

Intelligence

Market Research & Business Consultancy

*Your Partner
To Success*

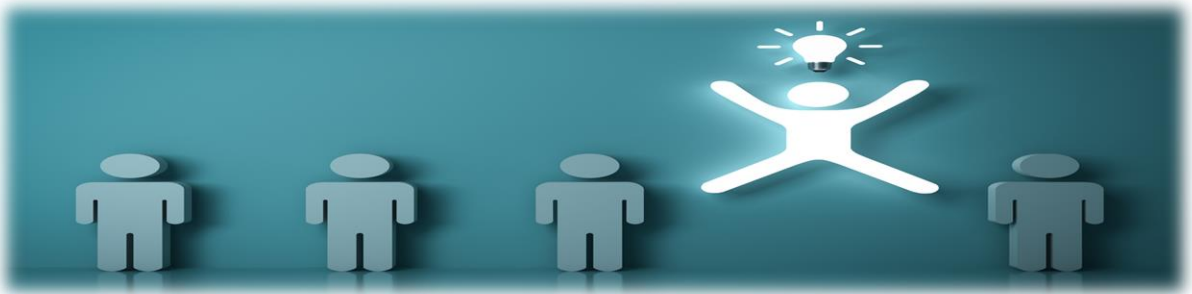


ABOUT INTELLIGENCE :

INTELLIGENCE is the leading market research information aggregator that provides market research reports, marketing consultations, market survey, and evaluation of marketing opportunities, industry analysis, business reports, country reports, newsletters and online databases as well as conducting specialized & tailored training courses to corporate, consulting firms, academic institutions, government departments, agencies etc.



WHAT WE DO :



- Through our industry analysis you can identify opportunities, analyze requirements of the customers and study the competition sector wise
- The market research reports that we provide help global companies examine the different markets before setting up a business or expanding into different countries across the world. These reports give a complete perspective about the current market scenario, trends, segments and future outlook.
- The business reports will be provided with information on business objectives, employees, strategies, competitors, structure etc. of various organizations. These reports will help us develop a detailed analysis on the strengths and weaknesses of the business as well as opportunities and threats of the market.
- Through the business reports, market research reports, industry analysis and country reports we provide, you can estimate the global market coverage, targeted market analysis, competitive strategies, emerging business models, market shares, drivers, restraints and benchmarks.

WHY CHOOSE US :



WHY CHOOSE US?



- We offer our clients custom solutions. Advanced methodologies and our deep insights into our client's industries help distinguish our service.
- High level of confidentiality
- Professional researchers
- Large fleet of surveyors
- Wide range of scanned areas
- Best filed quality according to ESOMAR roles
- To avoid the operation headache (just approve the questionnaire then receive the final report)

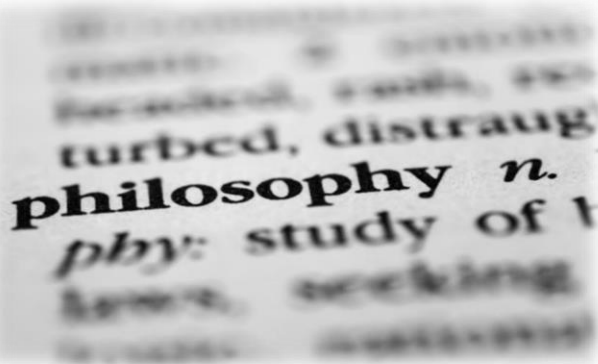


Our VISION

To fulfill trusted partnership with our customer to ensure the best fitting way to (penetrate, compete & sustain) in the target market .

Our MISSION

To study all market aspects in scientific and practical manner to uncover all market insights.



Our PHILOSOPHY

The marketing intelligence is that department which responsible for (Collecting and analyzing data) in order to convert the data to treated information to support decision makers setup the appropriate plans and strategies.

HOW WE SUCCEED

- Our success comes from our good relations with clients, regional Partners and qualified employees.
- We translate regional strategies to local markets.
- We constantly introduce new knowledge, technologies and innovative research ideas to enhance solutions for our clients.
- We know our clients very well so that we recognize both of their needs and wishes quickly and deliver their requirements on time. This helps us build close and successful relationships.



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Intelligence



TEAM WORK

- High caliber experts and consultants with considerable expertise accumulated during their work with the most prestigious organizations.
- Our staff has a long experience More than fifteen years in the market research field in both of International and local agencies and serviced a huge number of well-known Companies.

OUR ETHICS:



- Highest consulting outputs, quality & honesty.
- To meet our clients' needs, adapting consulting assignments outputs to match clients' expectations.
- To have professional & personal relationship with our clients, and to keep it and ensuring their trust and satisfaction.
- Applying latest scientific research & analysis methodologies to the most professional consultant.
- Continuous performance, development, which matching client's targeted markets.
- Affording attractive working environments for our consultant staff.

CONSULTING SERVICES AND ACTIVITIES :



Expand Your
Intelligence

- Preparing marketing and economical feasibility studies for both new projects & expansion.
- Evaluation of projects, investments opportunities and marketing mix adaptation.
- The preparation of field studies and surveys
- Appraisal of "corporate image" and client's satisfaction.
- Adapting policies and marketing strategies.
- Diagnosing marketing negative impacts & suggesting correcting procedures.
- Supporting the qualifying requirements for marketing and sales sufficiency.
- Organizing and executing the training programs in marketing and sales.
- Preparation of opinion polls (Questionnaires)
- Organizing and sponsoring focus groups.
- Sales people evaluating (Mystery Shopping)

Intelligence For Market Research & Business Consultancy

MENA COVERAGE :



EGYPT COVERAGE :



OUR SERVICES :



Preparing economical feasibility studies for projects (Market study)

MARKET STUDY OVERVIEW :



- Detailed overview on the targetmarket
- Studying & Analyzing the current (Supply & Demand) of the studied product
- Gap analysis for the current market situation
- Studying & Analyzing the prospective (Supply & Demand) for upcoming three years of the studied product
- Gap analysis for the prospective market situation for upcoming three years
- Determining the expected revenue and target the appropriate market share
- Estimating the product (Demand & Market share) for upcoming three years

MARKET RESEARCH :



- As a full-service company in the field of market research. Our company has a separate department specialized in the quantitative researches and a separate department specialized in the qualitative researches.
- We offer services in the field of consumers and B2B researches to our customers. We can carry out a data collection by classic Face-to-Face interviewing, Internet surveys, telephone interviewing and also by qualitative methods like individual in-depth interviews or group discussions

RESEARCH RESEARCH METHODS + THEORY



QUALITATIVE

Fully equipped studio for focusgroups

- One-way-mirror
- Audio/video equipment
- Equipped kitchen for preparing tastetestes
- Simultaneous translation (German, English, French, Russian, ...)
- Direct DVD/VHS recording (incl. simultaneoustranslation)
- On-line broadcasting of focus groups via Internet



Quantitative



Experienced moderators and analysts

- Internal employees, external colleagues
- Moderators/analysts with psychological education
- Moderators with knowledge of foreign languages (for briefings, debriefings, presentations, ...)

Using of special qualitative (psychological) methods

- Indirect questioning
- Projective techniques
- Associations

Methods

- Focus groups
- Individual (in-depth) interviews (IDIs)

QUALITATIVE RESEARCH :

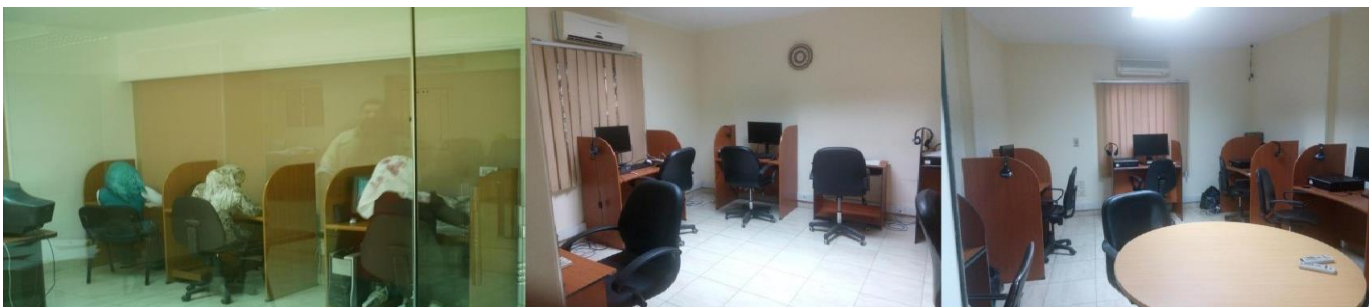
Basic products

- Analyses of Image (Brand, product, company, ...)
- Consumer habits (preferences, motivations,...)
- Purchasing habits (preferences, decision trees)
- Psychological surveys on consumers' attitudes, habits, motivation structure
- Mystery shopping
- Concept tests (wide spectrum of tests)
- Qualitative public opinion surveys - perception of political, economical, ecological, ... affairs
- Segmentation - definition of target groups for products, typical attributes of groups of customers

QUANTATIVE RESEARCH :

CATI Studio

- CATI stations (20 seats)
- Recording calls (100%)
- Trained experienced interviewers
- Simple on-line results



CLT (Center Location Test)

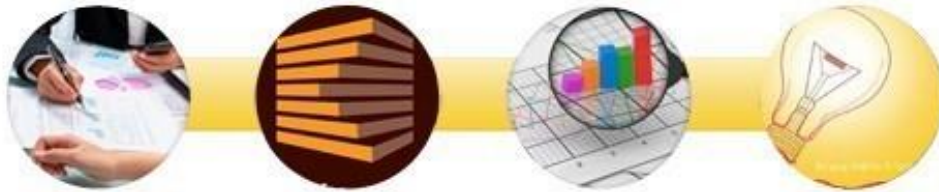


Web Interviewing

- Web servers with fast internet connectivity
- Pop-up recruitment, email recruitment
- Simple on-line results

representative sample surveys

- Quota sampling according usual demographics criterions - regions, size of community, gender, age, ESC etc.
- Random sampling



Quantitative Data Analysis

- Discovering of relations hidden in large datafiles
- Understanding to complicated complex datastructures
- Effective use of collected data
- Examination of relations/dependencies in data from difference data sources
- Use of special methods and algorithms of knowledge discovery from databases
- Presentation of results in a comprehensible form (trees, charts, schemes, rules, ...)
- Help to interpretation of found results (relations, dependencies, ...)



A circular seal with a double-lined border. Inside the border, the words "TOP QUALITY" are repeated twice in a circular path. In the center, "100%" is written above "QUALITY", which is flanked by three stars.



All interviewers undergo an intensive training program before starting the fieldwork that designed to acquaint them with :

- ## Field work Control

- ✓ All filled questionnaire must go through manual edit step to make sure of the logic of the answers.
- ✓ At least 30% of each interviewer's work is selected for back checking by phone or personal visits.
- ✓ These quality checks are conducted to ensure that Interviews were carried out with properly selected respondents.
- ✓ Interviews were conducted in accordance with the project's instructions
- ✓ Show cards and other materials to be shown to respondents were used correctly (face-to-face interviews).
- ✓ A number of questions, normally questions of fact rather than opinion, are re-asked to establish consistency of response.
- ✓ For instances: where a particular interviewer's selection of respondents or quality of interviewing appears dubious, all of that interviewer's work is examined. If it is established that the interviewer's work is poor, his/her entire assignment is rejected and replaced

- ✓ All recruitment forms should be handed over to the office to be checked at least 24 hours before the GP.
- ✓ All respondents must be matching the required criteria defined by the client.
- ✓ All respondents must be called by the supervisor by phone or personally before the focus Group to make sure of the criteria.
- ✓ No relatives or close friends should be recruited to attend the GP.
- ✓ All respondents should not be known to each other.
- ✓ Respondents should be informed about the actual length of the Dg so they do not leave in the middle of the session.

- ✓ Respondents should come to the venue 10 to 15 min before the start of the group so they can be re screened and be welcomed before the start.
- ✓ No respondent should attend a Group again within 12 months
- ✓ 3 recruiters at least should work on each group for recruiting
- ✓ Full group should have 6 to 8 respondents.

QUALITY ASSURANCE MEASURES:



- Training the interviewers and supervisors
- Providing manuals and documents for better understanding
- Allowing questions and discussion before fieldwork kickoff
- Pilot phase to avoid errors and snap difficulties
- Allow required changes before fieldwork



- Ongoing back checks on interviewers
- Scrutiny and monitor
- Initial questionnaire feedback



- Workshops for analysis
- Added value insights
- Ensure data consistency
- Data Validation

- **On-premises Supervision:** Supervisors review all applications on –premises in order to (Edit or Eliminate) any inappropriate application .
- **Right Place :** Supervisors ensure that the surveyors are always in the right place .
- **All-Day Rotation :** from the supervisors on each and every surveyors to ensure that the SEC of target group is in conformity with the interviewed respondents
- **Multiple Check-Points :** Monitoring sample quota on daily basis to ensure that desired quota of successful interviews achieved .
- **Back-Checking :** 20% of sample by phone and 15% through re-visits.
- **Blind Back Check :** Random telephonic back checks



- Pinpointing and analyzing the rivals marketshare
- Pinpointing the relative weight for each studied product
- Determining customer preferences according to (Age – Gender – Demographic)
- S.W.O.T Analysis
- B.C.G product Grid to reset the company product mix

PLANNING:

WE ACHIEVE IT TOGETHER



- Determining the fitting strategy for the company to enter and compete in the market
- Setting up an appropriate marketing mix(Pricing – packaging– Distribution –suggested promotion) plan
- Resolving marketing difficulties that face the projects
- Setting up an employee's framework hierarchy for each department (Qualifications – employee's number for each dep...etc .)

Your partner to success

Intelligence

Manufacturing



قندیل مصر
عشق النجف...
Chandeliers

AMERICAN
FURNITURE

HANIMEX
NEW DIMENSIONS IN HOME FURNISHING



السويس للأسمنت
Suez Cement
HEIDELBERGCEMENT Group



El Helal & Golden Star

Household Cleaning products

since 1961

SUEZ STAINLESS STEEL

FMCG



وزارة التموين والتجارة الداخلية
MINISTRY OF SUPPLY AND INTERNAL TRADE



السهم
ARROW
FOOD DISTRIBUTION CO.



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Intelligence

Other Clients



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