPETITION

GULF RESEARCHER & BAHRAIN POLYTECHNIC  
JUNE 2, 2024



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# 1. Overview

## About Gulf Researcher:

Established in 2013, Gulf Researcher is a dynamic research firm with a decade of experience renowned for fast, accurate, and reliable research. With a robust team of 85 experts situated across five strategic locations, we've successfully executed numerous tasks and projects by nurturing and leveraging the skills of our young and talented workforce

## The Gulf Researcher Student Research Competition:

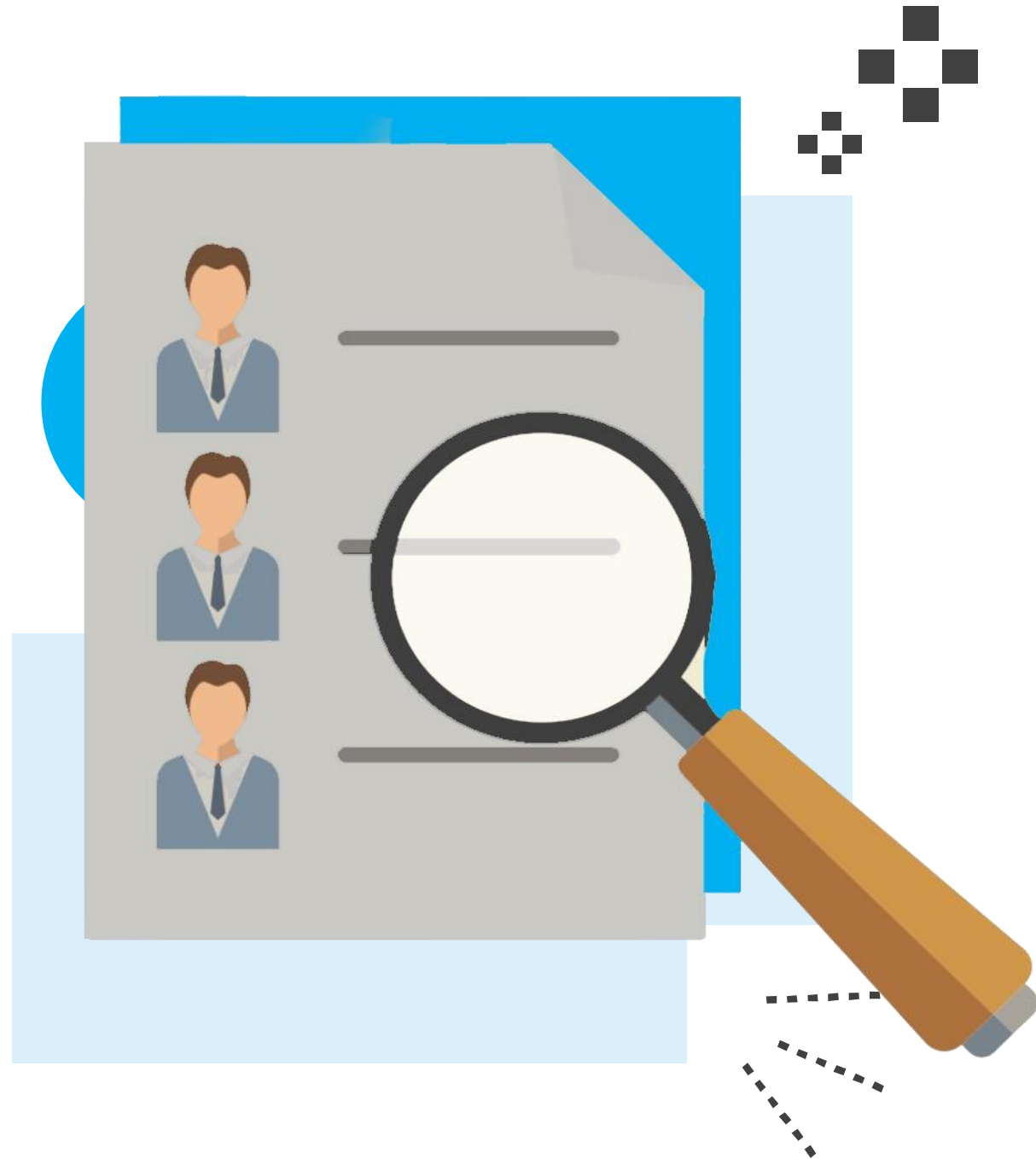
- ▶ In collaboration with Bahrain Polytechnic, Gulf Researcher proudly presents **“The Gulf Researcher Student Research Competition”**
- ▶ The central **theme of this competition is 'Strategic Business Optimization and Expansion'**, and comprises two rounds, where participants showcase their original research before esteemed judges
- ▶ **Three winners will be selected and awarded**
- ▶ As a research company, it is crucial for us that **participants demonstrate their ability to conduct and undertake effective and rigorous research, analyze findings, and present their research in a compelling manner** during this competition. It is essential that **they perform in-depth analysis, articulate their insights effectively, and showcase proficiency in utilizing and presenting their research with impact.**



## 2. Eligibility Criteria

- ❖ Participation is limited to registered final year Bahrain Polytechnic students
- ❖ Group projects, with a maximum of 3 members, require supervision from a Bahrain Polytechnic academic
- ❖ External support (students or supervisors from other universities) in the form of consultation is allowed
- ❖ Participants are required to select a topic from the topic options presented in the upcoming slides

Please note that the research competition is intended to run concurrently with the industry project. Students who are currently engaged in their industry project can also join the competition if it aligns with the theme



# 3. Project Criteria

## Theme & Topic Selection



### Theme: Strategic Business Optimization and Expansion

The theme provides a blueprint for companies seeking deliberate growth. From analyzing international expansion strategies to preserving brand equity during rebranding, each research area contributes to the overarching goal of achieving optimal performance. This theme underscores the dedication to strategic thinking across diverse business functions, fostering sustained growth and success in the dynamic business landscape

### Topics to Select From:

Students are required to choose one topic that corresponds with their academic program

#### Business Students



**Expanding to a New Country (Latin America):**  
A Comprehensive Assessment



01

#### Marketing Students



**Rebranding Without Losing Brand Equity:**  
A Strategic Transition Plan



02

#### HR Students



**Developing an Employee Value Proposition:**  
Attract, Develop, Reward



03

#### Finance Students



**Optimizing Cash Flow:**  
A Blueprint for Long-Term Growth

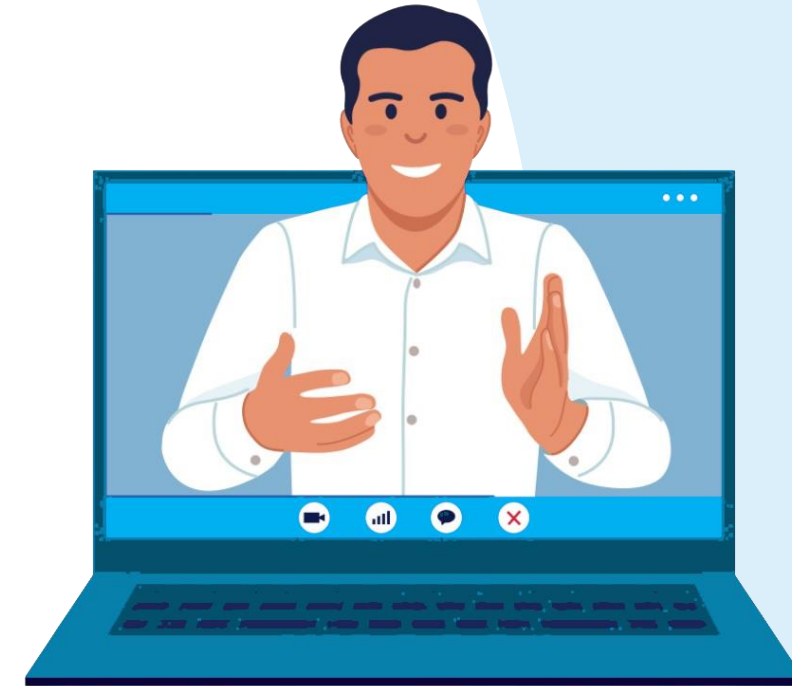
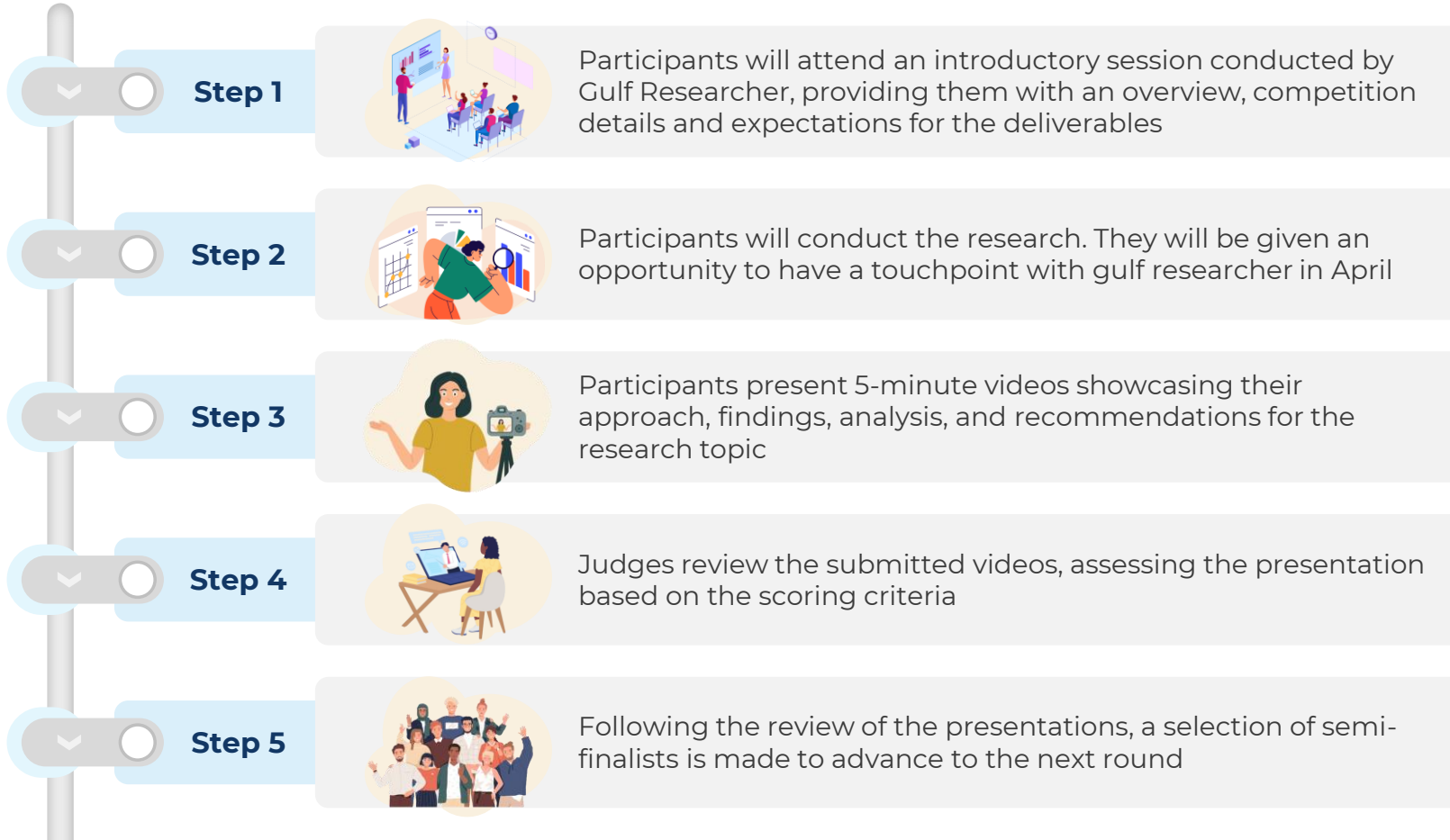


04

Click on the topic title to access the relevant slide for additional information

# 4. First Round of the Research Competition

## 5 Minute Video Presentation

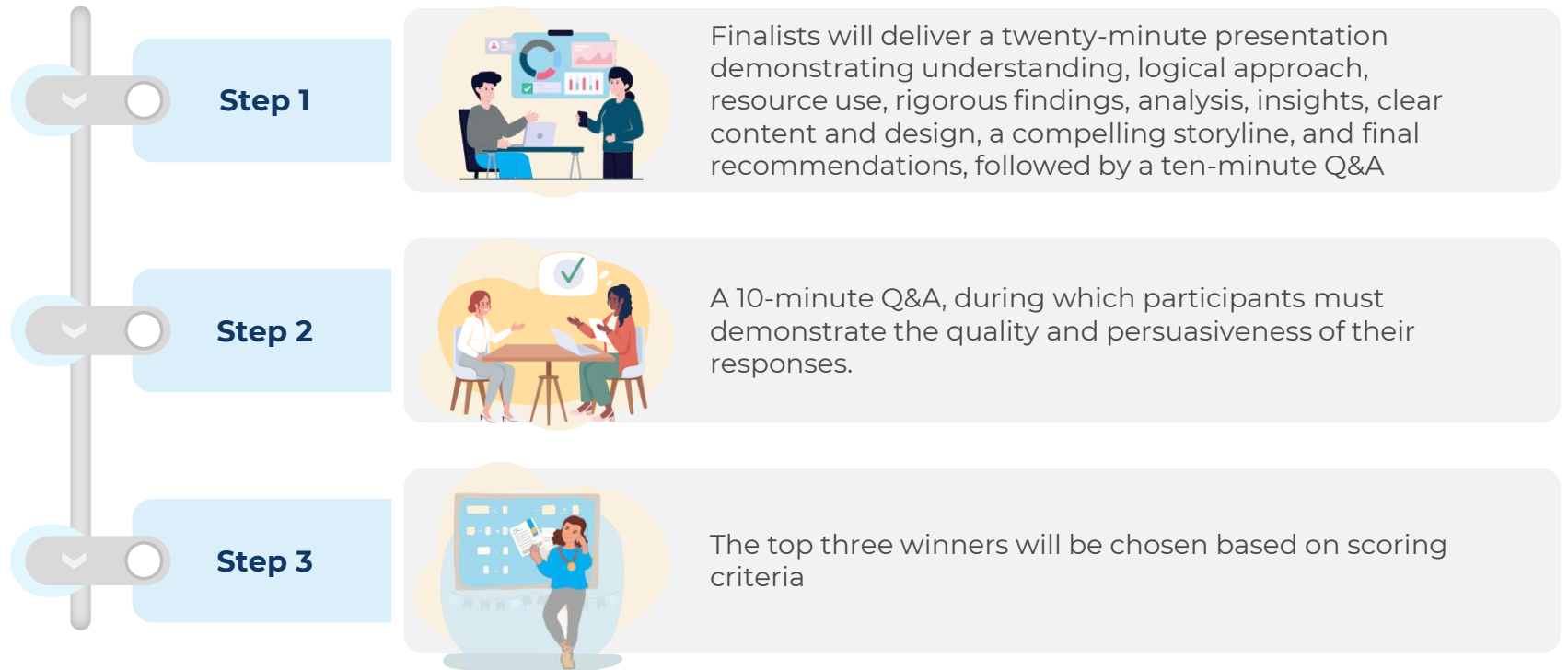


### Desired Research Aspects

- This video serves as an opportunity to showcase the essence of their research
- Participants will articulate their research theme, objectives, and key findings through a carefully prepared video recording
- Emphasis should be placed on highlighting the research's analysis, methodology, and key insights

# 5. Second Round of Research Competition

## 20 Minute PowerPoint Presentation



Final presentation must be presented by the student. External support (students or supervisors from other universities) may not participate in the final presentation

### Desired Research Aspects

- Evaluations will focus on the presenter's in-depth knowledge of their research area, the substantial contribution of their research, and the quality of both verbal and visual communication
- Emphasis should be placed on highlighting the research's analysis, methodology, and key insights

# 6. Scoring Criteria

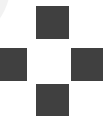


## Round 1: 5-Minute Video Presentation

Criteria	Scored Points
✓ Understanding and framing of the topic	5 Points
✓ Logical and sound approach and use of resources	5 Points
✓ Rigorous, accurate, and reliable findings	5 Points
✓ Informative analysis and meaningful insights	5 Points
✓ Clarity of content and visual design	5 Points
✓ Overall storyline and final recommendations	5 Points
<b>Total Score</b>	<b>30 Points</b>

## Round 2: PowerPoint Presentation

Criteria	Scored Points
✓ Understanding and framing of the topic	5 Points
✓ Logical and sound approach and use of resources	5 Points
✓ Rigorous, accurate, and reliable findings	5 Points
✓ Informative analysis and meaningful insights	5 Points
✓ Clarity of content and visual design	5 Points
✓ Overall storyline and final recommendations	5 Points
✓ Presentation delivery	5 Points
✓ Presentation design	5 Points
✓ Quality and persuasiveness of Q&A segment	5 Points
<b>Total Score</b>	<b>45 Points</b>





# 7. Judging Panel

Bahrain Polytechnic



**Philippe Pringuet**

Dean of Research &  
Enterprise Bahrain Polytechnic



**TBC**

Head of School of Business  
Bahrain Polytechnic

Gulf Researcher



**Mahmood AlSaleh**

Managing Director  
Gulf Researcher



**Ali AlKhanaizi**

Director of Corporate  
Development  
Gulf Researcher



**Zainab Al-Asfoor**

Operations Director  
Gulf Researcher

# 8. Prizes



**First Prize**

USD 2000



**Second Prize**

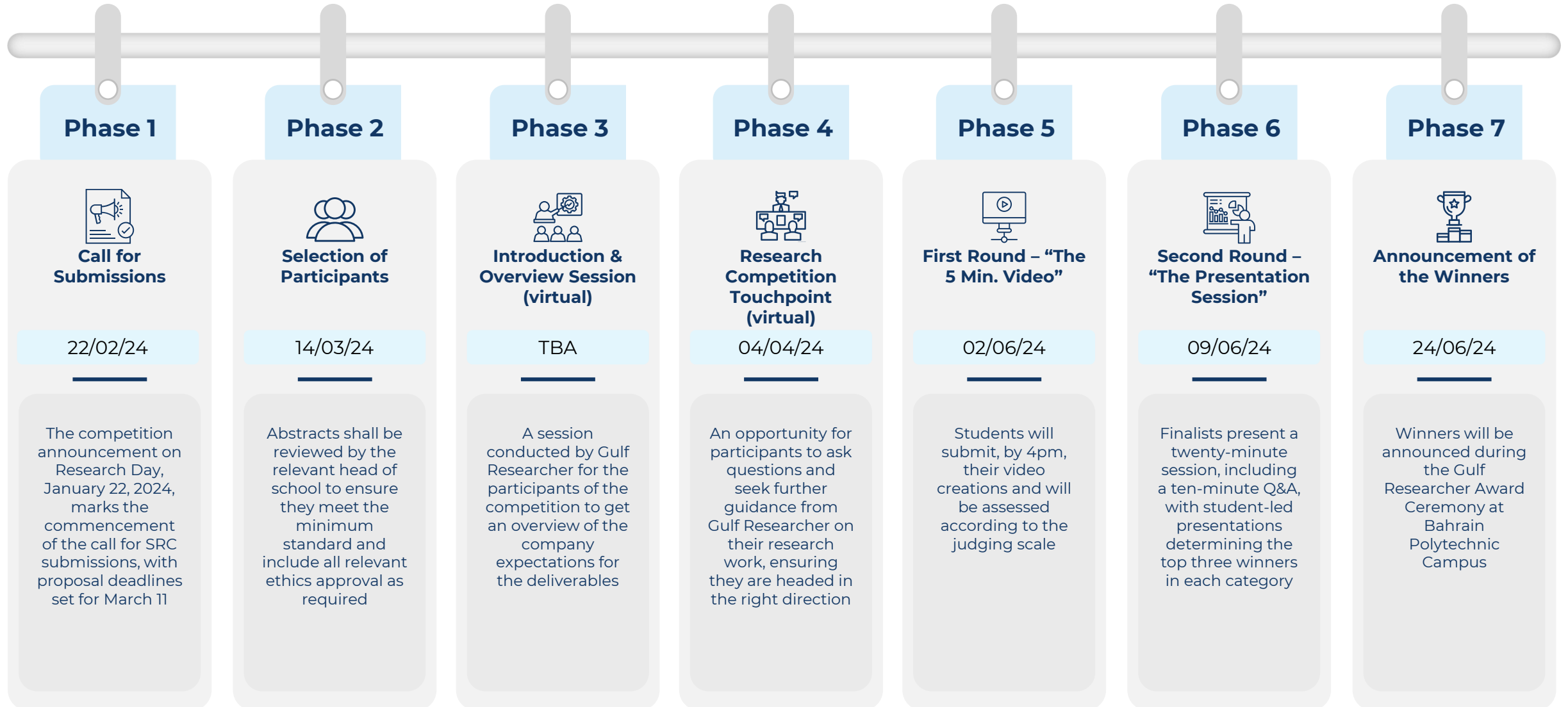
USD 1000



**Third Prize**

USD 500

# 9. Competition Timeline



Selected participants will receive an email containing this timeline along with additional details following the selection process

# Thank You!

► **For Competition Entry and Research Inquiries:**

✉ **Email:** [researchcompetition@gulfresearcher.com](mailto:researchcompetition@gulfresearcher.com)

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We appreciate your participation and  
look forward to your contributions!



# Topic 1

## Business Students



### Theme: Strategic Business Optimization and Expansion

#### Business Students



#### **Expanding to a New Country (Latin America):**

A Comprehensive Assessment

01

### Description

**Objective:** Students will analyze strategic considerations for a B2B professional services company's expansion to Latin America.

The research should concentrate on evaluating factors such as global reach, regulatory environment, cultural nuances, and economic stability to pinpoint the most suitable country within Latin America. This comprehensive assessment will serve as the foundation for a well-founded recommendation. The primary goal of the expansion is to gain access to different time zones and working days, with a focus on catering to the Middle East.

To derive this recommendation, participants should initially focus on a chosen set of countries, conducting thorough research on three specific nations. The process will involve a benchmark analysis. Subsequently, participants will recommend the country that proves most favorable, emphasizing the rationale and addressing potential challenges and opportunities.

# Topic 2

## Marketing Students



**Theme: Strategic Business Optimization and Expansion**

### Marketing Students



#### **Rebranding Without Losing Brand Equity:**

A Strategic Transition Plan

02

### Description

**Objective:** Students will explore approaches to facilitate a seamless transition in a B2B professional services company's rebranding, aiming to preserve customer loyalty and maintain positive brand perception.

The research should prioritize a thorough exploration of successful rebranding case studies, the formulation of a compelling rebrand launch strategy, effective communication tactics with both existing clients and the broader public, and the generation of innovative solutions to not only sustain but also elevate the company's brand identity throughout the entire rebranding process.

# Topic 3

## HR Students



### Theme: Strategic Business Optimization and Expansion

#### HR Students



#### Developing an Employee Value Proposition:

Attract, Develop, Reward

03

### Description

**Objective:** Students will develop a compelling Employee Value Proposition (EVP) aimed at inspiring existing employees and graduate students to pursue and cultivate a professional journey within a B2B professional services company

The research must delve into key areas pivotal to employees' near and long-term growth, such as learning and development, rewards and recognition, benefits, and higher education.

Students must present a comprehensive strategy on how the company can cater to the unique needs of each role, encompassing motivation, abilities, and cultural fit. Additionally, students must design a recruitment process that systematically evaluates graduate students' suitability for embarking on a career in research. Students must also propose a captivating tagline for the EVP, akin to the impactful "Bring your curiosity to life" tagline used by Merck.

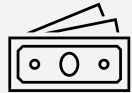
# Topic 4

## Finance Students



### Theme: Strategic Business Optimization and Expansion

#### Finance Students



#### **Optimizing Cash Flow:** A Blueprint for Long-Term Growth

04

### Description

**Objective:** Students will explore industry benchmarks, financial ratios, and strategic approaches for effective cash flow management for a B2B professional services company

The study should include an investigation of advanced forecasting techniques, optimization of receivables and payables processes, and proposals for the optimal utilization of surplus cash. The focus will be on analyzing the pros and cons of different approaches and considering their impacts on operational efficiency.