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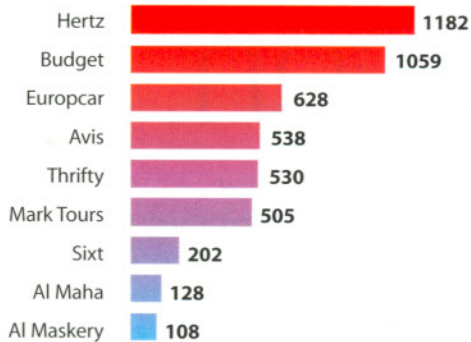


BEST BRANDS

SURVEY OMAN 2008

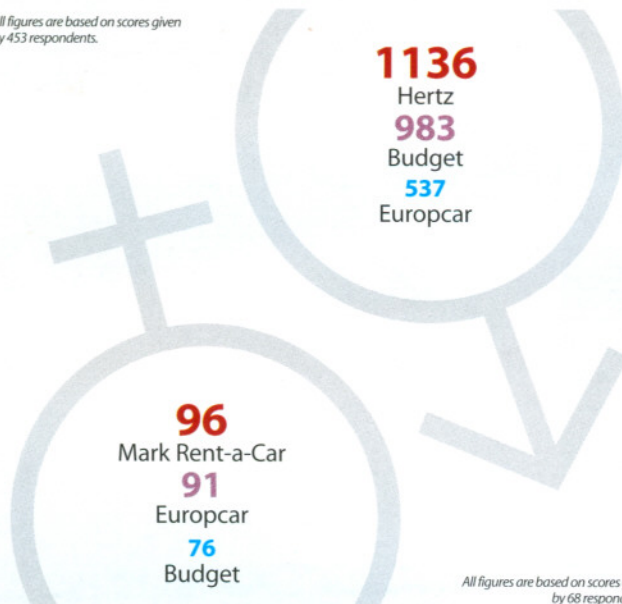
A more comprehensive outlook on offer this year
with six new categories added

THE TOP 9



Europcar is third in the survey and scored far fewer points compared to Hertz and Budget. Brand recall for Europcar among women was above that for the top two.

All figures are based on scores given by 453 respondents.



All figures are based on scores given by 68 respondents.

Preferences

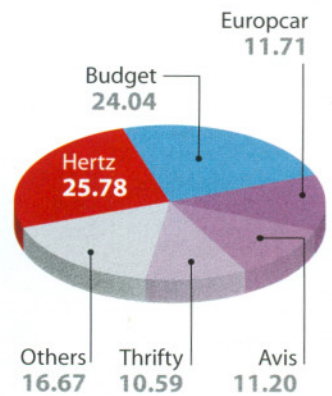
As for the first brand named, Hertz gets a better brand recall among Omanis (24.52 per cent) than among Expatriates (22.17 per cent). Budget, the number two in the survey, is also named more by Omanis (21.94 per cent) than expatriates (18.70 per cent).

Making a Mark

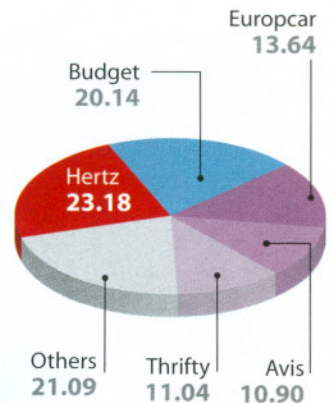
Women seemed to prefer Mark Rent-a-Car, giving it 96 points, even though it featured sixth in the survey. Established in 1990 with a nominal fleet of cars, Mark is now one of the leading car hire companies in Oman without an international franchise.

Percentage Share

Omanis



Expatriates



24.52 per cent Omanis choose Hertz as the first brand as against **22.17** per cent expatriates