



IDENTICAL

Marketing research



We believe in accuracy

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ABOUT US:

IDENTICAL is a specialized provider for Field work services solutions of the business community in the Middle East and north Africa region.

IDENTICAL an independent agency, it is consists of a team of highly skilled and experienced professional sharing a common approach. Our core expertise lie in the fields of market research and Data Processing .

IDENTICAL it is regional provider of consumer research and retail market information for a wide range of industry sectors like automotive, banks, FMCG, telecommunication, media, electronics, real estate, etc

IDENTICAL is well equipped to support customized research projects fully or partially across the Middle east, North Africa, GCC and Levant

IDENTICAL field work capabilities span Quantitative and Qualitative research

IDENTICAL it has the advantage of linking good skills of both classical and new methodologies in quantitative and qualitative service. It relies on specialized experts, permanents and Associates and also on a local experimented staff required for the realization of all type of studies.

IDENTICAL is an outward looking, modern company making a difference and work for diverse clients across verticals.

OUR MOTTO

A silhouette of a person climbing a mountain peak against a sunset sky. The person is in the foreground, climbing a steep, rocky slope. In the background, a large, stylized silhouette of a person stands with arms outstretched, symbolizing achievement or a goal. The sky is filled with warm, golden light from the setting sun, with clouds catching the light. The overall mood is one of perseverance and reaching for a goal.

- DIFFICULT
ROADS LEAD TO
A BEAUTIFUL
DESTINATION



OUR VALUES

A close-up photograph of a hand holding a single, dry, brown leaf. The hand is positioned in the lower-left quadrant of the frame, with the thumb and index finger gently gripping the leaf's stem. The leaf is a simple, three-lobed shape, showing signs of aging and decay. The background is a soft, out-of-focus blur of warm, golden-brown and blue tones, suggesting an outdoor setting with trees or foliage in the distance. The lighting is natural, highlighting the texture of the leaf and the skin of the hand.

ETHICS Our conduct rules are based on transparency

THE COMMITMENT We get 100% involved in our projects

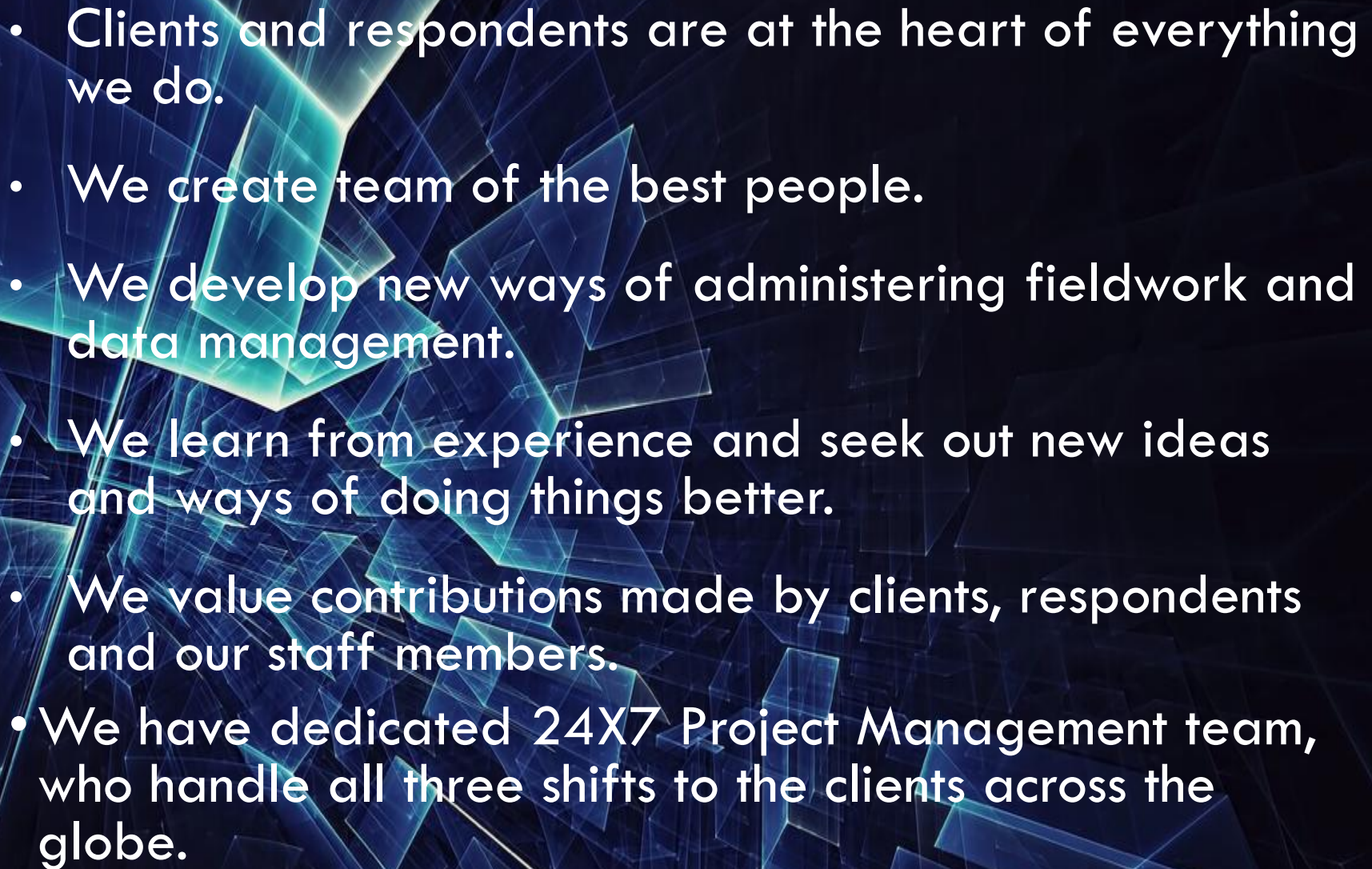
For our work we have been passionate about achieving better results for our clients.

We work with our clients to help them make better decisions on their marketing issues and converting those decisions into actions for successful results.

We focus on high quality conceptualization and execution, combined with insightful interpretation and strategic thinking.

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- 
- Clients and respondents are at the heart of everything we do.
 - We create team of the best people.
 - We develop new ways of administering fieldwork and data management.
 - We learn from experience and seek out new ideas and ways of doing things better.
 - We value contributions made by clients, respondents and our staff members.
 - We have dedicated 24X7 Project Management team, who handle all three shifts to the clients across the globe.

Our Mission



Vision

Research is creating new knowledge.



Mission

supports companies in their development.



Goal

To become, within 5 years, the trusted and benchmark company of market research and business consulting in middle east.

OUR MISSION

Our primary mission is to generate reliable and relevant consumer insights, data/information by ensuring:

Understanding of client research needs

Field execution that has passed through stringent quality control standards

Analysis that looks beyond responses and numbering

Adherence to delivery schedules

Our secondary mission is to establish a long term relationship quality on a spirit of partnership as we recognize that our client's success is our success

And to compliment the above we also offer highly competitive cost as we believe that our clients should receive the best return on investment when they work with us , without compromising on quality and delivery schedules

POINT OF DIFFERENTIATION



Experienced Professionals:

IDENTICAL team comprises only high skilled, dedicated and experienced professionals.

Dedicated Service:

Clients can be sure that the consultant they meet today will be the same consultant who executes and delivers assignments.

Bespoke Solutions:

IDENTICAL recognizes that all businesses are different and provides tailored fieldwork solutions to meet specific client needs.

Independent Opinions:

IDENTICAL focuses only on providing independent advice; we have no commercial interest in recommending infrastructure investment or system implementations.

Practical Solutions:

IDENTICAL works alongside clients as one of the team to ensure that their recommendations are realistic, practical and achievable

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OUR SERVICES

Quantitative Research

PAPI
CAPI
CATI
CAWI
Mail
Mystery shopping
Pooling

Qualitative Research

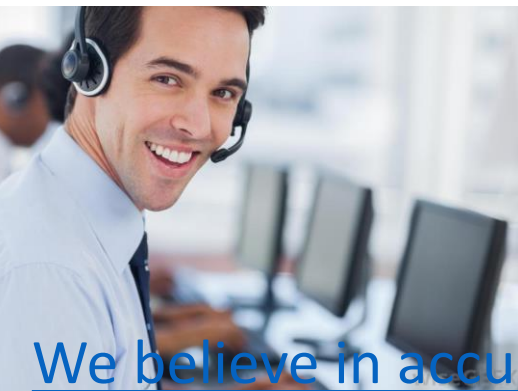
Focus group
discussions
In-Depth / Paired
Ethnography
Online focus
groups
Online community
Shadow
interviews / Slice
of life

Methodologies

Door to Door / In home
Street and malls intercept
Telephonic
Central Location Test
Business-to-business
Consumer Research
Diary study
Disk Research

Industry experience

Media/TV network
Telecommunication (landline & mobile phone)
Real Estate
FMCG
Banking
Automotive
Hospitality & Tourism
Luxury goods
Education
Many other



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SAMPLING PROCEDURES

❑ QUOTAS USED IN TERMS OF:

- ⤴ gender/age - Nationality (for Gulf country) - Socioeconomic class - User ship -Other criteria based on requirements

❑ COUPLED WITH GEOGRAPHICAL DISTRIBUTION OF SAMPLE WITHIN CITY:

- ⤴ Cities split up to 20 PSU's each
- ⤴ Sample distributed based on population distribution by PSU

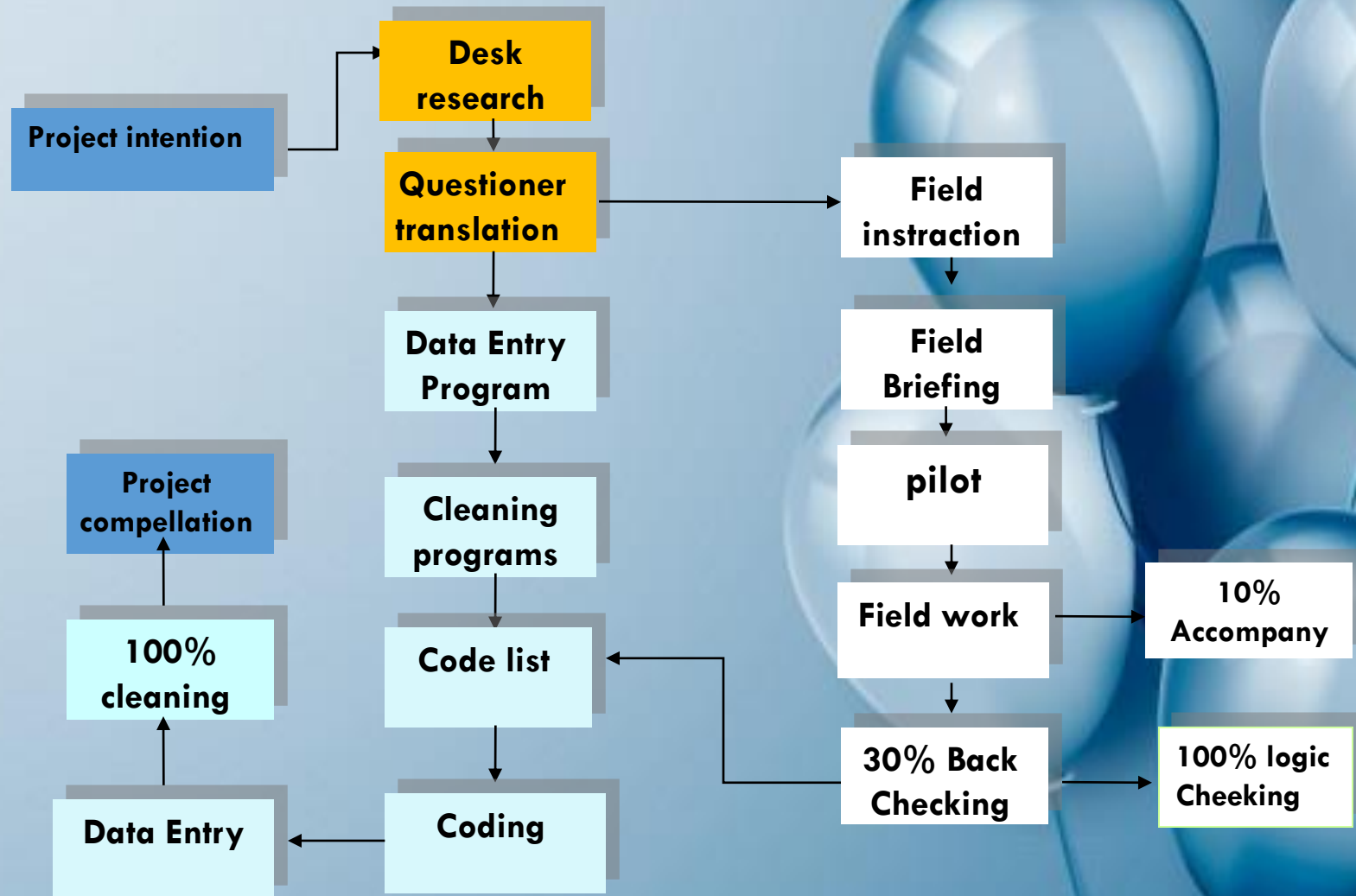
❑ IF NO GOVERNMENT CENSUSES IS AVAILABLE IDENTICAL USES EXPERIENCE IN OBTAIN GOOD ESTIMATES

❑ FACE TO FACE MOSTLY RECOMMENDED.

❑ AT PLACE OF RESEDENCE IN ORDER TO CONTROL P.S.U. QUOTAS FOR SAMPLE DISTRIBUTION WITHIN CITY (UNLESS RECRUITING FROM CLIENT LISTS)

❑ REFERRAL METHOD (UNLESS RECRUITING FROM LISTS) - FEMALE AND MALE:

- ⤴ The primary contact in the referral "chain" is not used as a respondent.
- ⤴ A maximum of 2 to 3 secondary referrals are allowed in any "chain" (depending on the sample size)
- ⤴ There can only be one respondent per household.
- ⤴ A maximum of 2 respondents can be interviewed per apartment building.
- ⤴ There can be no close relatives (parents/siblings/children) in any "chain".
- ⤴ On average we cover a of 16 non-adjacent P.S.U.'s (or more, up to 40, depending on study sample size).





Field Work is a key strength

We spend royal time on project specific interviewers Training

Quality fieldwork is a challenge in the middle east region. We therefore emphasise effective fieldworkers training as a key part of ensuring raw data integrity and reliability.

All newly recruited fieldworkers are taken through a basic market research appreciation workshop from which competent ones are selected to participate in project specific briefings, usually attended by Client. Our typical data collection training (briefing) takes a minimum of three days (for complex projects) and is structured to include dummy interviews and pilot interviews.

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QUALITY T CONTROL

In order to provide the field work to optimum quality, we ensure the following:

- Qualified and experienced interviewers-bi-lingual capabilities
- On field up to 10% accompaniments and up to 30% physical and telephonic call backs can be Increase for sensitive studies.
- Quota management to ensure execution matches sample definition and quotas
- Appropriate geographic spread of sample

- In order to provide clean and robust data, we ensure the following:

- Logic checks and controls
- Sorting and coding
- Data entry validation

- Deliverables

- Data in ASCII/SPSS/Excel Tabulation formats/convert
- Full reports in MS Word

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PANEL

IDENTICAL is care to be up to date with the market needs..

Now is the time of panel method,

➤ We have our panel data base which classified and cover all main criteria and cover all segment as well.

do.

- We create team of the best people.
- We develop new ways of administering fieldwork and data management.
- We learn from experience and seek out new ideas and ways of doing things better.
- We value contributions made by clients, respondents and our staff members.



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A large, dense collection of colorful sticky notes (pink, yellow, blue, orange, green) pinned to a dark, textured surface. Many of the notes feature the word "LOVE" in various colors and fonts, along with heart symbols. Some notes contain handwritten messages, such as "I love you", "Love is the greatest thing in the world", and "Love is the only thing that matters". The notes are arranged in a somewhat chaotic but visually appealing manner, creating a vibrant and emotional display.



- ## Qualified Moderators

Our staff includes qualified and trained moderators who are experienced in conducting focus groups/in-depth on a wide range of topics amongst different target audiences/ethnic groups using different Projective Techniques

Field and quality control

In order to provide field work of optimum quality ,we ensure the following:

- Qualified and experienced recruiters who ensure the right profile of the respondent
- Call back to assess and confirm/reject recruited respondents
- Geographic spread of recruited respondents so that appropriate representation is applied.

➤ Deliverable

- Digital recording/transcription in English /Arabic
- Analysis, top line/ summery/ full report in Ms word
- In addition we also provide simultaneous translation as and when required.

PRIVACY POLICY:

- IDENTICAL protects the privacy of respondents, clients and other people associated with our company.
- Protecting the privacy of people ensures ongoing goodwill, vital to our ongoing business success.



OUR NETWORK



Middle east:

- Saudi Arabia
- UAE
- Kuwait
- Qatar
- Bahrain
- Oman

Levant

- Lebanon
- Syria
- Jorden

North Africa:

- Egypt
- Sudan
- Tunisia
- Algeria
- Morocco

South Africa:

- Nigria
- Kenya
- Uganda

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MAN POWER:

No. of Operation Manager	1	Fulltime
No. of Field Manager	1	Fulltime
No. of Field Executive	1	Fulltime
No. of Quality control manger	1	Fulltime
No. of Quality control Executive	1	Fulltime
No. of Supervisors	20+	Part-time
No. of Interviewers	150+	Part-time
No. of back checkers	15+	Part-time
No. of CLT and office interviewers	25	Part-time
No. of QL Recruiters all SEC	30	Part-time
No. of Moderators	5	(1 fulltime and 4 part-time)
No. of Tablets	25	(can be increased any time)
No. of Minilabs	10	(can be increased any time)

MAN POWER OTHER COUNTRIES

We have same facilities in all other countries we can cover through our partners of field work agency work in the century long time back or through local teams of experience field workers we work with them before in many studies and build our experience and trust with them.



Our Clients



KANTAR



BYAN
Research & Consultancy



Trout & Partners



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L'ORÉAL

LC WAIKIKI



Cadbury

▶ DeFacto



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meet our team

Dina Nabeeh is the founder of **Identical** market research. She has over 25+ years experience in field management in multinational organizations like GFK and Kantar.

She has managed fieldwork for different types of qualitative and quantitative projects in Egypt and all Middle East, North Africa countries.

Also she work with all methodologies starting from traditional methodologies like pen and paper face to face interview till the Up To Date methodologies like online community and online focuses group dissection

She is persistent and able to invent solutions for all kind of business challenges.

She have experience in all of business sectors like: Advertising, Media, Cargo, FMCG, Automotive, Banking & Financial Services, Community & Development, Telecommunication , healthcare, Real estates etc.



Dina Nabeeh
General Manager

meet our team



DIAA ELDIN

**Operation
manger**

15+ years
experience in
field
management for
QN and QL
project and
professional
moderator



SHERIF SAMIR

Field Manger

7+ years
experience in
field
management
for QN and QL



MANAR REDA

**Quality
control
Manager**

5+ years
experience
managing the
QN project
quality



SARA MAHMOUD

**Field
Executive**

15+ years
experience in
office work and
for QL and QN
projects



AHMED NABEEH

DP MANAGER

15+ years
experience in
DP using all
kind of
programs

OUR CONTACT

Egypt

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