

TEMPLEMARK
STRATEGY

INDEPENDENT ADVISORY · DUBAI

Independent Strategy. *Global Perspective.*

Strategic advisory, market intelligence and research for international business.

PRIVATE COMPANY PROFILE

Dubai · 2026

Independent advice for decisions that matter.

TEMPLEMARK STRATEGY is a Dubai-based independent advisory boutique supporting owners, executives and management teams navigating complex markets, strategic choices and international growth.

We combine disciplined research, commercial judgement and international context. Our role is not to add volume to a decision. It is to improve the quality of the decision itself.

Clarity. Evidence. Perspective. Execution.

Engagements are senior-led, focused and discreet, with scope defined around the client's commercial question rather than a standardised consulting product.

A focused advisory platform.

01

Strategy Advisory

Independent analysis and strategic direction for complex business decisions, growth priorities and executive-level questions.

02

Market Intelligence

Focused research on markets, competitors, customers and commercial dynamics to establish a reliable decision base.

03

Advertising Research

Analysis of positioning, communication, market perception and advertising effectiveness in support of commercial strategy.

Structured around the commercial question.

Strategic Review

Independent assessment of a strategic decision, business direction or growth thesis.

Market Entry & Expansion

Evaluation of market attractiveness, positioning, competitive landscape and routes to market.

Opportunity Assessment

Commercial review of a specific project, partnership, investment theme or expansion opportunity.

Competitive & Market Intelligence

Focused evidence gathering and interpretation around competitors, demand, market structure and emerging dynamics.

Executive Advisory

Ongoing independent perspective for owners and senior management on defined strategic priorities.

OUR METHOD

From question to decision.

01

Frame

Define the decision, objective, constraints and the evidence required.

02

Investigate

Build a focused information base using relevant market, competitive and commercial inputs.

03

Interpret

Identify the variables that materially affect the decision and separate signal from noise.

04

Advise

Translate findings into clear priorities, recommendations and practical next steps.

Four regions. One considered view.

Our work is international in perspective, with particular attention to the commercial corridors linking Europe, the Middle East, Southeast Asia and North America.

01

Europe

02

Middle East

03

Southeast Asia

04

North America

We consider each market through its business environment, competitive structure and cross-border relevance, not through generic geographic assumptions.

PRINCIPLES

Independent by design.

Evidence before assumption

Recommendations begin with the information that can materially change the decision.

Commercial relevance

Analysis is prioritised around business consequence, not research volume.

Senior-level attention

Engagements are structured for direct communication and decision-maker use.

International context

Cross-border considerations are integrated where markets, partners, capital or expansion plans intersect.

Discretion

Client matters are approached with restraint, confidentiality and professional judgement.

BEGIN A CONVERSATION

The right strategy begins with the right question.

Tell us about the market, decision or opportunity you are evaluating.

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