

# RESEARCH & INSIGHTS GROUP

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## Company profile

**KENYA | NIGERIA | UAE**

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🌐 [www.insights-researchgroup.com](http://www.insights-researchgroup.com)

# ABOUT US

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Research & Insights Group Ltd is an independent Market & Social research & consultancy firm that provides a broad spectrum of comprehensive- market research solutions with experience spanning over 35 years across Sub-Saharan Africa and the Middle East.

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## OUR COMPANY TEAM

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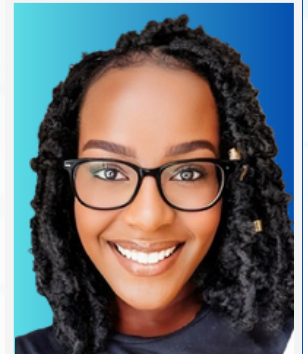
**Eugene De Beer**  
Consultant



**Melissa Jennings**  
Operations Director



**Nancy Kayago**  
Project Manager



**Faith Mia**  
Client Service

Our team combines diverse expertise, offering tailored insights and strategies to help our clients navigate the complexities of emerging markets.

# COUNTRIES

With headquarters in Nairobi, Kenya and network offices in South Africa, Nigeria and Dubai, Research & Insights Group covers markets across East, West, Central, Southern Africa and the Middle East.

**We operate in the following 32 African countries:**

## West Africa

1. Nigeria
2. Ghana
3. Cote d'Ivoire
4. Niger
5. Mali
6. Burkina Faso
7. Senegal
8. Guinea
9. Benin
10. Togo
11. Sierra Leone
12. Mauritania
13. Gambia

## East Africa

1. Kenya
2. Tanzania
3. Uganda
4. Rwanda
5. Burundi
6. Ethiopia
7. Malawi
8. Zambia

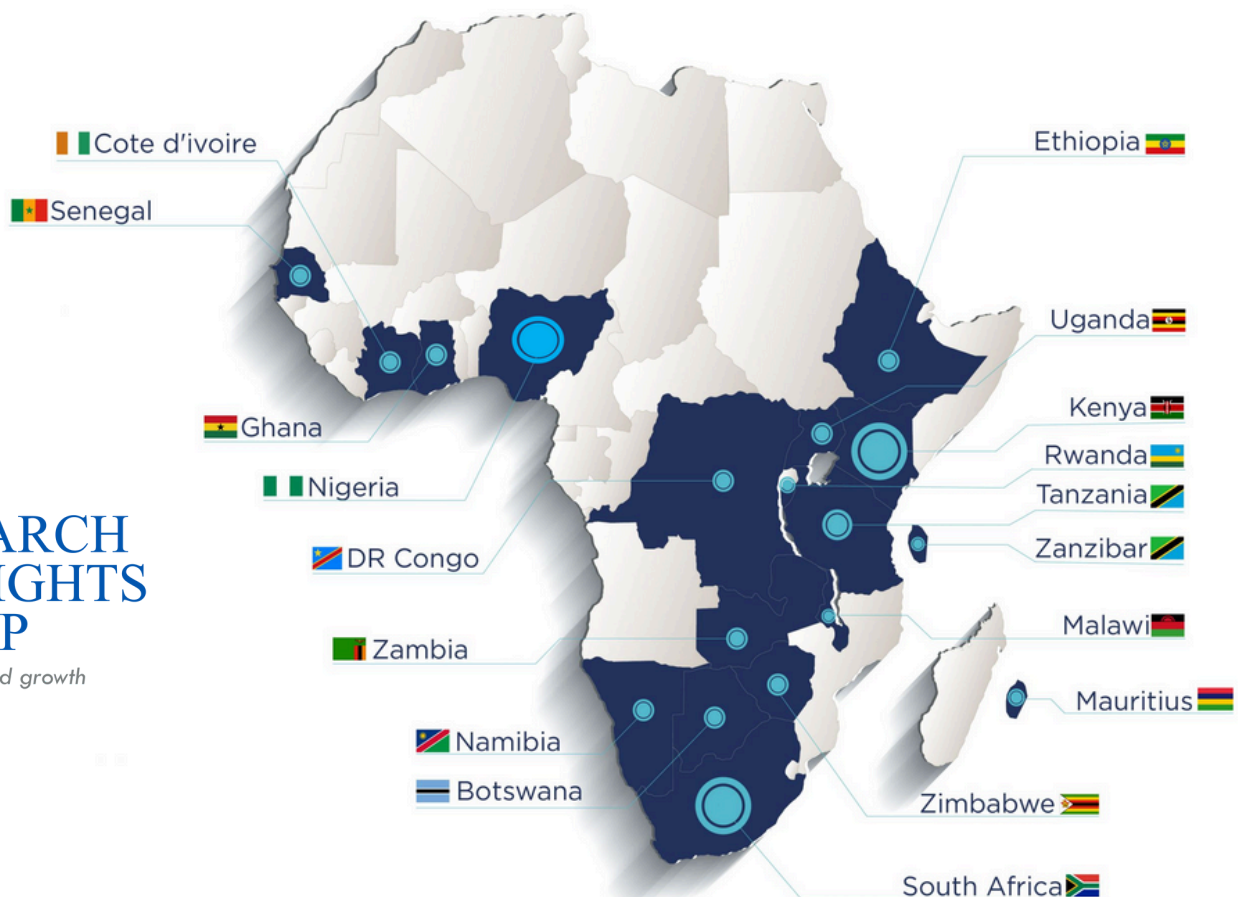
## Sub-Saharan Africa

1. South Africa
2. Mozambique
3. Madagascar
4. Botswana
5. Namibia
6. Zimbabwe

## North Africa

1. Sudan
2. Algeria
3. Morocco
4. Egypt
5. Tunisia

*"We recently expanded our field operations to the Middle East and have full coverage in the UAE, Oman, Qatar, Baharain, Jordan & Saudi Arabia"*



# OUR SERVICES

Research & Insight niche is centered around two main pillars:

1.



## MARKET & CONSUMER RESEARCH

- Brand Surveys
- Consumer Research
- Retail Audit Studies
- Market Entry Analysis
- Market Intelligence Studies
- Social Studies

2.



## ECONOMIC DEVELOPEMENT STUDIES

- Tourism Studies
- Market Feasibility Studies
- Business Plan Formulation
- Trade and Investment Projects
- Land Development Projects

*We work closely with multinational FMCGs, marketing agencies, and market research firms to provide tailored consumer insights, brand and market intelligence that support product innovation, strategic marketing, and informed decision-making in dynamic markets.*

# MARKET & CONSUMER RESEARCH

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Our market and consumer research solutions are **centered** around **understanding** the **market** and your **consumer**.

*Understanding the consumer?*

*Why is my product not performing well?  
How do I expand market share for my products?  
How do I ensure brand visibility?  
How do I attract more customers?*



*“We **bridge** the gap between your **business** and your **consumers**”*

We help our clients to identify essential and critical information around the

# 4Ps—Product, Price, Promotion, and Placement.



## Product Analysis

We provide in-depth product analysis to help our clients understand market trends, consumer preferences, and the competitive landscape. Our research covers product quality, features, packaging, and branding strategies to ensure that our clients' offerings meet consumer expectations and stand out in the market



## Price Optimization

Our price optimization services allow clients to identify the ideal pricing strategy for their products. We conduct detailed market research to understand consumer price sensitivity, competitor pricing models, and value perception. This helps our clients maximize profitability while maintaining competitive pricing



## Promotion & Placement

We help our clients develop effective promotional strategies and determine the best channels for product placement. From digital marketing to in-store promotions, we analyze what resonates most with target audiences and advise on the best placement strategies to boost visibility and sales.

*We are among the leading providers of market research reports and industry analysis on products, markets, companies, industries, and countries across Africa.*

### Consumer Research



- Consumer Behavior Studies
- Product Testing and Evaluation
- Segmentation Analysis

### Market Intelligence



- Competitive Landscape Analysis
- Customer Insights and Preferences
- Market Risk Assessment

### Market Entry



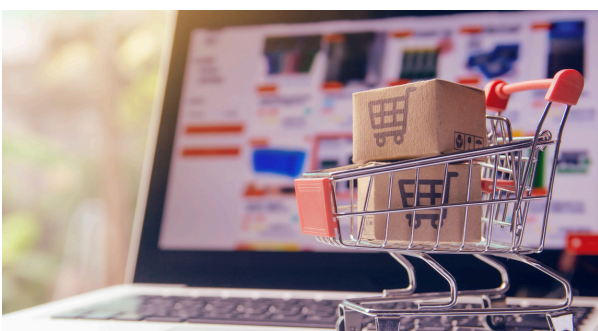
- Market Entry Feasibility Studies
- Market Sizing and Segmentation
- Competitor Analysis

### Brand Surveys



- Brand Awareness Studies
- Brand Perception Surveys
- Brand Positioning Studies

### Retail Audits



- Sales and Revenue Analysis
- Shelf Space Audit
- Price and Promotion Analysis

# OUR METHODOLOGY



## Quantitative

Answers the question  
'how many?'

### Techniques Includes

Consumer Interviews  
Household Interviews  
Mystery Shopping  
Consumer Panels  
Desk Research  
Observations

## Qualitative

Answers the question  
'how, what, why, where &  
when?'

### Techniques Includes

Focus Group Discussions (FGDs)  
In-Depth Interviews (IDIs)  
Diary Placements  
Ethnographies  
Desk Research  
Immersion



To gain insightful data, our philosophy stems deep in the very simple questions of:

## Who

To understand the individuals or groups involved.

## What

To identify the key elements or factors,

## Where

To pinpoint the locations or contexts

## When

To establish the timing and trends

## Why

To uncover the motivations and reasons

## How

To delve into the mechanisms and processes.

These fundamental questions guide our approach to data collection and analysis, ensuring a comprehensive understanding of the subjects under study and facilitating informed decision-making.

# ECONOMIC DEVELOPMENT STUDIES

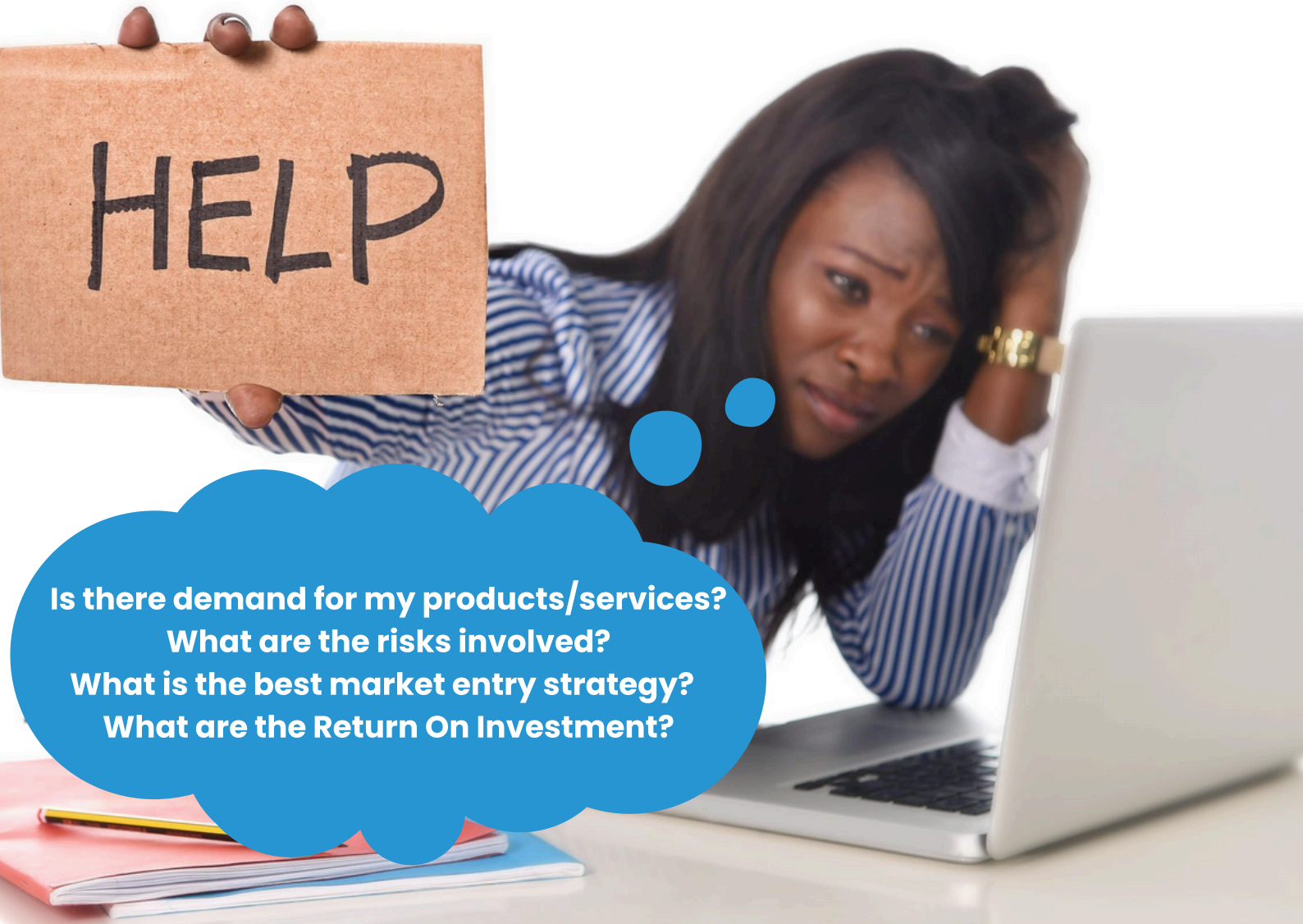
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Research & Insights economic research with respect to urban development focuses on the creation of viable economic cities.



We conduct **feasibility studies** to determine the long-term viability of projects, based on the market conditions and **trends**.

We help to **identify** and **answer**?



**Is there demand for my products/services?  
What are the risks involved?  
What is the best market entry strategy?  
What are the Return On Investment?**

Our economic research offers in-depth analysis into the economic, social, and environmental aspects of urban growth, paving the way for vibrant and sustainable cities

### Tourism Studies



- Hotel Feasibility Studies
- Cultural Tourism Research
- Tourism Trends and Forecasting

### Land Development



- Residential Development
- Commercial & Retail Development
- Environmental Impact Studies

### Business Plans



- Start-Up Business Plans
- Investor Pitch Decks
- Strategic Business Plans

### Trade & Investment



- Market Entry Strategies
- Export Promotion Strategies
- Trade Policy Analysis

*“We **focus** on using research as the **pinnacle** for providing **viable solutions** to our clients.”*

# OUR APPROACH

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Collecting market intelligence to inform solutions we provide to our clients is fundamental to our approach.



“We provide customized research solutions through understanding our clients’ overall needs and objectives.”

# OUR CLIENTS

We work closely with a wide range of clients from different sectors FMCGS, National Governments and NGO's.



# LETS ENGAGE

KENYA| NIGERIA| UAE

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