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The right place to know your
CONSUMER

We manage challenging research assignments efficiently as we are well versed in research analytics and procedures, flexible enough to accommodate varying client needs, & have experienced and diversified team with country-wide field presence

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Foresight Research ...

Introduction

- Established in 2008 as a full service marketing research company
- Pioneers in CAPI & CAWI methodology in Pakistan
- Listed on ESOMAR directory

Strengths

- Team trained to give point of views (POV) on various business issues
- Well versed with business analytics, modeling to help decision making
- Across country field presence - conducting more than 125,000 interviews a year with 120 plus enumerators
- Have in-house software support department

Services

- Qualitative & Quantitative Research Solutions in:
  - Social Sector
  - FMCG
  - Banking
  - Automobiles
  - Telecommunications, &
  - Pharmaceutical
- Household Panel
  - We are running HHP in Pakistan since 2008; covering 35 product categories with a monthly sample of more than 8500 households across urban & rural Pakistan across SECs

Team

- Diversified & experienced research team
- 3 core values:
  - Sense of urgency
  - Value addition, &
  - Timelines

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Some of our clients over the years …
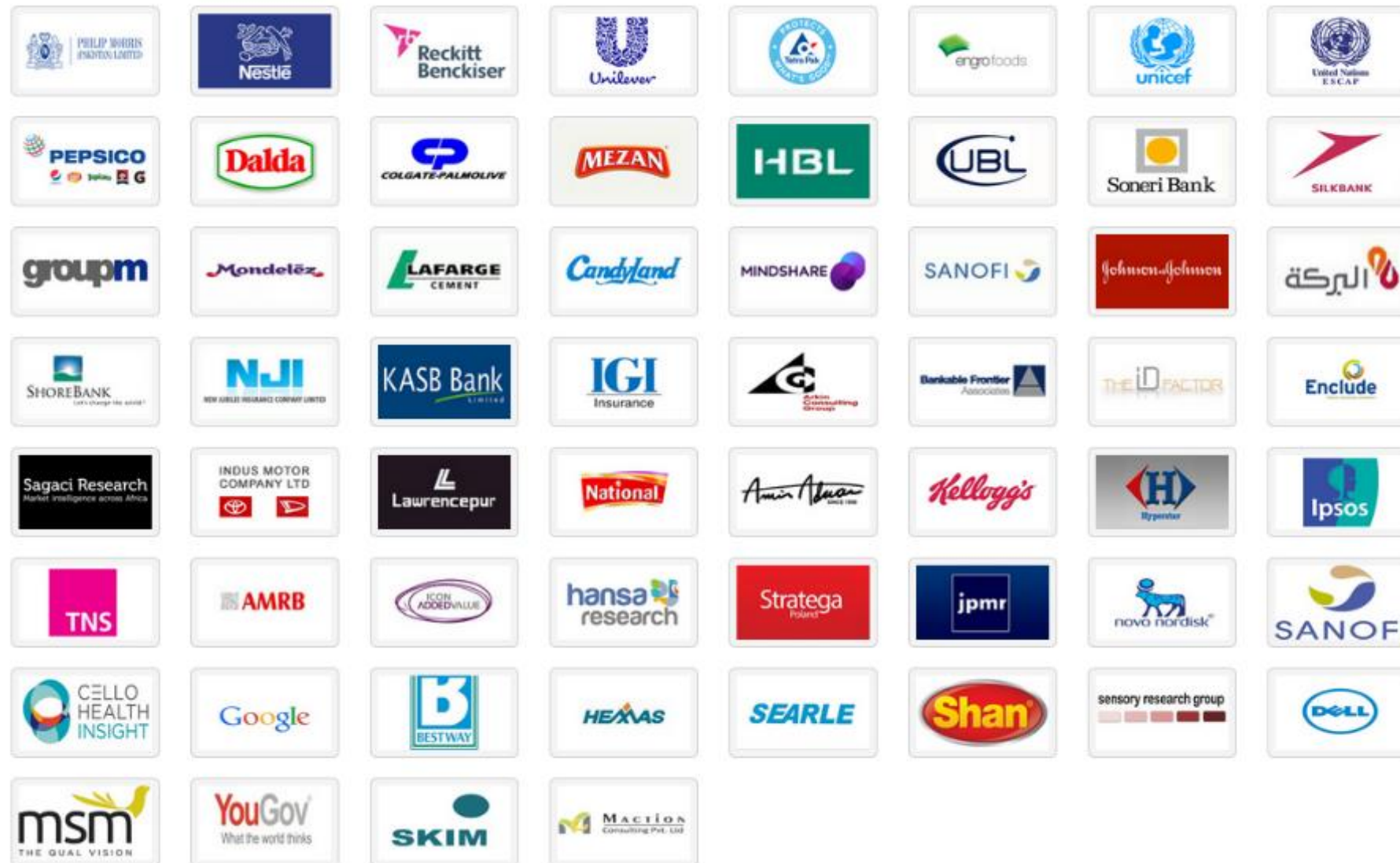
For a complete list of clients: http://foresight.com.pk/ourclients/

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Some testimonials of our work ...

Dalda Foods

"It is indeed great analysis and would serve as a very useful guideline for us in planning initiatives on our portfolio and anticipating likely market response to rivals' initiatives. This is to sincerely thank you and your team for the effort and thinking that you've put in this"

Atif Syed, Marketing Manager

Hope Consulting USA

"Foresight Research outperforms its peers by yards. We appreciated their commitment to on-time delivery of quality data, the intellectual rigor they brought to our project, and their flexibility in accommodating our needs"
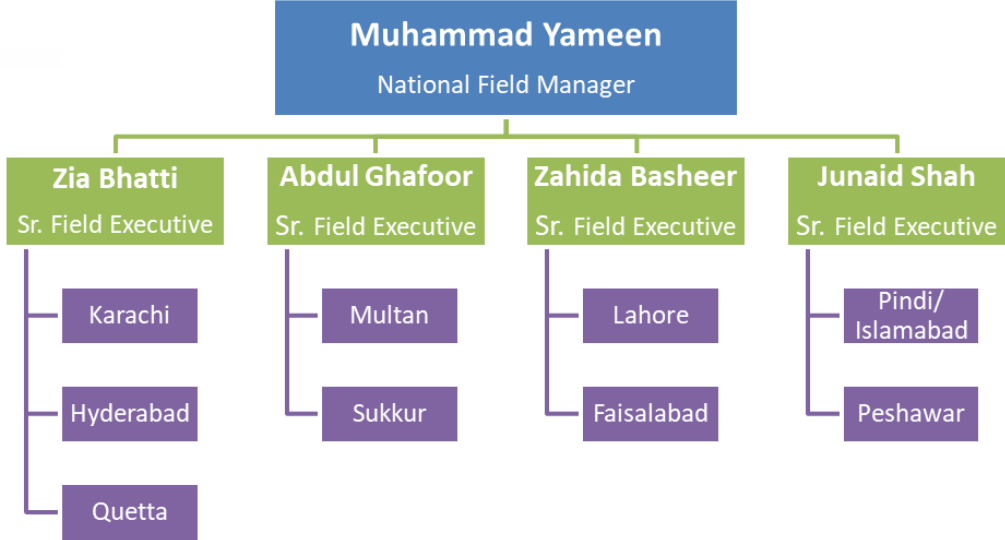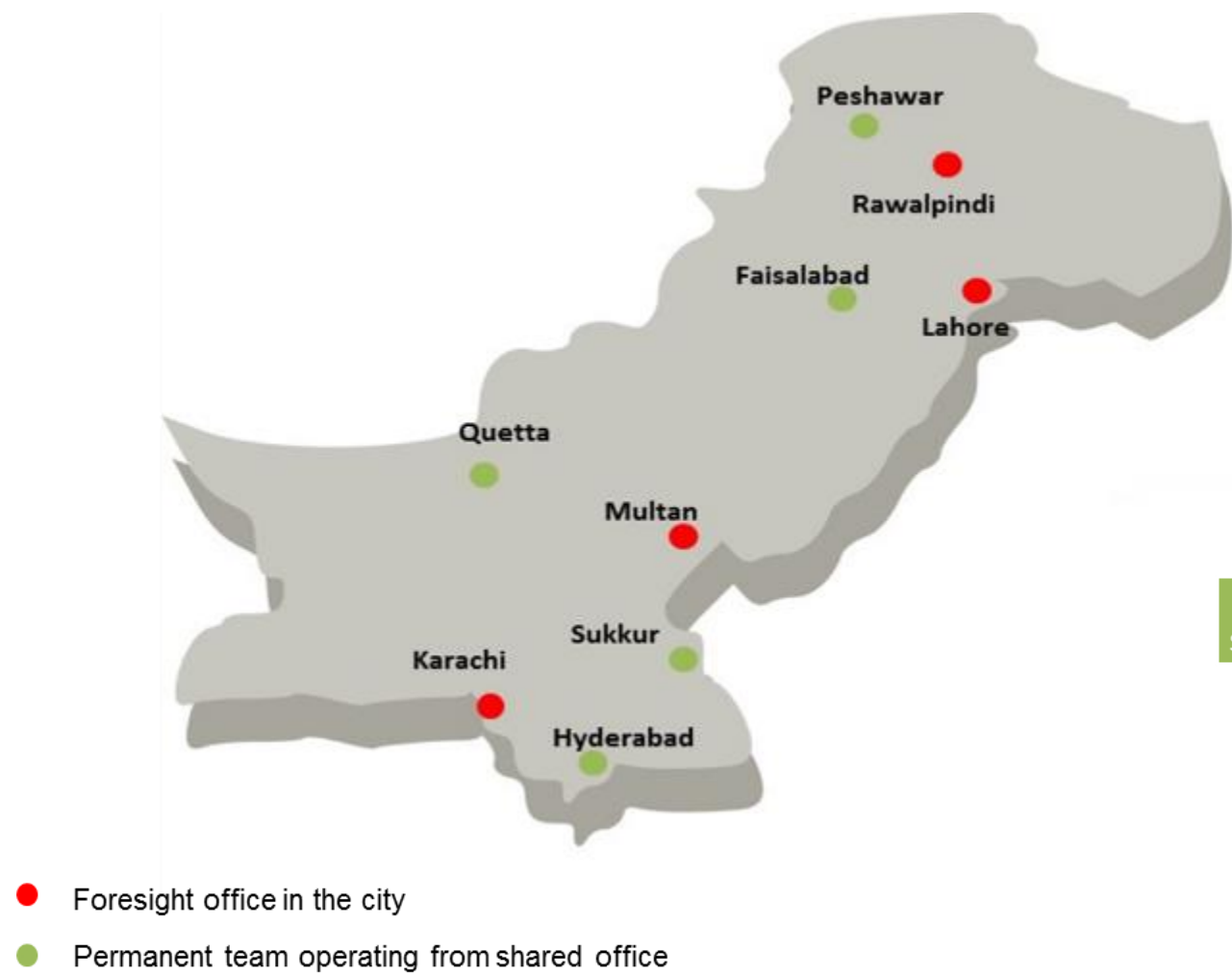
Hope Neighbor, Founder and CEO

(ASKi) GmbH

"We were more than happy with your co-operation on this study and have especially appreciated your flexibility, responsiveness and reliability during the whole fieldwork time. We are looking forward to continue our co-operation in the future"

Andreas Lueck, ASK International Market Research

For a complete list of testimonials: http://foresight.com.pk/testimonial/

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Peshawar
Rawalpindi
Faisalabad
Lahore
Quetta
Multan
Sukkur
Karachi
Hyderabad

● Foresight office in the city

● Permanent team operating from shared office

Muhammad Yameen
National Field Manager

Zia Bhatti Sr. Field Executive	**Abdul Ghafoor** Sr. Field Executive	**Zahida Basheer** Sr. Field Executive	**Junaid Shah** Sr. Field Executive
Karachi	Multan	Lahore	Pindi/ Islamabad
Hyderabad	Sukkur	Faisalabad	Peshawar
Quetta			

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Desk Research

One of our main desk research assignments is
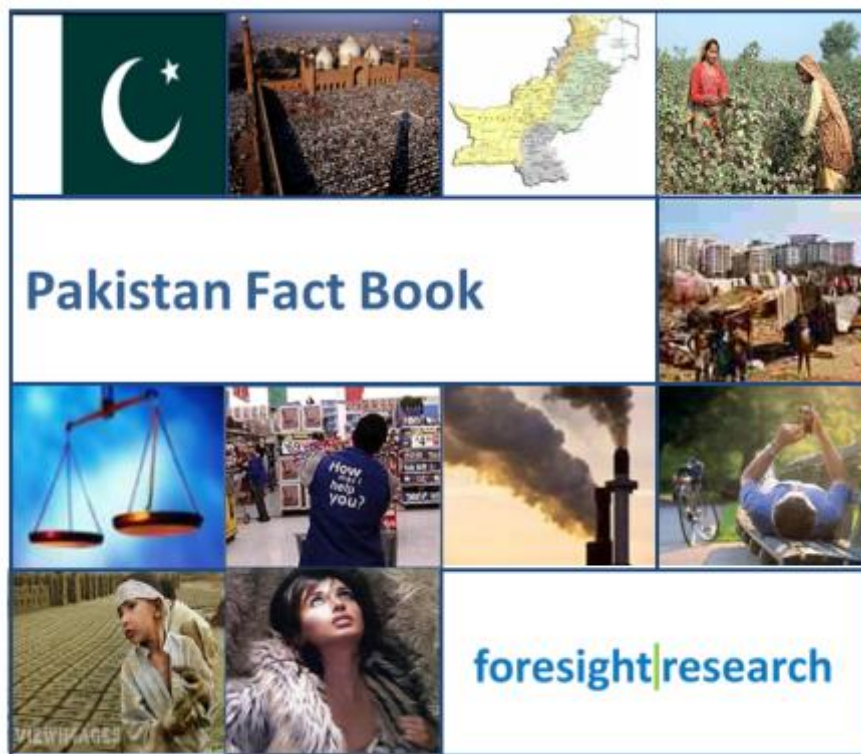
It includes:

- Population, population growth, number of households, household size

- Distribution of population by age

- Housing characteristics: % of *pacca* house, % of houses with electricity, with portable water, cooking medium, etc.

- Monthly household income & expenditure

- Occupation of main wage earner

- Labor force dynamics

- Information on economic indicators

- Media habits of housewives

Diversified experience in Customized Research

Household Care
- Dish wash (NSD bars & liquids)
- Fabric Care (washing powders/ soaps, starches, blues, softeners)
- Multipurpose Cleaners

Personal Care
- Depletory
- Hair colors
- Personal wash soaps
- Shampoos & conditioners
- Skin creams & lotions
- Hair oils

Foods
- Biscuits
- Chips
- Ice Creams
- Noodles
- Oil & Ghee
- Recipe mixes
- Spices
- Desserts
- Pop Corns
- Tea
- Coffee
- Milk
- Cold drinks
- Bread
- detox water

Social Sector
- Local/ international NGOs
- SBP
- Local government bodies
- Political parties

Finance
- Banks
- Branch-less banking
- Housing Finance
- Access to Finance

Other
- Media Habits
- Stationnaires
- Télécommunication
- Pharmaceutical
- Automobile
- SMEs

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Quantitative Services

Priority Solutions & Offerings

- Market Measurement Surveys
- HCPs, Doctors, Health Care Interviews/Study
- Trigger & Barrier study
- Customer Satisfaction Surveys
- Brand Health Trackers
- Product & Pack Testing
- Concept Testing
- Media and Advertisement Researches
- Opinion Polls
- Mystery Shopping Programs
- Shopper Research
- Usage & Attitude Study

Research Execution

Research Design	Data Collection	Processing	Analysis and Reporting
• Intense thinking in proposing methodology • Careful sampling • Smart questionnaire designing	• CATI • CLTs • CAPI/ PAPI • Online surveys	• Data punching with validation • Cleaning & coding • Tabulation (Frequency runs, cross tabs, significance testing, etc.)	• Data Analysis & Reporting • Expertise of running all types of advance & complex analysis (e.g. Cluster, Factor, CHAID, etc.)

Client Testimonial

"The attention to detail and the way our requirements were fulfilled was exemplary. Foresight team was very supportive and this huge task was completed well in time."

Senior Manager – Habib Bank Limited, Pakistan

Data Collection Quality

➢ Questionnaire is always piloted to see the flow & accuracy
➢ Training of field staff & mock interviews to ensure best outcomes
➢ Accompaniments, back checking by supervisor & office editing of the questionnaire
➢ Usage of android devices for interview, allow to check:
  – GPS co-ordinates
  – Interview length (via time start & time end)
  – Time between two successive interviews

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Qualitative Services

Priority Solutions & Offerings

Insight Generation
(Collect, organize, and curate data. Use knowledge extractors to generate various insights)

Analytical Frameworks
(Insight analysis, robust rational, logical and reasoned analytical frameworks to make sense of life)

In Home Visits – Ethnographies
(Systematic study to understand how people live their lives)

FGDs/ Mini FGDs
(A homogenous group is invited to share their experience, feelings, values, concerns on a particular topic)

In-Depth interviews
(A single respondent is questioned & probed to uncover underlying motivations, beliefs, attitude & feelings on a particular topic)

Shop Along
(Getting into the real world of shopper – revealing through in-store eye tracking)

Key Value to Client

"Consumer's/Customer's lives are different. We want to gain an understanding of their daily lives"

We understand that mostly people have automatic and sub-conscious thought process. Accordingly we don't rely on classic methodologies to deliver basic insights. Instead we listen, actively listen to your business needs and tailor contemporary methodologies that deliver powerful insights to help you grow in the market.

Client Testimonial

"I would like to thank you for your work. We truly appreciate how you were able to manage everything within crunched timeline. A special call out to moderators for their skilled moderation throughout groups."

Senior Research Manager – YOUGOV

In House FGD Facility

KHI – FGD Room

KHI – Viewing Room

LHR – FGD Room

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Social Sector Experience

Type of Studies Conducted …

Polio Vaccination	**Primary School Enrollment**	**Workers' in Informal Segment**
Renewal Energy	**Family Planning**	**Agent Profiling**
Social Unrest	**Peace/cultural diversity**	**Education/ Edutainment**
Youth	**Safe Charity**	**Vocational Training**

Social Research in Action

We offer customized solutions with a team of experts. We are flexible to your needs and have the capacity to achieve results in less time. Curiosity is our forte - we dig out answers and bring true ground realities to the meeting rooms.

Our analyses are supported by state of the art tools of data sciences. We have worked with numerous local and international clients and have a proven track record.

Client Testimonial

"Foresight Research outperforms its peers by yards. We appreciated their commitment to on-time delivery of quality data, the intellectual rigor they brought to our project, and their flexibility in accommodating our needs."

Hope Neighbor – HOPE CONSULTANCY

Clients in Social Sector

Enclude, unicef, BFA, State Bank of Pakistan, United Nations ESCAP, AERC, NRSP, Cello Health, ShoreBank, AZ CORP, HOPE, A2F Consulting, DAI

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Digging into Household Panel (what, where, how)

A panel is a *permanent* & *representative* sample of target-population to regularly (continuously) observe & measure *Consumer Behavior*

Basic ingredients …

- We have recruited a representative sample of homes from the population of households in the country
- We visit these panelists monthly to record their monthly purchases in the selected categories.
- Our data collection method is 'bin' plus an exit interview
- Finally, data from all panel households is statistically projected to estimate the overall markets for the brands/ categories

Monthly Sample of 8,335 Households

Province		Urban	Rural
Sindh		1440 households 10 cities	348 households 19 villages
Baluchistan		485 households 6 cities	185 households 7 villages
Punjab		3863 households 24 cities	869 households 53 villages
KPK		851 households 8 cities	294 households 15 villages

Client Testimonial

"Well done! I really appreciate the initiative– this is surely a great new way to look at NRL and LMH and adds a lot of value. Will ask brand teams to use this tool to diagnose issues."

Manager CMI – Unilever Pakistan

Category Coverage

Household Care

- Dish wash NSD bars
- Dish wash Scourer powders
- Fabric bleach
- Fabric blues
- Fabric Conditioners
- Laundry soaps
- Starches
- Toilet cleaners
- Washing powders

Personal Care

- Conditioners
- Deodorants
- Depilatory
- Face wash/ body wash
- Skin cleansing soaps
- Shampoos
- Skin creams & lotions
- Tooth pastes
- Tooth powders

Foods

- Breads
- Butter & Margarine
- Coffee
- Cooking oil & ghee
- Dairy
- Desserts
- Ice creams
- Instant soup
- Juices & nectars
- Ketchup / sauces
- Mayonnaise
- Noodles
- Powder beverages
- Red syrups, squashes
- Spices, recipe mixes, cooking aids
- Tea

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Panel Process

Census/ Demographic Survey

The first task is to estimate the universe size by market Segments. This also serves as the framework for optimal stratification and sample design.

Typically, census is done with unusual gaps in Pakistan, during such times, we use Demographic Surveys to estimate the Universe size.

Establishment Survey

After the overall availability of universe numbers by urban/ rural/ provinces, we need to further segment it by socio economic classes to improve the precision in estimation.

Establishment Surveys are conducted after 3-4 years to keep the SEC information updated.

Recruitment of Households

We have recruited a representative sample of homes from the population of households in the country, representing:
- SECs, Household size, Urban/ rural areas, and Provinces

Monthly Field Visits

We visit these panelists every month on the specified date to record their monthly purchases in the selected categories. We record all details: brand, size, variant/flavor, pack type, price, quantity purchased, place of purchase, frequency of purchase, etc.

Bucket' Plus Exit Interview (BuPEI)

Our data collection is based on BuPEI model, 'Bucket' Plus Exit Interview. We have placed a 'bucket' in all the panel-households. Panelists are trained to keep the wrappers/ empty-packs of the products used in this bucket

We also do the pantry checking to record items which have been purchased but not consumed.
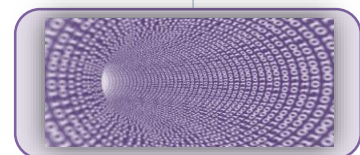
Data Generation & Reports

Finally, data from all panel households is statistically projected to estimate the overall markets/ Penetration for the brands/ categories.

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Reporting Facts

Monthly user ship (%)/ used once in last 12 months/ user households ('000)

Exclusive/ Solus users and Conjunction users

Volume market (tonnes) and volume share (%)

Market (million rupees) and share (%)

Average consumption/spend per brand user (gms/Rs per month)

Consumption Index

SOR (share of requirement)/ loyalty (%), SOR matrix

Source of gain/loss analysis (brand switching analysis)

Frequency of purchase – brand/ category

Light/ Medium/ Heavy user analysis,

Lapsed/ Retained/ New user analysis

Consumer DNA (profile analysis)

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Operational Quality Control – 3 Check Process

Our **THREE WAY** protocol ensures, end to end secrecy and data authenticity to comply on all the abiding rules set forth by ESOMAR

Pre Fieldwork

- Manual/Guide Development
- Trainings and Briefing Sessions

During Fieldwork

- Scrutiny
- Back Checking
- Accompaniments

Post Fieldwork

- Coding/Editing
- QC During Data Punching
- Data Consistency Checking

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Pre Fieldwork

Manual/Guide Development

- Detailed manuals are prepared for Interviewers, Supervisors and Executives

Trainings & Briefing Sessions

- Fieldwork briefings are carried out by research team to ensure all field executives, supervisors and interviewers fully understand on the fieldwork procedures and the session is also audio recorded for reference

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During Fieldwork

Scrutiny

- 100% scrutiny of the questionnaire for the completion, logic & other project specific checks within 4 days of the field
- Supervisor – 100% of each interviewer,
- Executive – 5% of each interviewer

Back Checking

- Independent of the Fieldwork Department
- Supervisor – 15% of each interviewer,
- Executive – 5% of each interviewer

Accompaniments

- Each interviewer is accompanied by supervisors in few initial interviews for training on handling respondents' queries.
- Each interviewer is also periodically accompanied by supervisor/ executive

Operational Quality Control

Post Fieldwork

Coding /Editing

- Coding frames & editing instructions are developed by research executives
- Full time trained coders under continuous supervision

QC During Data Punching

- Separate teams for data entry & data entry checking
- 20% work of each data entry operator is checked on daily basis
- In case of more than 3 errors in the checked lot, 100% of that operator's work is checked
- Built-in logical checks to prevent mistakes
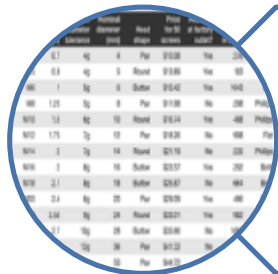
Data Consistency Checking

- Interviewer-wise analysis
- Tables generated as per analysis plan
- Comprehensive checking of all tables for its basis, weighted figures, etc.

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Foresight Team
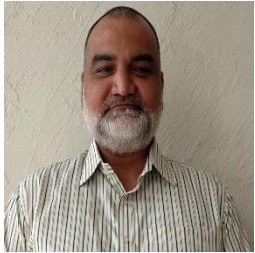
Muhammad Zubair
CEO
More than 20 years MR experience
Worked at Unilever, SMAR, Karachi University

Zeeshan Siddiqui
Manager Statistics
More than 18 years MR experience
Worked at MARS, Nielsen, OASIS, Agha Khan

Adnan Siddiqui
Director Household Panel
More than 14 years MR experience
Worked at Unilever, Nielsen, Agha Khan

Muhammad Sajid
Manager IT
More than 8 years MR experience
Worked at TRG Pakistan

Zahid Afaque
Director Customized Research
More than 20 years MR experience
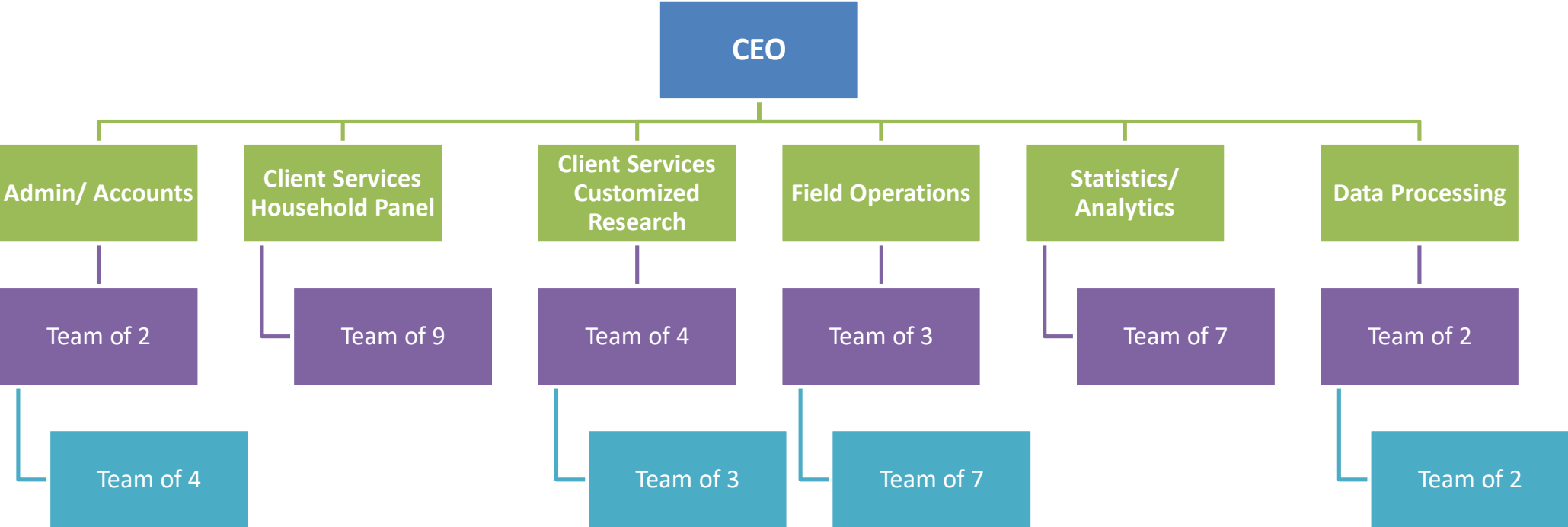Worked at Philip Morris, Nielsen, OASIS, Gallup

Muhammad Yameen
Manager Field Operations
More than 13 years MR experience
Worked at OASIS, FCG

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Contact Us at . . .

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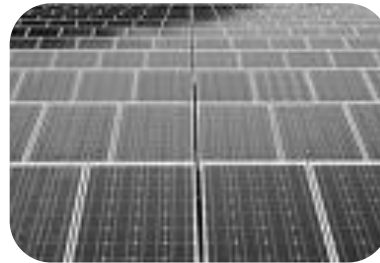
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