

Exploring the Emerging Podcast Culture: A Case Study of Podcast Cafe in Saudi Arabia

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Abstract

This research study delves into the burgeoning podcast culture in Saudi Arabia, with a specific focus on Candid Podcast Cafe. As the Kingdom experiences rapid social and cultural transformations, podcasts have emerged as a novel medium for self-expression, information dissemination, and entertainment. This investigation aims to provide an in-depth exploration of the role and impact of Candid Podcast Cafe within this evolving landscape. It outlines a comprehensive strategy for establishing and operating a business in the Kingdom of Saudi Arabia. It encompasses various key aspects, including the company's description, mission, and vision, industry analysis, business analysis (PESTLE), customer analysis, and competitor analysis. Additionally, the study delves into the internal environmental analysis, specifically focusing on the marketing mix, and concludes with a thorough SWOT analysis, followed by a well-considered conclusion and recommendations.

Keywords: Business Strategy; Growth Prospects; Market Research; Market Mix; PESTLE Analysis; Saudi Arabia Business Environment

1. Introduction

Conversations now transcend geographical limits, and stories are now heard as well as read, thanks to the digital revolution. The way people consume material has significantly changed with the rise of podcasting as a powerful tool for narrative and information transmission. Embracing podcasting with a distinctive combination of cultural ethos, Saudi Arabia, with its rich tapestry of tradition, is on the verge of this digital narrative wave. The Candid Podcast Cafe, a pioneer in fusing the classic cafe atmosphere with the contemporary podcasting culture, is at the center of this new aural culture. The purpose of this study is to delve into Saudi Arabia's emerging podcast culture and examine the interactions between conventional social contexts and digital narrative mediums.

The scope of this inquiry is demarcated by a focus on the Candid Podcast Cafe as a microcosm of the larger podcasting culture blooming in Saudi Arabia. It aims to analyze the cafe's business strategy, its attraction to Saudi culture today, and its role in establishing a thriving podcasting community. This study aims to shed light on the dynamics of podcasting as a cultural phenomenon inside the Saudi social fabric by investigating the cafe's function as a debate facilitator, a champion of local podcasting talent, and a forerunner of digital literacy. The main inquiries directing this investigation are as follows: What does this synthesis mean for Saudi Arabia's changing socio-cultural landscape and how does the Candid Podcast Cafe combine traditional social interaction places with contemporary digital podcast culture? How does the Candid Podcast Cafe deal with the

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potential and challenges that arise from fusing a classic café atmosphere with the digital podcast culture? The significance of this study lies in its potential to shed light on the acculturation process of digital mediums within traditionally rich societies. Understanding how new digital platforms interact with established social contexts is crucial as Saudi Arabia moves toward a modernized socio-economic environment. This study of the Candid Podcast Cafe contributes to a larger conversation about digital literacy, cultural adaptation, and changing social norms in the face of the digital influx by offering a nuanced understanding of how contemporary digital narrative forms are woven into the social tapestry. Secondary data sources have been used to start this analytical voyage in order to develop a comprehensive knowledge. The main method for gathering secondary data comes from official documents, credible business indices, and academic papers. This technique guarantees a thorough examination of the business environment, tying the stories of many stakeholders together.

This study's narrative arc is divided into several distinct portions, each devoted to a different analytical perspective. The foundation is laid in the first section, which describes the economic and geopolitical importance of Saudi Arabia in the global context. The next step is to conduct an industry study to give a comprehensive overview of the numerous industries that are prime for start-up businesses. The next step is an external study, which looks into the exogenous and macroeconomic variables that might have an impact on how businesses operate. After that, a study of the internal environment is conducted to examine the microeconomic variables, legal frameworks, and innovation ecosystem. The penultimate section includes a SWOT analysis, which provides a synthesis of the strengths, weaknesses, opportunities, and threats that are present in the Saudi Arabian corporate environment. The main conclusions, suggestions, and directions for further research are summarized in the closing section. The reader is guided through a careful examination of what it takes to launch and maintain a business venture in Saudi Arabia through this organized exploration, which offers a concise, educational, and entertaining narrative that could act as a springboard for upcoming entrepreneurial endeavors in this developing market.

1.1 Company Description

The Candid Podcast Cafe is a partnership service business focusing on providing an area where famous podcasters can rent a spot, make their set, and record their podcasts where people can attend that podcast live while they dine and enjoy the coffee beverages. In addition, the cups and all the products used in the cafe are considered sustainable as well as recycled to ensure an eco-friendly environment.

1.1.1. Vision

To be the number one and only podcast cafe in the Kingdom. Shedding light on how modern digital platforms can harmonize with traditional social settings, creating a vibrant, interactive, and intellectually stimulating community space. To unravel the operational, cultural, and societal dynamics of Candid Podcast Cafe, serving as a microcosm of the larger emerging podcast culture in Saudi Arabia.

1.1.2. Mission

A cafe that specializes in the delivery of world-class audiovisual entertainment and is a platform in Saudi Arabia. Using the latest technology in the industry, delivering multiple

interactive experiences, and ensuring each guest receives high-quality coffee beverages and friendly, prompt services in a diverse podcast atmosphere.

2. Industry Analysis

We will be competing in the hospitality industry as well as the audio entertainment industry in Saudi Arabia. This industry depends on the availability of leisure time and disposable income of the people. It is mainly to satisfy the luxury needs of customers. Brand loyalty plays an essential role in this industry, and businesses here usually have a theme to attract customers. The cafe will be operating in the full-service niche market. There is no such cafe in Jeddah that offers both coffee and entertainment related to podcasts and is likely to be wholeheartedly accepted by people.

2.1. External Environmental Analysis

Business Analysis (PESTLE): A tool that can be used by businesses to examine different factors that cause an effect in the market environment. The purpose of PESTLE is to gain information and a good understanding of the external environment for the organization's operations. PESTLE stands for political, economic, social, technological, legal, and environmental. Every dimension of the PESTLE analysis can significantly impact the business's strategies and market position. Regarding the external trends and environmental aspects, the PESTLE Analysis of the podcast cafe will allow us to make the correct strategic decisions.

2.2. Political and Legal Trends

According to the Ministry of Information (2023), when it comes to the podcasting part of the cafe, the Ministry of Media has changed some rules and regulations that both the podcaster and our company should abide by. Nowadays, for podcasters or influencers who want to publish promotional information in general on social media platforms, a license should be granted to them where in most cases would require them to pay the government a fee. There are requirements, terms and conditions to get the license for individuals who want to provide advertising content through their social media platforms. For example, according to the media services platform and ministry of information, the license applicant must abide by and agree to follow the terms and conditions issued by the authority, pay a service fee of 15,000 SR, provide data information and reports requested by the authority, stops advertising any media content immediately without objection if required to do so by the authority, and only display advertisement through an account registered in the authority and linked to the license granted to the licensee. As for the individuals who want to obtain the audiovisual content production license, they can be able to do the following activities such as television production, programs for radio, video games, films, dubbing, subtitling, editing and written content. Moreover, there is a license that our company needs to obtain to operate a production studio. Since we would be providing audio-visual media services through fixed studios, which are fully equipped with high quality technology for the podcasters to get permanent supervision, control, and can produce or record media and digital content, including rooms for permanent supervision and control. A service fee should be paid in the amount of 2,000 SR. A commercial

registration corresponding to the activity, company's incorporation documents, and National ID for Saudis/passport for non-Saudis should all be submitted as these are the required documents to obtain the license.

In addition, there is a license specific to broadcasting via mobile phone or through other electronic means such as but not limited to, messages like SMS and MMS, advertisements, news, and images. There are no service fees but there are terms and conditions including having the broadcaster/podcaster or having the company's representatives be 18 years old or older with a university degree or equivalent. The individual should present the required documents including an incorporation contract showing the partners' data, ID numbers and nationalities, domain verification and proof of activity (Ministry of Information, 2023).

According to Mawthook (n.d.), the government also requires individuals who want to provide advertisements on social networking sites to register for a license via Mawthook. In parallel, the government is also working toward Vision 2030 in Saudi Arabia which includes the below goals and commitments:

- Increasing household spending on cultural and entertainment activities inside the Kingdom from the current level of 2.9% to 6% (Saudi Vision, 2030).
- Obtaining environmental sustainability by protecting the environment and natural resources through waste management and recycling projects. Reducing water consumption and using treated and renewable water (Saudi Vision, 2030).

Furthermore, since we will also be serving drinks and food it would be considered as a café and would require the owners to choose and register the company name as well as register it as a local food establishment through the Saudi Food and Drug Authority while also getting their approval. The operations will be legal, and all taxes will be paid and the company would also have to abide by the rules and requirements of Jeddah Municipality like site, venue, ventilation, electrical and general requirements. Particularly with relation to online media and podcasting services like Podcast Cafe, the political and legal climate in Saudi Arabia is changing.

According to Digital Content Platforms Regulations (2021), Digital content platforms now have to apply for licenses from the Saudi Communications and Information Technology Commission under new laws. This law covers a range of digital services, including as podcasting, on-demand streaming, and online advertising services. The goal of the regulation is to make sure that these platforms obey all applicable regulations, particularly those that deal with content and advertising. A proportion of the platform's relevant revenues, which include user, partnership, third-party store, and advertising revenue, is used to calculate the licensing fee.

Freedom House (2022) mentioned that despite efforts to digitize and increase internet connectivity throughout the nation, internet freedom is still severely constrained in Saudi Arabia. To conform to the nation's laws and policies, the Saudi authorities are likewise tightening their control over online activity. Almonitor (2014) stated that Saudi Arabia's political culture is slowly evolving in response to the country's transition to the digital era. The emergence of new communication technologies has contributed to a slow shift in the country's political discourse toward more openness. Social media and other digital platforms have gained popularity in Saudi Arabia and have opened up the country's

public conversation to formerly taboo topics like corruption, poverty, unemployment, women's rights, and more. Government-run TV channels now face off against privately-owned networks as the Saudi government adjusts to these changes. Despite the gradual speed of change, this digital shift has begun to question established political culture, supporting a more open one.

2.3. Economic Trends

1. Boosting small businesses and productive families: The startup will help the growth of the economy, create job opportunities, and support innovation. Saudi Arabia is encouraging our young entrepreneurs to start their own businesses by making, for example, access to funding easier. Therefore, according to the Saudi Vision (2030), the government wants to increase small and medium-sized enterprises (SME) contribution to gross domestic product (GDP) from 20% to 35%, lower the unemployment rate from 11.6% to 7%, and increase female participation in the workforce from 22% to 30%.
2. A bigger role for SMEs: Small and medium-sized enterprises contribute to 20 % of the GDP which is low compared to advanced economies. Every SME still must go through slow and complicated legal and administrative procedures. So, the government is aiming to review SME laws and regulations and shorten the process by removing unnecessary obstacles (Saudi Vision, 2030).

2.4. Social/Cultural/Demographic Trends

According to Podcast Consumption in KSA (2021), Podcast listeners spend 17% more on food and drink than non-podcast listeners. Nowadays, most people prefer hanging out in cafes, and what better way for them to drink their hot beverages while also listening to their favorite podcasts.

Health concerns may have an impact on this industry as the trend of going healthy is also prevalent in the twenty-first century, despite the trend of having self-time with coffee. Consequently, some people are urged to exercise, stay away from bad foods, and drink less coffee because it contains caffeine. However, the demand for coffee beverages increases during summer.

Every community has unique norms and values that are crucial in determining how people behave as consumers. For learning societal attitudes and norms and developing local teams and partnerships to adapt marketing strategies to specific cultural contexts, podcasting should be done locally. Podcasting requires careful observation of societal class divisions. Podcasting will need to adopt niche marketing strategies to provide luxury goods at premium rates to a market where the high-end market is relatively small.

Changes in demographic patterns like aging population, migration trends and socio-economic variables have paramount importance for business organizations like podcasting. Studying the demographic characteristics can help podcasting in choosing the right market segment with high growth potential. 30% of survey respondents listen to podcasts daily, 22% listen week. "Demonstrating the increasing demand for podcasts is that over half (54%) of podcast listeners surveyed say their consumption has increased in 2021 compared to 2020, compared to less than a fifth (17%) who say it has decreased. Just

over a quarter (26%) of podcast listeners say their consumption has remained the same this year as last year.” (Podcast consumption in KSA, 2021).

The Rising Giants Network clarifies that there are two types of trends when it comes to the podcast consumption in KSA:

1. Gender Trend: where the male consumers listen to podcasts at least once a week. Also, the consumption of both the male and the female has seen growth in 2021 as opposed to 2020. 17% of the females do not listen to podcasts. Statista (n.d) stated that according to the demographics when it comes to coffee consumption.
2. Regional Trend: people who live in the Central region listen to podcasts at least once a week, followed by the people who live in the Eastern region and then those who live in the Western region. As for consumption, the 52%-56% percentage amount has remained similar regardless of region.

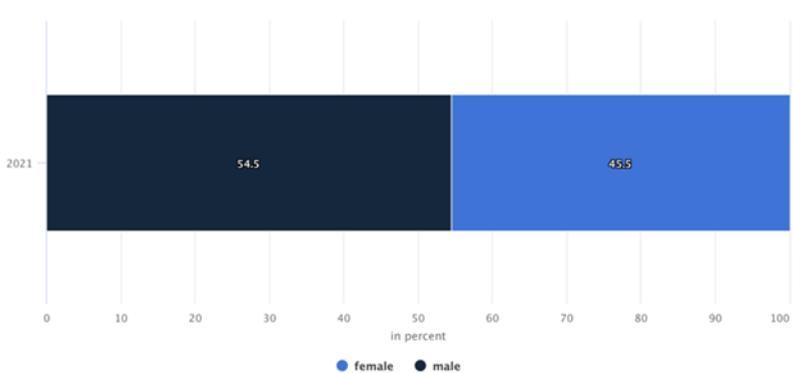


Figure 1. Graph Depicting Consumption of Coffee Gender-Wise.

* Source: Statista. (n.d).

The rapid growth of podcasting in Saudi Arabia is a reflection of broader social and cultural trends toward the use of digital media and the investigation of new venues for interaction, amusement, and employment. The following are some significant aspects of Saudi Arabia's social and cultural trends in podcasting, particularly as they relate to podcast cafés like the Candid Podcast Cafe: Feedspot (2023) mentioned that Saudi Arabian podcasts frequently explore issues related to the development of the nation, women's empowerment, business ventures, and technology. As an illustration, "The Mo Show Podcast" is regarded as the top English podcast in Saudi Arabia and discusses the nation's progress, women's empowerment, business ventures, and technology.

GMI Blogger (2023) stated that in Saudi Arabia, the shift to digital platforms for a variety of uses—including communication, entertainment, and employment—is well under way. With 99% of the population online and 79.3% utilizing social media platforms, the nation boasts a high percentage of internet and social media usage. Saudi Arabians often use social media for at least three hours and a half a day.

According to Person (2021), a sizable fraction of Saudi Arabia's population listens to podcasts on a regular basis. According to a study, 30% of Saudi Arabian podcast listeners tune in every day, with 67% of listeners tuning in at least once each week. The popularity of various platforms among Saudi Arabian podcast listeners varies. Due to the widespread use of iPhones, 85% of podcast listeners are on Apple's platform. However, 32% of respondents said they preferred Anghami, which may be because of its investments in regional content. Contrarily, only 18% of respondents said they prefer using Spotify to listen to podcasts, despite the company's expenditures in the area. This could be because Spotify just recently began offering its podcasts in the Kingdom.

Communicate Online. (n.d.) stated that in Saudi Arabia, the podcast audience is frequently seen as better educated and professionally advanced, which promotes higher social mobility and more disposable cash. For podcast cafes and other associated businesses, this generational change offers a great potential to access a lucrative industry.

2.5. Podcast Preferences

Rising Giants Network (2021) mentioned that 85% of the Saudi Arabian region use Apple Podcasts, 32% of the region chose Anghami which is most likely to be used by females followed by 18% of podcasts listeners choosing Spotify which is most likely to be used by males as it is their favorite platform to listen to podcasts. Moreover, both audio and video are the most desired consumption methods in Saudi. Males prefer to watch the video as opposed to consuming it only via audio. Preferred language in Saudi is Arabic for both females and males but only a fifth of listeners prefer the podcast to be in English. Entertainment is the most loved genre by Saudis followed by art and sport, etc. 54% of podcast listeners enjoy the narrative-driven format, 39% of listeners love the conversations and interview format, 31% of the listeners prefer the storytelling format but only 23% prefer the audio documentary series. As opposed to the preferred length, 40% prefer the podcast to be 10-20 minutes followed by almost 32% of the listeners prefer the podcast to be 21-40 minutes. It is assumed that podcasts are consumed mostly by young working professionals. The age group that ranges between 25 and 34 (72%) are most likely to listen to podcasts at least once a week and they are the most frequent in consuming the podcast. Followed by the 45-54 aged consumers and finally, the younger audiences (16–24) are more likely to engage in video formats of the podcasts (Rising Giants Network, 2021).

The Rising Giants Network states that 41% of the listeners tune in while doing chores and housework, which is done mostly by females, 36% tune in while they are driving which is done mostly by males, 31% are on their way to work, 28% tune in while getting ready in the morning. And 59% represents most of the podcast listeners who tune in depending on the theme and topics that the podcast will cover. 20% of listeners tune in because of the host and 17% due to interesting guests. In addition, male podcast listeners prefer entertainment and sports genres in a documentary form. On the other hand, female podcast listeners prefer self-help, mental health, and wellbeing as well as entertainment in a storytelling form. Furthermore, 16-24 aged podcast listeners prefer the following genres in the following order, entertainment, art and true crime. For podcast listeners who are aged 25-34, they also like entertainment, news, and current affairs. For podcast listeners who are aged 35-44 prefer the following genres in the following order, art, sports and then

entertainment. Also, the listeners' favorite genre is entertainment across the three regions in Saudi Arabia.

Podcast consumption has increased as the consumption of traditional radio listeners has declined over the years. In 1449, Saudi Arabia started its first broadcasting and radio stations and in 2001 the iPod was introduced and in late 2004, Audio blogging was initiated and started in the Kingdom of Saudi Arabia. Moreover, regarding the reach, which reached 800 million which is an estimated number of podcast listeners globally in 2019 and was expected to reach 2 billion listeners by 2025 which will increase the advertising through podcasts sales to approximately \$3.5 billion (Amaz, n.d.).

2.6. Technological Trends

The company cares about quality and experiences and therefore will invest in the latest technology to cater to our clients' needs and wants. The company will provide fast internet and make sure it is always available, computers with video and sound editing software, mobile stands, microphones, headphones, video camera, microphones greenscreen, power plug and outlets, chargers, sound proof walls and glass and a fully equipped studio to be the first podcast services and production studio in Saudi Arabia that is also considered to be a cafe where high quality food, drinks, and services using the latest coffee machines will be provided as customers enjoy and engage with the broadcaster/podcaster.

World Economic Forum (2023) mentioned that to demonstrate the country's commitment to embrace modern technologies, the Saudi Arabian government has pledged to invest 2.5% of GDP into the field of research, development, and innovation by 2040.

ICT, Oxford Business Group (2023) mentioned that with a projected value of \$41.1 billion by 2022, Saudi Arabia's information and communications technology (ICT) industry is the largest and fastest-growing in the Middle East and North Africa. Moreover, Oxford Business Group (2022) stated that the Gulf Cooperation Council (GCC) is being led by Saudi Arabia and the UAE in the adoption of artificial intelligence (AI), with the potential economic advantages of AI expected to exceed \$320 billion by 2030 across the region.

According to Deloitte (2023), Emerging technologies like augmented reality (AR) and virtual reality (VR), which are changing the metaverse from a niche tool to an enterprise one and maybe opening the door for new business models, are seeing increasing interest and acceptance. Along with the trend of streamlining multicloud administration through abstraction and automation, trust in and integration of Artificial Intelligence (AI) in business operations are also rising.

The Podcast Cafe in Saudi Arabia may face both opportunities and difficulties as a result of these technological advancements. The adoption of AI and other developing technologies, as well as the booming growth of the ICT industry, all contribute to the favorable environment for digital businesses like podcasting platforms. To acquire a competitive edge, it would be important to stay on top of technical developments and effectively incorporate them into the business strategy.

2.7. Environmental Trends

Environmental factors are having a big effect on businesses. Governments and

environmental groups are pressuring businesses to adopt environmentally friendly practices as the world sees climatic changes and environmental degradation. Additionally, it is extremely important for broadcasting/podcasting that organizational units situated in or close to urban areas implement effective waste management procedures. Many nations have established stringent regulations to safeguard their urban regions through efficient waste management. Changes in climate and weather can have an impact on how effectively businesses operate. For example, the hot and dry climate in Saudi Arabia has an impact on beverage consumption. These extreme weather conditions can raise operating costs and force companies to adapt their value chains. These modifications may also affect customer spending habits, which would require an organization to change its product and marketing strategies. To guarantee long-term sustainability, the podcasting cafe can make investments in renewable technologies. The use of green/eco-friendly goods is becoming more popular. Over traditional value propositions, the podcasting cafe must prioritize and concentrate on marketing the goods' environmental friendliness. By reducing greenhouse gas emissions, energy use, water use, and waste generation across the value chain, the cafe must continuously work to manage its environmental footprint and strive to have a smaller negative effect on the environment.

Al-Khudair (2018) mentioned that according to Saudi Arabia's Vision 2030, "sustainable, highly efficient production systems" would help to protect the environment and natural resources. They as well mentioned that according to Saudi Arabia's fastest-growing job categories, sustainability and digital technology are increasingly being combined. Environmental and digital security are among them.

Verma (2023) mentioned that as of 2023, green data center activities, data center consolidation, and policy improvements for data center sustainability are on the rise in accordance with environmental sustainability. Frost (2010) stated that in addition to other political, economic, social, legal, and technological concerns, the government is supporting programs to expand the environmental sector, addressing problems including waste water management and oil spills.

These trends point to an increase in environmental awareness and a shift toward incorporating sustainability into the digital and technological spheres. In order to appeal to a socially conscious audience, podcast cafés and digital media platforms in Saudi Arabia might embrace these trends by implementing eco-friendly procedures, supporting green technologies, and possibly including material linked to environmental sustainability.

3. Case Study

3.1 Customer Analysis

The Candid Podcast Cafe targets coffee and podcast enthusiasts due to changing consumer tastes, fast-paced lifestyles, and an increasing workforce. The market is import-driven, with major coffee exporters in Africa, Asia, and Latin America. A thorough customer analysis is required to identify trends in the podcasting industry. The global podcasting audience is predominantly aged 18-44, with a mix of men and women. Popular genres include true crime, news, humor, and instructional programming. Popular platforms include Apple Podcasts, Spotify, and Google Podcasts. Consumer behavior includes frequent listening while driving, exercising, or going about their daily lives. The

emergence of smart speakers and voice-activated technology is impacting podcast consumption, with advertising and subscription models being the most common monetization trends. In Saudi Arabia, urban areas with young, tech-savvy adults are targeted, with local market segments and language preferences. Regional consumer behavior, cultural awareness, competitive analysis, and regulatory framework are also considered.

4. Competitor Analysis

A competitor analysis is crucial for businesses like Candid Podcast Cafe in Saudi Arabia to understand the market environment and anticipate future challenges. This involves analyzing both direct and indirect competitors, including podcasting websites and coffee shops.

4.1 Secondary/Indirect Competitors

Three secondary and indirect competitors are Upgrade Creative Space, Creative Mornings, and Balwara. Upgrade Creative Space is a hub for hobbyists, Creative Mornings provides a space for sharing and connecting, and Balwara is a creative space for learning and growth. These businesses offer co-working spaces, talks, lectures, workshops, free hospitality, coffee, and snacks, but lack the live podcasts offered by Candid Podcast Cafe. In addition to that, the company's competitive advantage lies in its cost leadership, cost focus, and differentiation focus. Key advantages include hosting monthly free talks and lectures, offering co-working spaces with longer working hours, and improved client experience.

4.2 Substitute Competitors

Tahreek Space, The Space, and Cocoon Tree are businesses targeting the same customers in the area. Tahreek Space offers a destination for craftsmanship and design, The Space fosters a business network, and Cocoon Tree provides a workspace for individuals or teams. They offer talks, lectures, coffee, and snacks, with marketing strategies focusing on social media, word of mouth, events, and emails the key competitive advantage lies in differentiation, cost focus, and a focus on cost. To win, businesses should enhance their offerings, provide co-working spaces with longer hours, and offer a diverse product mix. and offer a diverse product mix.

Table 1. Perceptual Map (Price Vs. Quality)

Client Experience						
Business Name / Comparison Domain	Upgrade	Creative Mornings	Balwara	Tahreek Space	The Space	Cocoon Tree
Product quality	5	4	3	4	4	5

Pricing	3	5	4	3	3	3
Place	2	4	4	5	4	5
Reputation	4	4	3	4	4	5

*1-5 scale system: 1-Poor; 2-Unsatisfactory; 3 Satisfactory; 4-Very Satisfactory; 5-Outstanding

*Source: Author(s) Work.

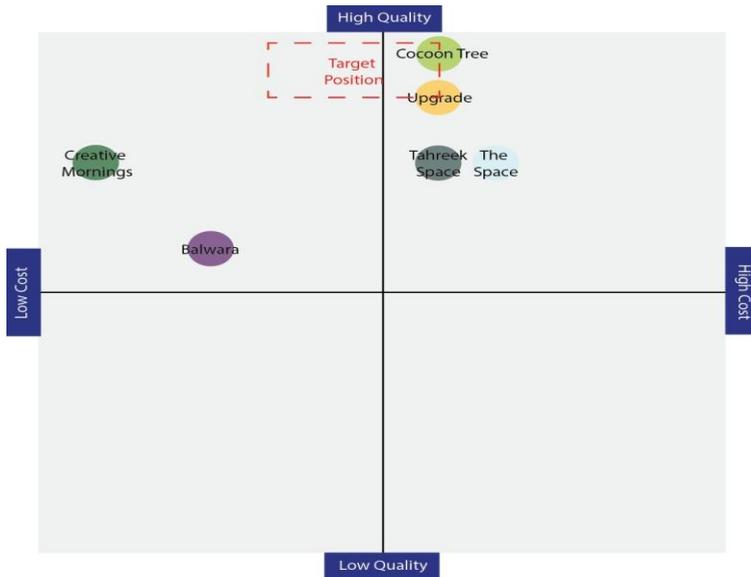


Figure 2. Positioning of Different Competitors.

* Source: Author(s) Work

To gain a competitive edge, the Candid Podcast Cafe should enhance its product mix with reasonable prices, create a unique offering, and host monthly free lectures and talks. A detailed competition analysis is crucial for identifying a distinctive market position, making strategic decisions, predicting market trends, and foreseeing threats. Understanding the competitive landscape helps in foreseeing technological disruptions, shifting consumer tastes, and distributing resources effectively. Comparing the Cafe's performance to industry benchmarks helps identify growth areas and create realistic goals. Understanding rivals' offers, quality, and customer satisfaction levels can help enhance products and services. Lastly, keeping up with technology developments can encourage innovation and maintain the Cafe's technological edge.

5. Internal Environmental Analysis (Marketing Mix)

The Candid Podcast Cafe, a new business in Saudi Arabia, combines digital podcast culture with traditional cafe culture. The cafe's marketing strategy focuses on combining a traditional café atmosphere with a contemporary podcasting experience, offering a variety

of podcasts and cutting-edge podcasting equipment. Pricing tactics are essential for establishing the cafe's place in the market, with a value-based approach based on the perceived value of the service. The location, situated in the heart of Jeddah, Saudi Arabia at Al-Tahlia Street, is carefully chosen to cater to both casual cafe patrons and podcast enthusiasts. Effective promotional techniques, such as social media marketing, neighborhood events, and collaborations with regional podcasters, are used to recruit the target market and create a brand-centered community. The cafe's marketing strategies include aggressive advertising and digital marketing to increase market share and attract customers.

5.1 SWOT Analysis

Strengths

Podcast cafes offer socializing opportunities, valuable knowledge exchange, and easy language learning for Saudi undergraduates. They provide an interactive, high-quality product experience, and offer a variety of menu options. They also attract continuous sales due to their engaging atmosphere and have a competitive advantage as a first-to-market location.

Weaknesses

Podcast production costs, talent acquisition, organizing, predicting capital and profit, and lack of industry data are significant challenges in the podcast cafe industry. It also requires finding talented individuals, arranging work, and ensuring valuable content.

Opportunities

Includes selecting skilled partners, researching competitors, creating a schedule, connecting content to season activities, and promoting on social media.

Threats

Competitors are constantly creating new content, reaching new listeners, using the latest technologies for podcast publishing, and attempting to maintain cash flow.

6. Conclusion and Recommendation

To conclude, what is clear from the research is the continued and growing popularity of podcasts in KSA as podcasts are most frequently consumed using mobile listening devices across a wide variety of environmental, situational, and social contexts. Therefore, there is a huge opportunity for such a business to thrive as it is considered the first in the market and it is an ever-growing market for both the podcast and food services. In addition, it supports the Kingdom's vision 2030 as well as the GDP which thus creates more job opportunities for the citizens as well as offering them entertainment and leisure time.

The production of podcasts is constantly expanding in the Gulf region serving as an artistic communication. Moreover, the number of podcast listeners around the world is estimated at 800 million in 2019 which will increase to 2 billion in 2025, thus enhancing the advertisers' collections to approximately 3.5 billion dollars, and that communicates the positive experience of influencing the sales of podcasts (Amaz, n.d.). Therefore, according to the above statistics, we would like to expand Candid Podcast Cafe internationally as it will be considered profitable.

It is clear from the study's conclusion that Candid Podcast Cafe in Saudi Arabia has prepared the way for a new type of media and community involvement in the area, especially when viewed through the perspective of the country's developing podcast culture. Saudi Arabia's rapid growth in podcasting reflects societal and cultural shifts towards digital media. Podcasts, particularly in Candid Podcast Cafe, cover topics like technology, business, women's empowerment, and national development. "The Mo Show Podcast" is the best English podcast in Saudi Arabia. The results of this survey show how popular and widely used podcasting is in Saudi Arabia as a means of communication and information distribution.

This growing culture captures the worldwide podcasting movement while adding a regional touch that appeals to the Saudi people. This study's value comes from its capacity to illuminate the dynamics of podcasting in a sociocultural setting that is undergoing fast modernization and globalization. In a nation that is attempting to strike a balance between tradition and modernity, it demonstrates the potential of podcasts as a tool for fostering open discourse and providing a platform for various views.

This case study provides a baseline understanding of the Saudi Arabian podcast market for future research, which can then be developed upon with additional in-depth questions. Future studies can examine how podcasting affects gender dynamics, the public discourse, or even the financial mechanisms that are developing to support this medium. Additionally, it provides opportunities for comparing podcast cultures across various Middle Eastern nations or even globally.

On the other hand, the results of this study can be very useful to entrepreneurs. Candid Podcast Cafe's situation serves as an example of the commercial potential of podcasting, both as a stand-alone business and as a component of a larger media or community engagement plan. The study reveals the growing market for podcasts in Saudi Arabia as well as the preferences and habits of the audience, which can help with the establishment of business models, marketing plans, and content in this area. Furthermore, the community-building and social impact of podcasts that were highlighted in this study can operate as a model for business owners wishing to construct value-driven ventures that fit with local culture and modern trends. Saudi Arabia is rapidly utilizing digital platforms for work, entertainment, and communication, with 99% of the population using social media and 79.3% being active users, spending at least 3 and a half hours daily.

Last but not least, the suggestions made by this study call for the development of a podcasting ecosystem that includes favorable regulations, a strong technical foundation, and public awareness campaigns. The development of a thriving podcast culture in Saudi Arabia can be significantly aided by stakeholders such as policymakers, entrepreneurs, and the general public by creating an environment that is favorable. This will enrich the media landscape and advance an open and informed public discourse.

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