



ESOMAR¹⁷
corporate

THE CORE OF BUSINESS

COMPANY PROFILE



CONTENTS

- INTRODUCTION 03
- WELCOME MESSAGE 04
- OUR VISION & MISSION 06
- OUR SWOT ANALYSIS 07
- OUR SERVICES 09
- OUR CLIENT 17
- OUR TEAM 20
- STAY WITH US 25



WELCOME MESSAGE

The year 2022 is a year for embracing revolutionary changes within the marketing research field. Change encourages growth and progress. It empowers the relevancy of the beneficiary. We ended the year by finalizing the setup of our company and hiring the best team. We are bringing innovation to our products, services and different lines of business. We hope we are up to the challenge and expectations of our customers.

We aim to narrow the gap between our clients and their audience population by providing accurate data they can rely on. We always put our clients at our top priority,

“At Findings Research, we love what we do and we believe that our care and passion for our business is driving us everyday toward our goals.”

Thank you for your support.

Mohamed Farouk - Chairman

BRIEF INTRODUCTION

Findings Research is an independent full Service agency specialized in the Middle East and located in Egypt. It was founded in 2016 by a group of certified professionals in the market research. We offer a full range of quantitative, qualitative research and mystery shopping services backed by strict quality control procedures.

Our experience extends across most industry sectors, with particularly strong expertise in serving consumer research and international research for automotive clients, communications, durables and FMCG. We offer dependable research management, strict commitment to deadlines, proactive customer service and realistic pricing

We always seek to build new ideas to enhance more transparency strategies that could serve our clients' objectives and needs through reaching & implementing international standards and quality.

Having the most qualified and experienced team on board will help tailoring our services to fit our client's needs which enables them to achieve their goals and gain the highest possible market share.

Each day, we look at our statement that we truly believe in:

- Providing services for both governmental & private sectors (Large, medium and small companies).
- Promising to help in our client's business growth and gaining higher market share.
- Going the extra mile to be your partner of success.
- Keeping long-term relationship with our clients and proving while maintaining the best service to our portfolio.



ABOUT US

Before we get into the services that we offer in details, let us tell you more about our Findings Research. Our company hold countless factors that contribute to the success of our future business partnership.





OUR VISION & MISSION

Every employee at Finding Research dreams big. Proving the best service to our clients is not just a mission for us. We have much bigger scope. We would like to lead the marketing research evolution both nationally and across the region. We have these principles in mind while we do our jobs every day.

OUR VISION

“Lead the evolution of the marketing research industry both nationally and across the region”. We are well aware this is not an easy mission but we strongly believe that we can achieve that through hard work.

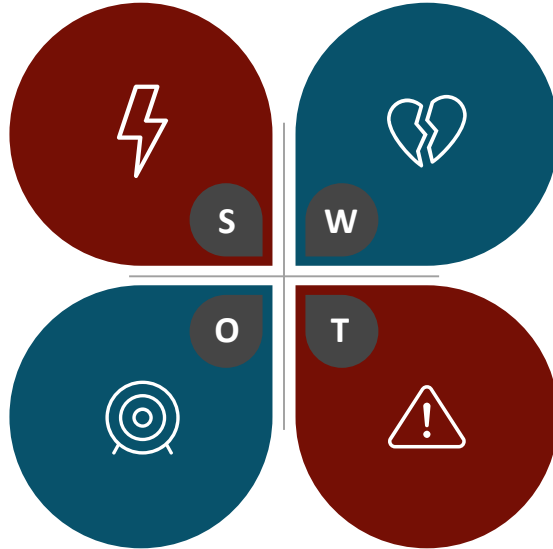
OUR MISSION

“Improving the market research field and maintaining being a key player within our region“. We aim to achieve this goal by constantly improving our services and methodologies to cope with new technology released worldwide while remaining competitive within our region.

OUR SWOT ANALYSIS

STRENGTHS

We believe experience is a key factor in our business. We believe our experience is one of our best strengths.



OPPORTUNITIES

We believe we are rapidly growing within the market especially within CATI segment. We are working on enhancing our services lineup as well.

WEAKNESSES

Being a startup company might bring a weakness but we do not think it is an issue since we are rapidly growing.

THREATS

We believe that competition is our major threat. We are working every day to remain competitive within the region.



WE MAKE YOU
OPTIMISTIC FOR
YOUR FUTURE
BUSINESS



OUR SERVICES

We offer full range of services designed to meet your business goals. Our team is also ready to customize any product to meet your individual business needs.



OUR SERVICES

CATI REGIONAL CENTER UNIT

We established a unique department specialized in running CATI surveys. The CATI Regional Center is responsible for running all local and offshore surveys in MENA region and part of the worldwide countries, we are one of the biggest CATI centers among MENA, as we have around **100** CATI stations..

- We are a passionate team with vast experience from multinational research companies
- Our team is highly exposed to business sectors & research techniques
- We have 15 years experience in running all CATI study types with a very updated CATI Center based in Egypt.
- Our interviewers are well experienced in conducting CATI interviews applying all the standard in collecting the answers from the respondents
- We are using the latest updated calling technology, monitoring system and data collection software which ensures delivering full analysis.
- Our advanced **VOIP** system gives us the power to compete in terms of costing and success rate.
- Our coverage including Egypt, Iraq, KSA, UAE, Oman, Kuwait, Qatar, Bahrain, Jordan, UK, USA, France, Italy and other countries around the world.
- Our Regional CATI Center is covering Arabic, English & French speaker interviews

OUR SERVICES

MEDIA RESEARCH UNIT

According to the aggressive demand in media habits specially in Egypt and the MENA countries, we offer a Viewmeter, Hearometer & Readometer studies for the Egyptian market and MENA countries to give Advertisers, media agencies and all parties full insight of media performance and customer viewership behavior.

At the media research unit, we can also provide customized studies:

- Brand equity
- Customer behavior
- Editorial barometer
- Usage and attitude





OUR SERVICES

AUTOMOTIVE RESEARCH UNIT

Automotive Research Unit is a part of Findings Research. Working separately as an automotive market research department, it includes a selection of the most prominent experts in the automotive marketing research firm whose mission is to provide our business partners with different solutions and real fact answers. Quality, credibility, professionalism, commitment, attention to details and expertise, are all terms used to describe our passion for answering client questions and reaching a better understanding to local and regional market.

At the automotive research unit, we provide services like:

- Customized and syndicated research
- Car design
- Pricing and positioning
- Media and advertising
- Market understanding and segmentation
- Customer satisfaction surveys

“

WE ARE NOT A REGULAR
MARKETING RESEARCH COMPANY,
WE LOVE WHAT WE DO AND WE
BELIEVE THAT OUR CARE AND
PASSION ARE OUR MAJOR DRIVING
FORCES TOWARD OUR GOALS

”

Mohamed Farouk
CEO

OUR SERVICES

TEAM OUTSOURCING

Along with our wide range of services, we can offer you extra piece of mind for your next project.

We can outsource your team. Based on the needs of your project, we will analyze the team required to proceed the project.

We can outsource the team and have them work at your own flexibility. You will be able to choose their schedule as well.

It's like having a team working for you but at our premises.



OUR SERVICES

RENTING CALL CENTER SEATS

We are providing the SEAT RENTING Option for any number of seats with/without agents by monthly or yearly contract.

Rented seats will be fully equipped with Computers, Internet, computer network managed by updated server, advanced calling system & recording calls system.

Also, we have the option to give you the permission to use our VOIP calling system with fixed rate card for calling, in both channel of inbound and/or outbound.



OUR SERVICES

QUALITY CONTROL

At Findings, Research, we take work quality very seriously. We conduct brief session before launching fieldwork to ensure team's complete understanding of general industry dynamics piloting through:

- Making sure of no questionnaire errors.
- Training for the interviewers on the specific scenarios to be carried out by Findings executives through mock interviews during which comprehension, confidence, command and data recording skills will be judged through a role play exercise.
- Ensuring up to 100% of the interviews will be recorded (30% Parallel listening & Viewing by QC, 5% Random check by supervisors and 10-15% interviewer quota).
- Archiving system for 3 months to ensure data availability
- Ensuring strict code of conduct & client confidentiality is maintained at all times
- We are a active member of ESOMAR (European Standardization of the Market Study)
- All procedures proposed comply with the ESOMAR Code for Social and Marketing Research Practices.

OUR SERVICES

MARKETING RESEARCH UNIT

We offer a full Range of services in the Marketing field through quantitative Studies. Each type of research can be implemented either through CATI or Face-to-Face. At this unit, we provide tailored services like:

- General marketing surveys
- Opinion and reputation
- Customer satisfaction
- Mystery shopping
- Concept testing
- Product testing

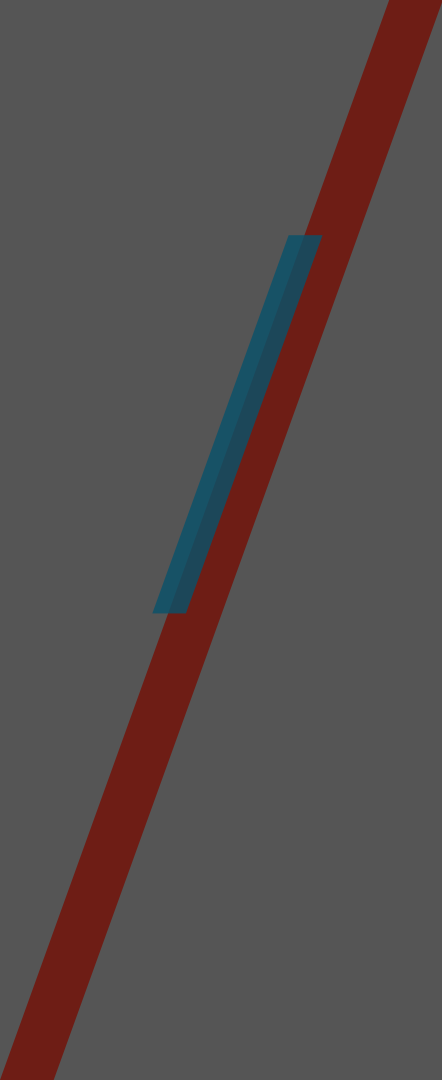
We offer a full Range of services in the Marketing field through Qualitative Studies such as:

- In-depth interviews
- In-home visits
- Focus groups
- Censydiam



OUR CLIENTS





A HARD-WORKING TEAM BEHIND A SUCCESSFUL BRAND

In order to deliver the best service to our clients, we hired the best team working in the backstage everyday to meet our customers' expectations

OUR TEAM VALUES



01

PROFESSIONALISM

By setting and surpassing higher standards, we persist to establish a smarter, disciplined and more efficient organization that delivers outstanding and exceptional healthcare.

02

CUSTOMER FOCUS

Our belief of caring is unique in every personal interaction as we serve individuals, families and colleagues with sympathy, responsiveness, and integrity.

03

RESPECT

We considerately treat each and every individual with care and consideration. We value the diverse perspectives of everybody.

04

AVAILABILITY

Our sense of accountability is our pledge to all our beneficiaries and associates of punctual awareness, responsiveness and responsibility.

05

COLLABORATION

By teaming up to share knowledge and skills through constant communication and understanding with whom we serve.



WE BELIEVE IN OUR TEAM

In order to provide the best service to our clients, we hired the best team. Our team brings experience and passion to our formula at Findings Research.

MEET OUR BOSS

EDUCATION & EXPERIENCE

My name is Mohamed Farouk and I am CEO at Findings Research. I have more than 20 years of experience in multinational marketing research companies.

- 2001: I started my career when was the DP & CATI manager in Feedback MENA.
- 2008: Shifted to Synovate as DP Manager for Egypt & North Africa.
- 2012: After 4 years the acquisition of Ipsos & Synovate in 2012, I worked with Ipsos as CATI Regional Manager MENA.
- 2015: I established a company with partner Ejabat Marketing Research agency.
- 2016: I decided to be independent and established my own Market Research company: **FINDINGS** Marketing Research.



MOHAMED FAROUK
Chief Executive Officer

MEET OUR TOP MANAGEMENT

MOHAMED FAROUK

Chief Executive Officer



SHAIMAA KAMAL

GM and Business Partner



WALEED EL-DEEB

Finance Manager



EMAN KREMA

Senior Research Manager



RANA ABDEL-GHANY

Media Research Manager



RANA ABO STEAT

Business Develop Manager



NOURA SAKR

Insights Manager



ABDO SHAHIN

IT and Admin Manager



SHAIMAA SAMIR

Operation Manager



SARAH FAYEZ

Quality Control Manager



OMIMA FAHMY

CATI Project Manager



MEET OUR TEAM

BASSANT HESHAM

Senior Project Manager



BOTHAINA TAREK

Project Manager



OMNIA MAGDY

Research Executive



EMAN ANWAR

Research Executive



SALMA MOHAMED

Research Executive



HEND SAMIH

Senior Mystery Shopping Executive



MERVAT SAYED

Mystery Shopping Account Executive



DALIA DIAB

Mystery Shopping Account Executive



NADA AMMAR

Mystery Shopping Account Executive



NOURAN TAREK

Mystery Shopping Account Executive



HEBA ESSAM

Senior Media Executive



PAKINAM KAMAL

Media Executive



ALI EL-DEEB

Field Research Executive



MARWA IBRAHIM

Business Dev. Executive



AYA MOHAMED

Business Dev. Executive



RANA ZAHRAN

Senior Desk Research Executive



RAGHDA HASSAN

Desk Research Executive



ALAA AHMED

Research Executive



ISLAM NASSIF

Admin Assistant





“ TEAM WORK,
GREAT SUCCESS ”



STAY WITH US

We would love to hear from you. Our team is always available to answer your enquiries. Here is our contact information:

Landline: 02- 2750 7805

Address: 13A Kornish Al Maadi Street – Cairo (Egypt)

Email: info@findingsresearch.com

Website: www.findingsresearch.com





THANK YOU

Thank you for your interest and looking forward to meeting with you soon.