01 / DECISION BRIEF

Saudi Market Entry Assessment

A sample of the structure and judgment a focused assessment can provide.

This example uses a fictional drilling contractor. It is not a client engagement, a completed diligence review or a finding about current Saudi market conditions.

The decision

Should the company commit two drilling rigs to a proposed Saudi opportunity?

Preliminary recommendation: advance to validation

Continue customer discussions and readiness planning. Defer equipment shipment until demand, contract economics and mobilization requirements are sufficiently established.

Illustrative readiness review

Area	Example finding	Next action
Customer demand	Discussions underway; no signed scope.	Confirm work, specifications and procurement route.
Local partner	Candidate identified; capability unverified.	Assess resources, references, responsibilities and governance.
Equipment	Rigs available; condition review incomplete.	Verify suitability, maintenance needs and readiness.
People	Supervisors identified; staffing plan incomplete.	Define recruitment, training and deployment requirements.
Commercial model	Initial pricing omits some mobilization costs.	Model cash requirements, downtime and payment scenarios.
Local requirements	Requirements need specialist confirmation.	Obtain qualified Saudi legal, tax and regulatory advice.

02 / ROADMAP & ENGAGEMENT

From assessment to a defensible decision

Before committing capital

- A documented customer opportunity and credible contracting path.
- Verified partner capability and agreed responsibilities.
- An operating plan covering equipment, people, maintenance and logistics.
- A commercial model that tests working capital and downside scenarios.

Priority roadmap

Stage	Deliverable	Proposed owner
Validate	Customer requirements and opportunity brief.	Commercial lead
Test	Partner diligence and operating-readiness gap register.	Executive sponsor and operations lead
Decide	Entry economics, unresolved risks and decision gates.	CEO and finance lead
Prepare	Mobilization plan with responsibilities and dependencies.	Operations lead

What an agreed assessment can deliver

A decision brief, partner evaluation framework, readiness gap review and prioritized entry roadmap. The evidence available, questions to resolve and depth of analysis determine the scope. Deliverables, timing and fees are agreed before work begins.

Discuss your Saudi market-entry decision

Share a short description of your business, the opportunity and the decision deadline. Please keep the initial inquiry free of sensitive information.

Explore the assessment and contact Vestigium →

Vestigium Global Advisory Group™ is led by Kurt Radtke. Engagements are subject to fit, confidentiality and conflicts review. This illustrative sample is commercial and operational in scope; specialist legal, tax and regulatory advice is obtained separately.