



GLOBAL RESEARCH INSIGHTS

Your partner in turning local Insights into actionable tools

C o r p o r a t e P r o f i l e

Who we are

Independent market & social research agency.

Full service agency.

Founded in 2009.

12 full time employees, based in Nairobi, Kenya.

ESOMAR member.

Also member of regional industry bodies PAMRO, MSRA, NIMRA, & MSK.

Business Sectors

Fast moving consumer goods (FMCG)

Consumer Electronics

Banking & insurance

Energy & water and sanitation

Telecom

Transport

Industrial

Agricultural

Healthcare/ pharmaceutical

Media

Non Governmental Organizations

Government

Types of studies we conduct

Social research and opinion polling

Monitoring & Evaluation Research.

evaluating project effectiveness.

Product development

Idea generation, concept testing, product testing, packaging development and testing, sales / market shares prediction, usage and attitude, segmentation

Market measurement

Household panel (under development), distribution checks, In-store promotions evaluation

Segmentation research

Habits and Attitudes surveys, Opportunity identification, Needs States.

Advertising.

Participatory rural & urban appraisal studies

Advertising.

pre- and post-tests, campaign evaluation.

Business to business research.

understanding small/medium and large businesses.

Additional Services offered

Fieldwork outsourcing: Research- Primary & secondary data

Research consultancy

Training

Questionnaire translation services

Marketing strategy formulation



How we work internationally

- Inbound and outbound research
- B2B and B2C
- Qualitative (40%) and quantitative (60%) research, in terms of business turnover
- 75% of GRI work is Market Research while the rest is on social/ development research and monitoring and evaluation of social development projects.
- Telephone & Internet studies by GRI, other methodologies outsourced to local agencies.
- An extensive network of high quality and reliable partners across Africa and abroad. Per project, partners are chosen on their experience and their price – quality ratio.

Who we have worked for



Methods & Facilities 1

Telephone interviews (CATI), ad hoc & omnibus

About 150 interviewers (working exclusively for us) nationwide in East Africa- Kenya, Uganda, Tanzania, Ethiopia, Rwanda and Burundi

Quantitative Face to face interviews (pen & paper or CAPI)

In home, in store or central location

Always fresh respondents

Mystery shopping / calling / e-mailing / web-visits/ shopnographies

Methods & Facilities 2

Web interviews (ad hoc & omnibus)

High speed internet connection via optical fiber

Studies run on our own server for dedicated research

Third party panel providers for larger or specific samples

Qualitative research

Focus groups & in depth interviews

Groups are always moderated at research executive level

Interviews are (partly) conducted by research executives

Ethnography studies

Shopper understanding studies

Participatory Rural Appraisal/ Participatory Urban Appraisal research

What can we deliver?

Clean data Files (all formats: ASCII, EXCEL, SPSS etc.)

Tabulations (all formats: Word, Excel, SPSS etc.)

Interactive weighting procedures

SPSS- analysis (crosstabs, Conjoint Analysis, Text Analysis)

Coding in home (code frame created by client or GRI)

Verbatims in any language (translated into English, French, Portuguese, Spanish)

Reporting (Word, Powerpoint -also in line with your format)

Transcriptions in English

Quality standards

Technical quality:

state-of-the-art and proven methodologies, hardware, software and analysis

Functional quality:

objective driven research (member ESOMAR “Quality Circle”)

Relational quality:

commitment, open communication, intensive collaboration with client (internal customer satisfaction study:

average score of 4,6 at a scale of 1-5)

How we guarantee quality

Thorough training of new interviewers

Detailed project briefings

Continuous supervision and training (5 supervisors)

Helpdesk for interviewers

Call-back 15% of respondents

Translations into research language by research executive

Data-entry & coding in home (short lines)

First class analysis software (SPSS)

Checks on data consistency, validity & representativity

What can you expect from us?

Involvement

High quality fieldwork

Timely and accurate data-delivery

Open-minded

Quality control in all research phases

Flexibility

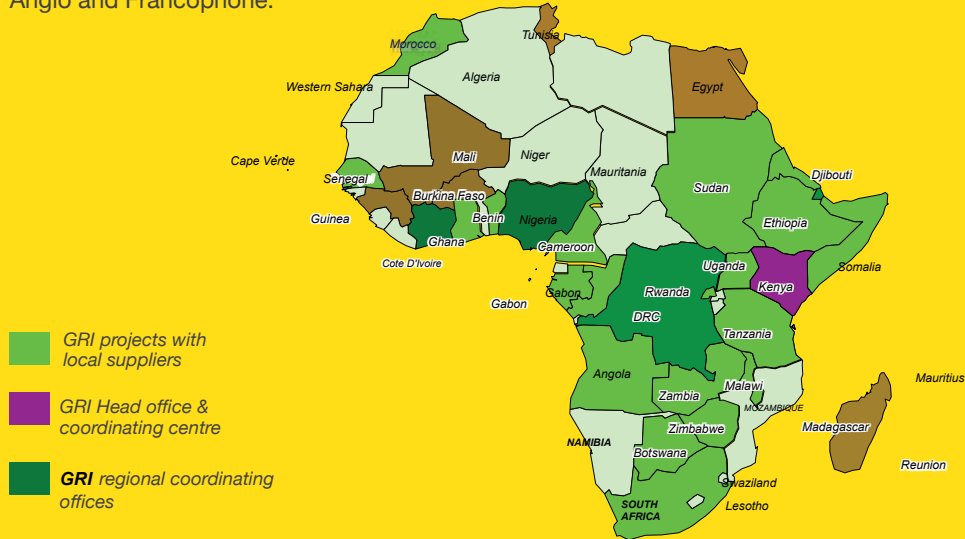
Continuous feedback on projects

Local knowledge

Competitive prices

Where we offer services...

Generally, GRI cover directly and in collaboration with our partners, most Sub Saharan African countries, both Anglo and Francophone.



Management Team/ Key people

Tabitha Wanja – Managing Director & Project overall management/ consultant

Tabitha has over 10 years experience in social and marketing research, working mainly among women and gender issues among the marginalized communities in Kenya and Uganda. She doubles as a part time member of faculty of the Catholic University of East Africa (CUEA) lecturing social studies and international relations. She will be instrumental in project design and methodology refinement. Tabitha holds an MA degree in International relations from the USIU- Africa.

Tabitha has been involved in studies on gender equality and development in several countries in Africa. She has conducted studies on Maternal health by the UNICEF in Nigeria, Small holder farming development and commercialization in Northern Uganda by the World Bank and the Gates Foundation, Post Conflict trade development among vulnerable rural women in Burundi, Monitoring and evaluation of immunization programmes in 8 Northern states of Nigeria among others.

Tabitha will is involved in the design and analysis of data of the study with critical understanding of issues affecting vulnerable populations in the rural communities in Sub Sahara Africa.



Joseph O. Mose - Research Director

Has over 15 years experience in market and social development research in various countries in Africa i.e. East Africa, Cameroon, Nigeria and Ghana. He has worked on research projects dealing with vulnerable populations in both marketing of small holder farm produce and scaling market entry strategies among rural poor in Nigeria, Ghana, Benin and Uganda. Joseph will be in charge of the overall project management and final analysis process, and will be overall in project design and implementation. He holds a Master of Public Policy & Administration from the University of Nairobi.

Joseph Ogeto has worked with leading research companies in East, Central and Southern Africa. Prior to his current role as a lead researcher with Global Research Insights, he worked for TNS in Nigeria and in East Africa based in Nairobi, Kenya. He has a wealth of experience mainly in Pro Poor policy and development research with an inclination towards financial inclusion research, stakeholder studies, telecommunications and commercialization of small holder farm produce. An experienced qualitative and quantitative researcher and multilingual moderator, he has conducted numerous studies in several English & French speaking countries in Sub Saharan Africa. The most notable studies conducted so far include; Market Access Programme evaluation by USAID/ DFID sponsored programme through AGRA in several African countries, The impact of child labour in poor farming communities in Mali, Cameroon and Benin by the ILO, Monitoring and evaluation of the impact of African Union policies on Agriculture in Nigeria through the Africa Peer Review Mechanism, Impact assessment on human rights of populations along the Chad-Cameroon pipeline corridor by the World Bank etc.



Aarons Chea –Director, Methodology and design

Has 15 years' experience in Social, Marketing & Public Opinion research, Geo-marketing and Commercial Planning. Holds a Bachelor of Education, Arts (Economics & French). Did a 2-year training in Geographical Information Systems from Lunds University, Sweden. Aarons has a strong background in evidence-based research, decision making and strategic thinking gained from many years working in research agencies and client organizations. His Mobile Telecommunications experience started when he was hired as a Market Planning Manager by Celtel Uganda in 2007. He was responsible for research analysis, network roll-out and commercial planning. He championed the roll-out of 300 base stations that helped move Celtel from a 4th insignificant player with 8% market share to a strong number 2 with 38% market share. Aarons was later promoted to be head of research and planning for the Zain Group, based in Bahrain until 2010 when he joined the Airtel International Group in Kenya as Group Research Manager in 2011.

Aarons later worked for the Gallup Organization based in Washington DC and was responsible for Gallup's work in Africa handling high profile accounts like FAO, the World Bank and US Federal agencies like the BBG. While working at Gallup, he spent several months working in many villages in Mozambique from South to North. He has been to Maputo City and Provincia, villages in Gaza and Inhambane and went by road to remote areas of Sofala, Manica, Tete, Zambezia, Nampula and Cabo Delgado. Prior to joining Global Research Insights as a full time consultant, he worked as Africa's customer and market insights manager at d.light Design, a social enterprise providing affordable solar lighting and power to base of pyramid (BoP) customers.





GRI Interviewer pre testing a questionnaire with a respondent in Obo, Central Africa Republic



GRI project manager and trainer identifying Survey starting points for a survey in a village in Obo, Central Africa Republic



GRI field interviewer using a tablet device for data collection in Zemio, Central Africa Republic



GRI field teams at their Survey Starting Points in Zemio, Central Africa Republic



GRI Supervisor checking on field team in Bakouma, Central Africa Republic



GRI field team at a starting point (SP) in Obo, Central Africa Republic



GRI Project manager en route to a survey site in Northern Chad



GRI field manager en route to a survey site in Eastern Chad



GRI conducting a Focus group discussion in Maiduguri, Borno State, North Eastern Nigeria



GRI Project manager cum Qualitative moderator, in focus group facility in Chad



GRI field interviewer conducting a CAPI interview using a tablet device for data collection in Zemio, Central Africa Republic



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