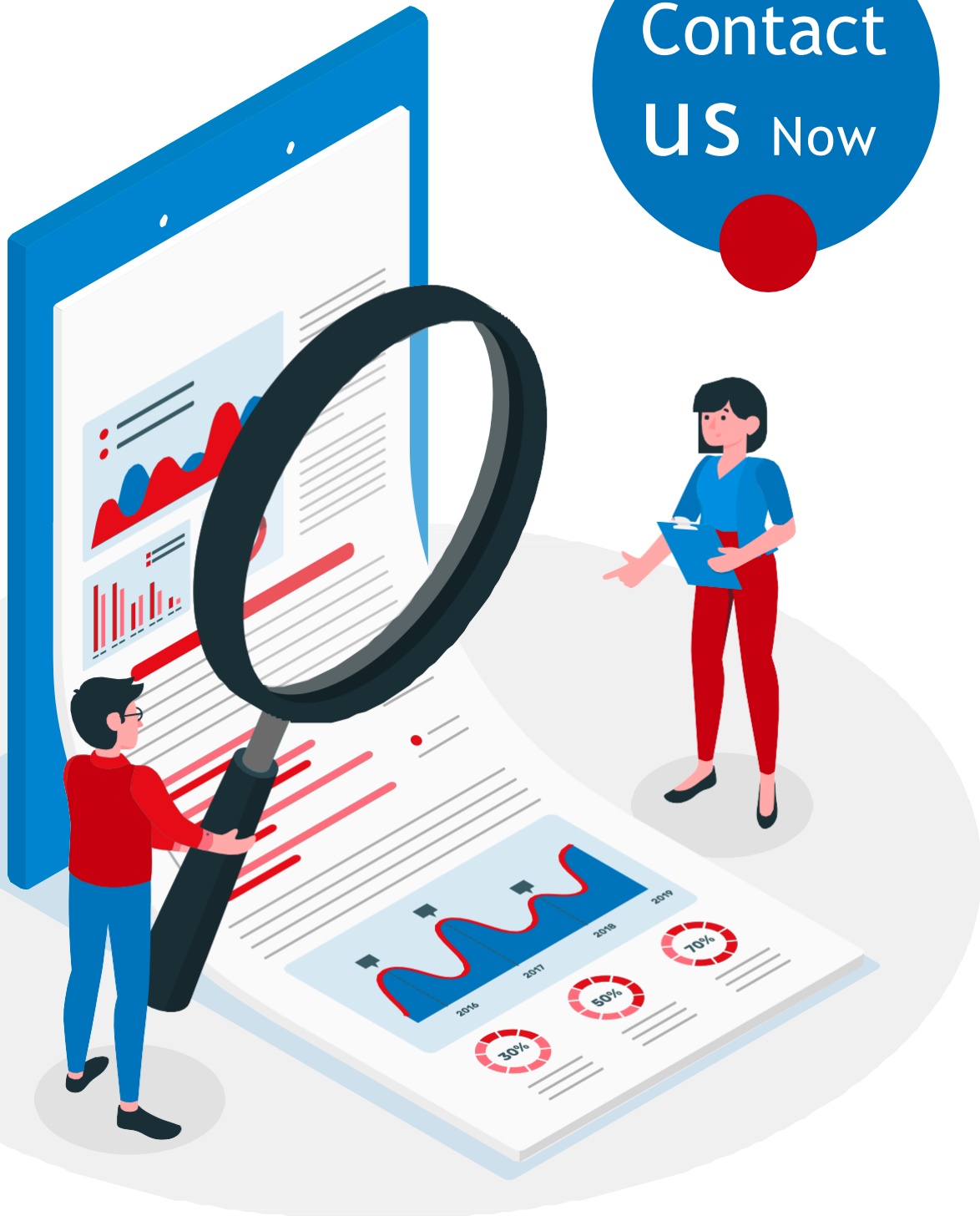




# IDENTICAL

Marketing Research

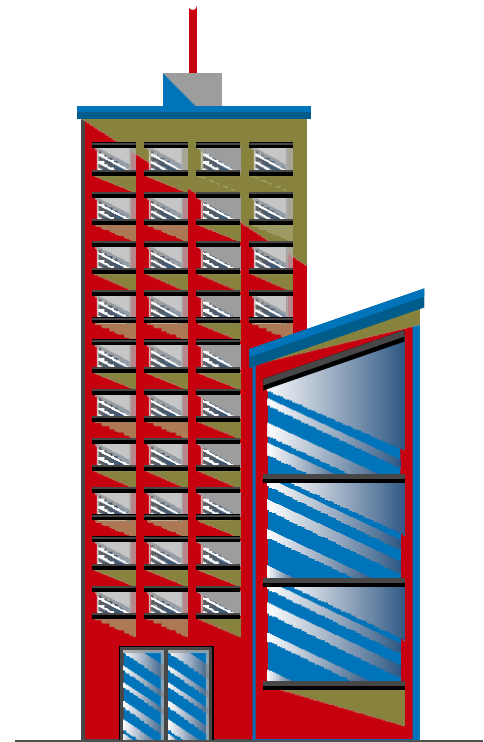
Contact  
US Now



# Summery



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# About us



**IDENTICAL** is a specialized provider for Full Market research services solutions of the business community in the Middle East and north Africa region .

**IDENTICAL** an independent agency, it consists of a team of highly skilled and experienced professional sharing a common approach. Our core expertise lie in the market research From Filed to Reporting

**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 .



# About us



**IDENTICAL** is a specialize in all major vertical like Retail Audits, Ad tests, Concept tests, Product and packaging tests, Market assessment and feasibility studies, Consumer se mentation, Brand health tracking, Communication evaluation (pre-production and post-production),Post-launch evaluation studies, Customer satisfaction Incidence, Usage and attitudes studies, General Consumer Surveys, Behavior change studies, Political and governance, Opinion Polls, and Focus group discussion, Healthcare, Automobile, Electronics and other B2B & B2C verticals .

**IDENTICAL** has In-house CATI set up for International calling .

**IDENTICAL** has a separate team of doctors for healthcare studies .

**IDENTICAL** has a wide team for mystery shopping studies .

**IDENTICAL** has a hand on experience on these data analysis platforms SPSS, Excel, Snap, Quantum & Dimension and skill sets to produce quality deliverables .



Our Motto



# DIFFICULT ROADS LEAD TO A BEAUTIFUL DESTINATION



# Our Motto



# Our Values

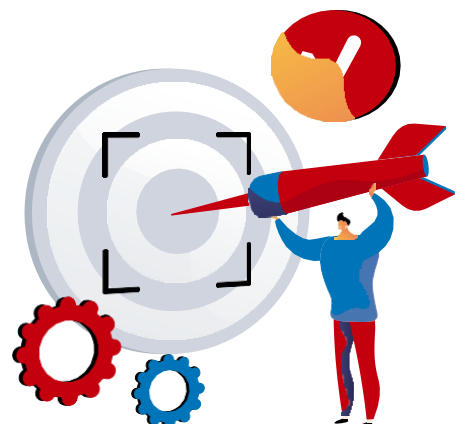


## ETHICS :

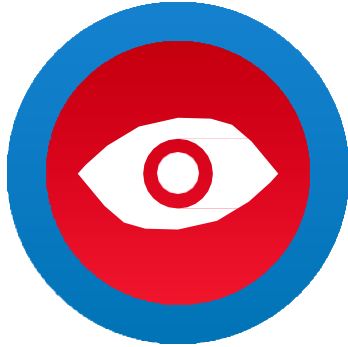
- Our conduct rules are based on transparency .

## 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 .
- 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

Support 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 **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 .
- Valuable reporting & presentation
- 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 :

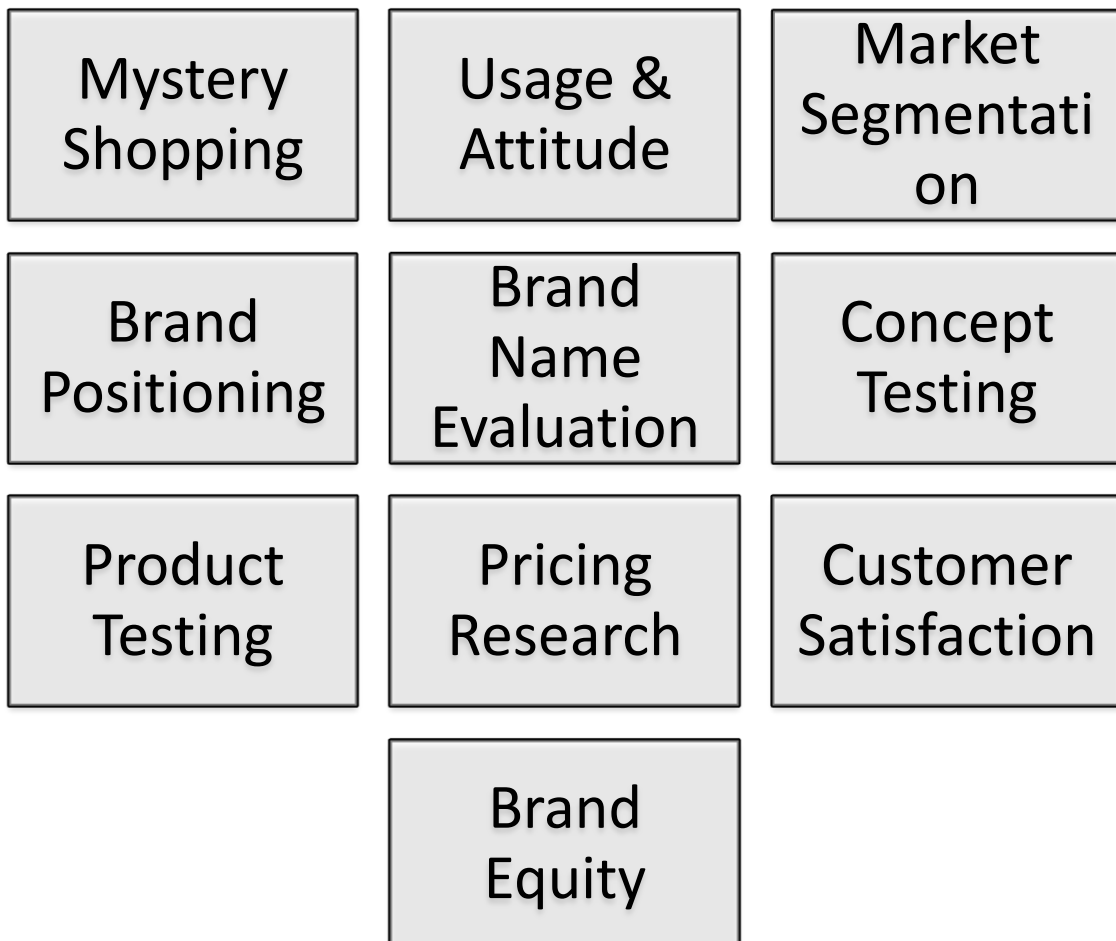
**IDENTICAL** works alongside clients as one of the team to ensure that their recommendations are realistic, practical and achievable .

# Research Solutions



Our research methodology is grounded in rigorous scientific principles, ensuring that our findings are accurate, reliable, and actionable. We follow a systematic approach that includes:

- 1. Research Design:** Collaborating with clients to define research objectives and determine the most appropriate methodologies.
- 2. Data Collection:** Utilizing a combination of traditional and innovative techniques to gather high-quality data.
- 3. Data Analysis:** Employing advanced analytical tools to interpret data, uncover trends, and generate insights.
- 4. Reporting:** Delivering clear, concise, and visually compelling reports that present key findings and actionable recommendations.



# 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

# Our Services



## 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 ....

# 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 :

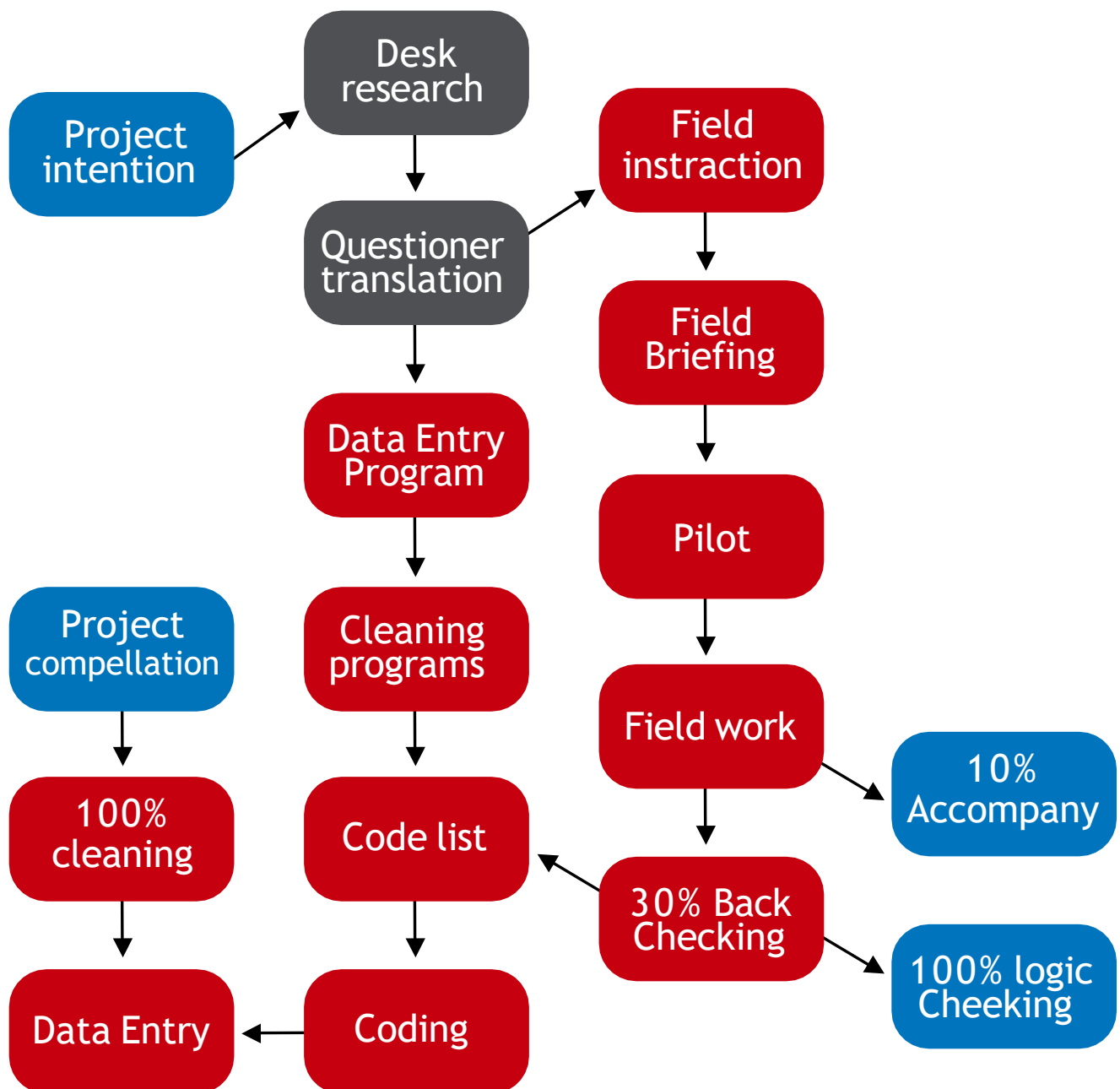
## FACE TO FACE MOSTLY RECOMMENDED :

## 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) .

# Sampling Procedures



# Sampling Procedures



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 .



# 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 .



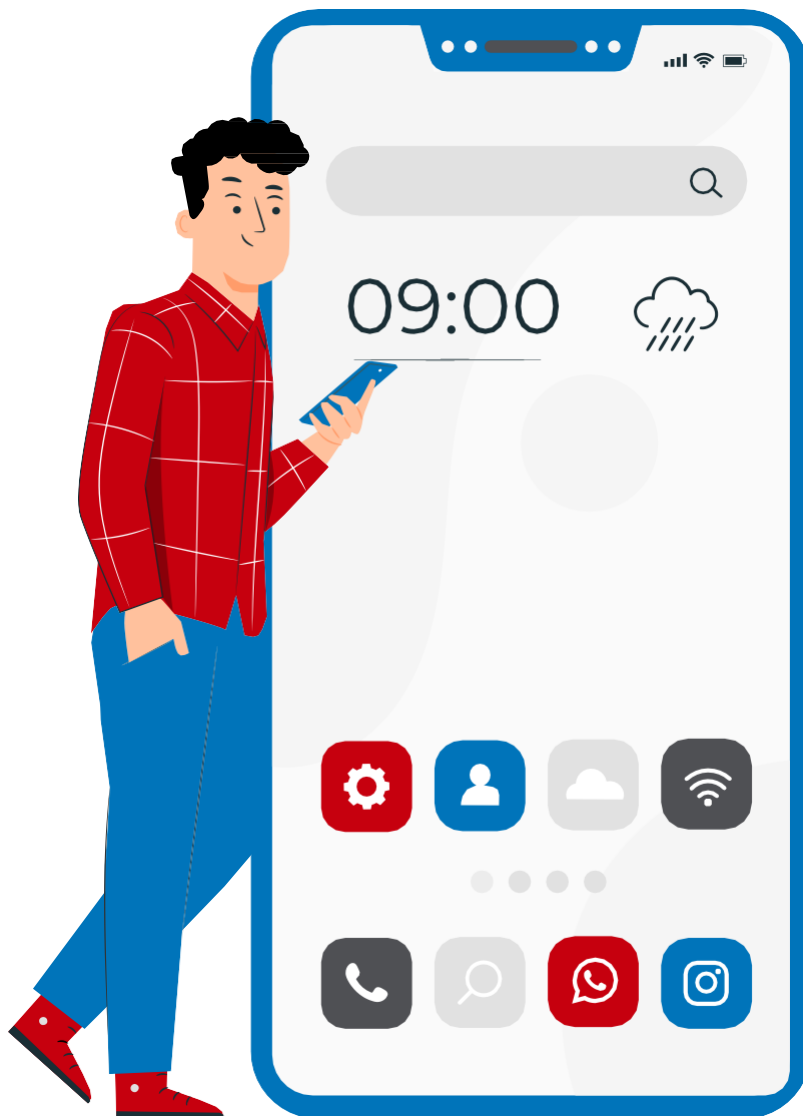


# Panel



**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 .



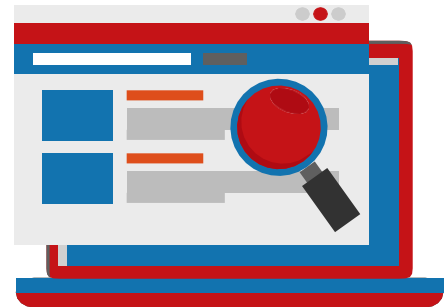
# Qualitative Research



## • Methodologies

Based on client requirements we provide different methodologies for execution of **qualitative research studies**, these include :

- Focus group discussions and Extended FGD .
- In-depth /Paired /Triads interviewers .
- In-home visits / In-home observations .
- Ethnography .
- Shadow interviews/slice of life .



## 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 PPT .

# 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  
Jordan

## Levant

Egypt  
Sudan  
Tunisia  
Algeria  
Moroco

## Levant

Nigeria  
Kenya  
Uganda



# Man Power



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



**PEPSICO**



Unilever



**Nestlé**

Good Food, Good Life



**L'ORÉAL**

**METRO**

**LC Waikiki**



**DeFacto  
Cosmetics**



**Cadbury**



**Brand Vision**  
Insightful Research © Clear Vision

**Henkel**

**Trout & Partners**

**New Vision**  
Market Research



**KÉRASTASE**  
PARIS

**KANTAR**

**iLearn**  
HUMAN CAPITAL DEVELOPMENT



# Meet Our Team



*Dina  
Nabeeh*

**Dina Nabeeh** is the founder of Identical market research. She has over **30+ 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 .



# Meet Our Team



*Ahmed  
Nabeeh*



**Ahmed  
Nabeeh**

DP Manger

---

**15+ years**  
experience in DP  
using all kind of  
programs

*Dina  
ELDin*



**Diaa ELDin**

Operation Manger

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

# Meet Our Team



*Sara  
Mahmoud*



**SARA  
Mahmoud**  
Field Executive

---

**15+ years**  
experience in  
office work and for  
QL and QN pro-

*Manar  
Reda*



**Manar Reda**  
Quality control  
Manager

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**5+ years**  
experience  
managing the QN  
project quality

# Our Contact

## Dina Nabeeh


General Manager

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 **Tel :** +2 (02) 230 55 358

 **Fax :** +2 (02) 230 55 357

 **Mob :** ( Egypt) +2 0100 888 04 72

 **Mob :** ( UAE ) +971 506 131 407

 **Email:** [dina.nabeeh@identical-mr.com](mailto:dina.nabeeh@identical-mr.com)

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### Egypt

Office: Cairo, Egypt | Flat 406, 4th Floor, 8th Ramo building,  
Nasr road, Nasr City.

### UAE

Office: The Meydan Hotel, Grandstand, 6th Floor, Meydan Road,  
Nad Alsheba, Dubai U.A.E.

 [www.identical-mr.com](http://www.identical-mr.com)

