



## Demographics

### DESIGNATION OF RESPONDENTS

General managers and above	41
Senior managers	42
Middle managers	17

### GENDER

Male	89
Female	11

### AGE

Up to 30 years	13
31-40 years	34
41-50 years	34
51-60 years	15
61+ years	2
Not mentioned	2

### NUMBER OF YEARS WORKING IN OMAN

1-5 years	18
6-10 years	22
11-15 years	15
16-20 years	10
21+ years	18
Not mentioned	17

NOTE: All figures, except the average age of respondents and the number of years that they have been working in Oman, are in percentage

## SURVEY: BEST BRANDS

# Surveying the survey

*BusinessToday* engaged International Marketing Research Consultancy to conduct the Best in Business Survey. Respondents were asked to spontaneously name three brands that come to their mind in different categories and answers were collected on the spot. All responses were open-ended, meaning no pre-assigned choice was given to

respondents. Also, respondents were not allowed to name any brands they market themselves. The responses were weighted on the following basis to arrive at the power score for each brand.

10 POINTS FOR THE FIRST BRAND RECALLED  
5 POINTS FOR THE SECOND BRAND RECALLED  
3 POINTS FOR THE THIRD BRAND RECALLED

### Best Airline Brands – 2006

Brands	Score
Gulf Air	2489
Oman Air	1917
Emirates	1444
British Airways	705
Air India	515
Indian Airlines	434
Qatar Airways	321
Etihad	206
Swiss Air	183
Lufthansa	169

### Best Bank Brands – 2006

Brands	Score
BankMuscat	3466
NBO	1678
OIB	1441
HSBC	879
Bank Dhofar	640
OAB	566
Standard Chartered	160
SBI	67
Bank of Baroda	28
Citibank	27

### Best Automotive Brands – 2006

Brands	Score
Toyota	2311
Mercedes	1409
BMW	1112
Nissan	765
Mazda	462
Mitsubishi	374
Honda	359
Lexus	283
Ford	223
Hyundai	212

### Best Health Club Brands – 2006

Brands	Score
Sheraton	1120
InterContinental	1095
Al Falaj	1053
Horizon	851
Grand Hyatt	608
Crowne Plaza	278
Holiday Inn Muscat	277
Future	267
Al Bustan	261
Radisson SAS	261

### Best Insurance Brands – 2006

Brands	Score
Dhofar	1417
Al Ahlia	1134
Oman United	1083
New India Insurance	617
Muscat Insurance Services	579
Alico	556
AXA	470
ONIC (Oman National Insurance)	452
Royal and Sun Alliance Insurance	443
National Life Insurance Co (National Life)	294

### Best Omani Brands-2006

Brands	Score
Zain	793
Nabil	763
Bahar	762
Chips of Oman	498
Raha	467
Minara Oil	356
Oman Cables	336
Al Mudhish	308
Sana	286
Sohar Milk	221

### Best Telecom Brands – 2006

Brands	Score
Omantel	3365
Nawras	2952
Oman Mobile	1138
Hayyak	21
Zubair	20
OHI	10
Bahwan	10
NTS	5
-	-
-	-

### Best International Brands – 2006

Brands	Score
Toyota	489
Pepsi	335
Sony	300
Nestle	243
Almarai	226
Nokia	225
Coca Cola	215
Mercedes	210
BMW	171
Nido	166

### Best Retailer Brands – 2006

Brands	Score
City Centre / Carrefour	3271
Lulu	2711
Al Araiimi	450
Sultan Center	418
City Plaza (Centrepoint)	378
Safeer	354
SABCO	317
Al Bahja	248
Al Fair	147
CCC	121

### Best Television Brands – 2006

Brands	Score
Sony	3231
National Panasonic	1298
LG	746
Samsung	717
Philips	676
Toshiba	587
JVC	378
Sanyo	318
Sharp	283
Hitachi	193

### Best NBFC Brands – 2006

Brands	Score
Muscat Finance	2020
Al Omaniya Finance	1229
United Finance	951
Tageer	803
Fincorp	431
National Finance	422
Oman Oryx	350
OIFC	348
Omnivest	96
Al Madina	79

### Best Mobile Phone Brands – 2006

Brands	Score
Nokia	4024
Sony Ericsson	1310
Motorola	848
I-MATE	817
Samsung	514
Siemens	425
LG	83
HP	71
Blackberry	65
Palm	49

### Best Watch Brands – 2006

Brands	Score
Rolex	2278
Rado	1052
Titan	795
Seiko	723
Omega	531
Citizen	504
Raymond Weil	303
Casio	246
Longines	219
Cartier	215