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ABSTRACT

Looking at the Saudi architectural offices, there are various ways to obtain the projects such as competitions, personal relations, advertising, etc. A major way for obtaining the projects is through personal and social relations. Therefore, when studying the features of the Saudi professional market, and understanding the ways that engineering offices follows, it will be able to determine the cultural dimensions that makes the architectural profession, in strong relation with our social life, more than profession that enquires procedures and systems to be followed. As well as special tasks to be done by those offices in such countries around the world, the architectural competitions are performed and the

offices with the perfect design will be chosen. In addition to the lacking of professional rules and regulations that organize competition systems in the kingdom, such offices obtain projects based on the cheaper fee. Subsequently, a question will be raised, how do asses the quality of the architectural products in the kingdom?

To answer this question, this study aims at identifying the ways following by Saudi architectural offices to obtain projects and market their services. Moreover, the effects of the followed ways on the quality of the architectural projects will be mentioned.

To achieve the objectives of this study, a number of questionnaires was distributed among architectural offices in the kingdom. Generally, this study ensures that the traditional ways, following by architectural offices to obtain projects, are a major reason for the poor architectural quality in the Kingdom.

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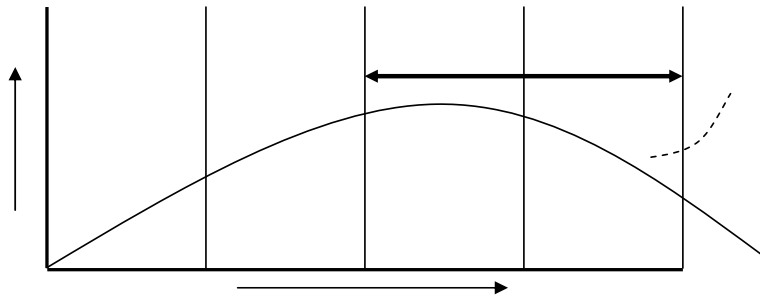
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(Mattie, 1994)

