



International Market Pulse

Always supportive of your business partners can do together in the various projects sites to be able to be a companion to the origin.

www.imp-me.com



Introduction About : International Market Pulse



▶ International Market Pulse (IMP) is an experienced and fast growing operation Company providing a wide array of marketing research services.

▶ Our dedicated team of operations with headquartered in Cairo and our offices in Jeddah and Riyadh, is serving clients globally.

▶ IMP provides wide/diversified Marketing Operations Solutions ranging from Field to Data Processing to Data Entry. Has served multiple verticals like :Retail , FMCG, Consulting, Financial Services, CPG, BFSI, Technology, Pharmaceutical, Business Services, Healthcare and Telecom.

▶ Our team is help clients to understand the market and take the right decision in the right time.

▶ High quality on time with efficiency and effectiveness cost

Our Field Methodologies and Services



Quantitative

- ▶ F2F
- ▶ PAPI
- ▶ CAPI \ WAPI \ CASI
- ▶ TAPI \ TASI
- ▶ SAPI
- ▶ CAWI
- ▶ Telephonic interviews – CATI
- ▶ Mystery Surveys
- ▶ Exit interviews
- ▶ B2B
- ▶ B2C
- ▶ Central Location Testing exercises (CLT)
- ▶ Medical Interviews
- ▶ Online Interviews
- ▶ Tracking Studies
- ▶ Panel Studies



Qualitative

- ▶ Group discussions
- ▶ In-depth interviews
- ▶ Online in-depth interviews
- ▶ Online focus groups through Skype
- ▶ Home visits
- ▶ Accompanied shopping
- ▶ Transcription and feeling Transcription
- ▶ Translation, professional translators
- ▶  FocusVision services
WORLDWIDE

Our Field Methodologies and Services



- ▶ **PAPI**: Paper And Pencil Interviewing. Data obtained from the interview is filled in on a paper form using a pencil.
- ▶ **CAPI**: Computer Assisted Personal Interviewing. This method is very much similar to the PAPI method, but the data is directly entered into a computer program instead of first using paper forms.
- ▶ **WAPI**: Web Assisted Personal Interviewing. The respondents answer the questions online, but they are also assisted online in doing so.
- ▶ **CASI**: Computer Assisted Self Interviewing. The CASI method involves respondents taking place behind the computer themselves in order to fill in the questionnaire.
- ▶ **CAWI**: Computer Assisted Web Interviewing. Online research in which data is obtained electronically using online questionnaires. These questionnaires contain references so that the correct questions are asked to each respondent.
- ▶ **CATI**: Computer Assisted Telephone Interviewing. The questions are usually presented to the interviewers on a computer screen, after which they ask them to the respondents. To ensure that the correct questions are asked to each respondent, the specialized computer software uses "skips": Certain answers can lead to the next question being different. This also prevents the respondent from having to answer irrelevant questions.
- ▶ **TAPI**: Tablet Assisted Personal Interviewing. This method is virtually identical to the CAPI method, but the data is entered into a tablet instead of a computer/laptop.
- ▶ **TASI**: Tablet Assisted Self Interviewing. This method is virtually identical to the CASI method, but the data is entered into a tablet instead of a computer/laptop.
- ▶ **SAPI**: Smartphone Assisted Personal Interviewing. With this method, the data is entered into a smartphone by the interviewer.
- ▶ **SASI**: Smartphone Assisted Self Interviewing. With this method, the data is entered into a smartphone by the respondent.

CATI

- We have 15 stations upgraded to 25 stations in Cairo office, 6 stations upgraded to 12 in Jeddah office.
- Using Dialer system
- We use VOIP to do interviews across all Arab countries
- We can provide our services to clients in-door



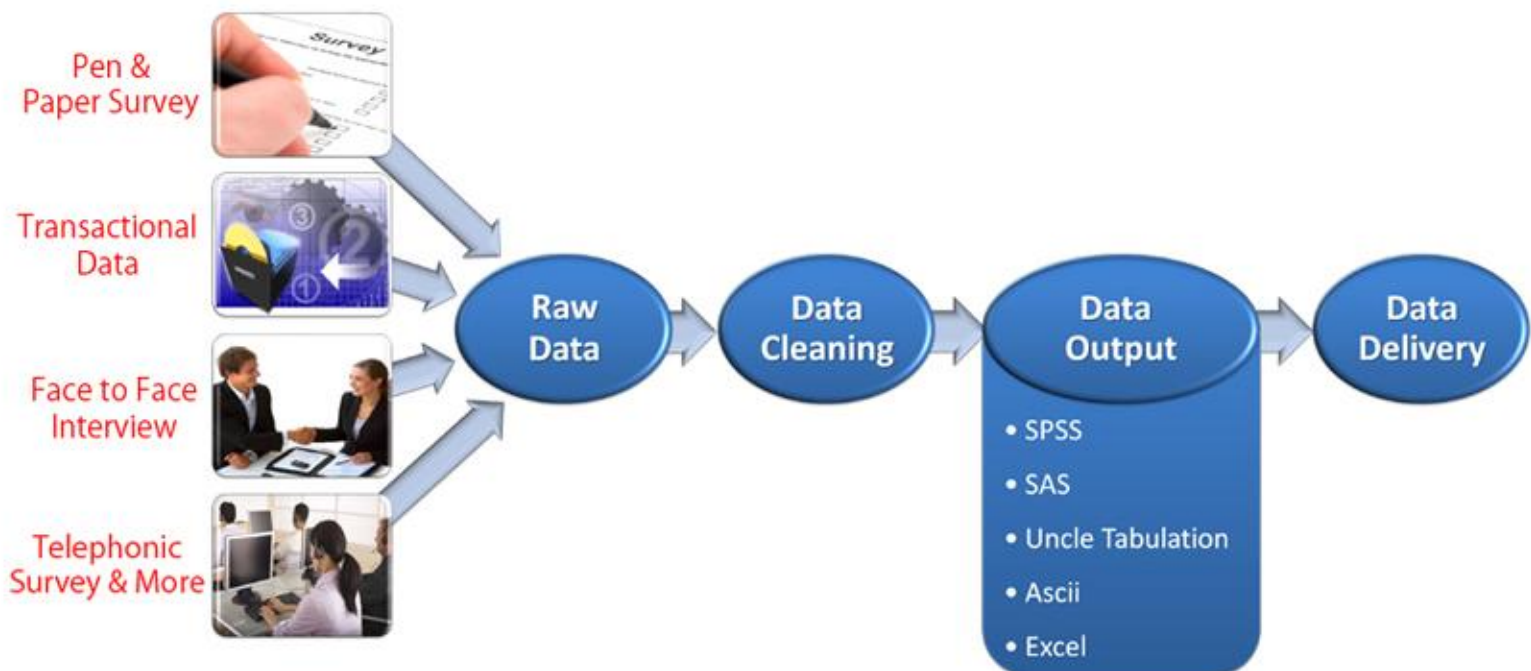
Data Entry and Coding



Professionals team of 30 data entries male and female, Arabs and Asians working



Data Processing Quality Control Management is done at the highest echelons at all stages



Group Room and Client Room Facilities - Jeddah

Group Room:

- ▶ Table Enough to 12 Persons
- ▶ Luxury Chairs for More comfortable to the Respondents
- ▶ LED TV Sony 55 inch 3D Full HD
- ▶ Flip Chartes
- ▶ High Quality Microphone
- ▶ Full HD Camera Wide Range
- ▶ DVD Recorder
- ▶ 2 Channels Translator (Arabic & English)
- ▶ Minibar and Entertainment Facilities In-door
- ▶ Focus Vision Camera (Auto Focus)



Group Room and Client Room Facilities - Jeddah

Client Room:

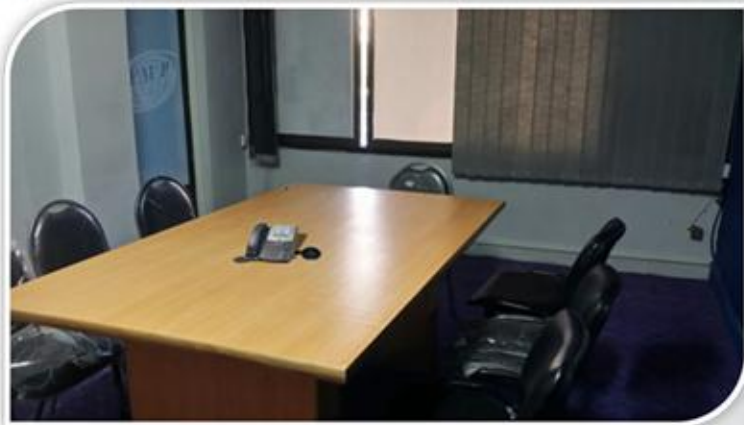
- ▶ Sea View
- ▶ Comfortable Sofa and Chairs
- ▶ Enough for 7 Persons
- ▶ High Quality Headphones
- ▶ One Side Mirror Glass (3m Width and 1,2 m Highest)
- ▶ Audio Sectors Distributed Around the Room
- ▶ LED TV to Follow Up the Group
- ▶ Minibar and Entertainment Facilities In-door
- ▶ IN-front Table for Writing
- ▶ Separate Channel for Translator



Group Room and Client Room Facilities - Riyadh



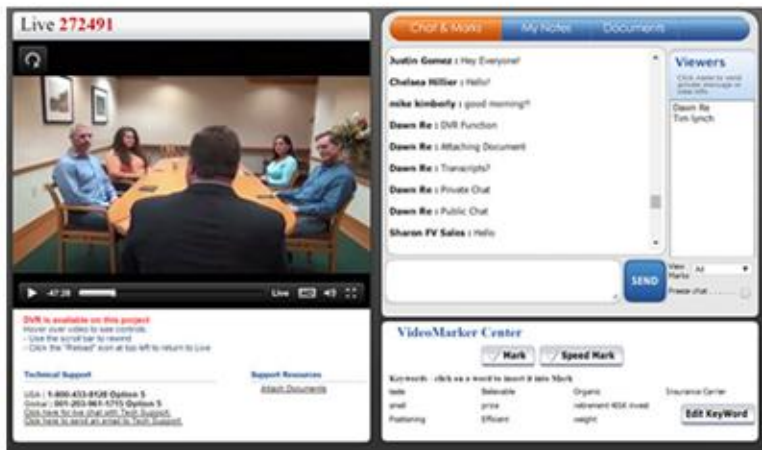
Group Room and Client Room Facilities - Cairo



Agency Company



FocusVision
WORLDWIDE



Mobile Streaming

View your qualitative research live, on-the-go from your mobile device. Mobile streaming on the iPad has all the same functionality as VideoStreaming™, including VideoMarker™ software and live chat.

FocusVision technologies enable qualitative researchers to get close to customers, observe their stories and enable better insights.

From video streaming to mobile platforms, we're here so you can be there.

Avoid the hassle and cost of travel

<http://ww2.focusvision.com>

Market Sectors

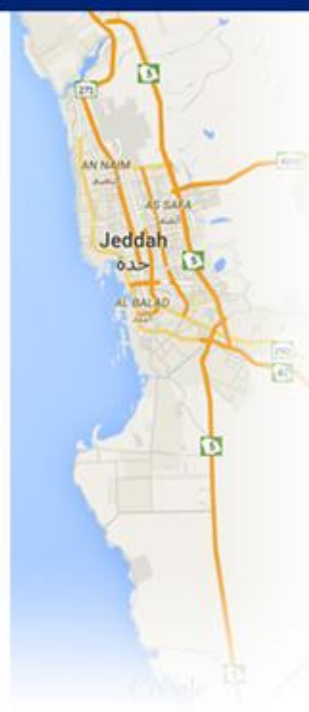
- ▶ Advertising / Public Relations
- ▶ FMCG
- ▶ Automotive
- ▶ Beverages
- ▶ Catering / Hospitality
- ▶ Chemicals
- ▶ Consultancy
- ▶ Cosmetics / Hygiene
- ▶ Detergents
- ▶ Durables / Electrical Goods
- ▶ Energy / Utilities
- ▶ Banking Sector
- ▶ Fragrance Industrie
- ▶ Healthcare / Pharmaceutical
- ▶ IT
- ▶ Logistic/ Mail / Transportation
- ▶ Media / Entertainment
- ▶ Petrol
- ▶ Public Sector / Government
- ▶ Retail / Wholesale
- ▶ Social & Economic
- ▶ Telecommunications
- ▶ Textile / Fashion / Clothing
- ▶ Toys / Games / Travel
- ▶ New Product Development / pre launch studies
- ▶ Brand image & Equity
- ▶ U&A studies
- ▶ Concept testing / Ad testing
- ▶ Package testing
- ▶ Product testing
- ▶ Segmentation Studies
- ▶ Ethnography
- ▶ Conjoint
- ▶ Tracking Studies
- ▶ Panel Studies

Offices



Cairo Office

- ▶ 15 CATI stations upgraded to 25 stations in Cairo office using Dialer software
- ▶ 15 Tablets
- ▶ Groups & clients Rooms
- ▶ 20 Android Telephones



Jeddah Office

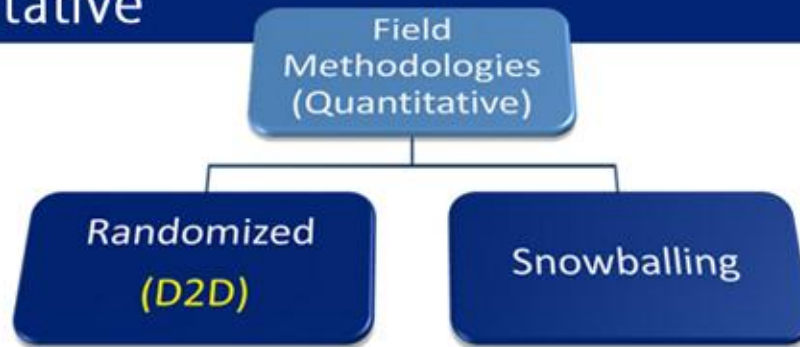
- ▶ 6 CATI stations upgraded to 12 stations using Dialer software.
- ▶ 36 Tablets across KSA
- ▶ Groups & clients Rooms
- ▶ 40 Android Telephones

▶  FocusVision services WORLDWIDE



Field Methodologies

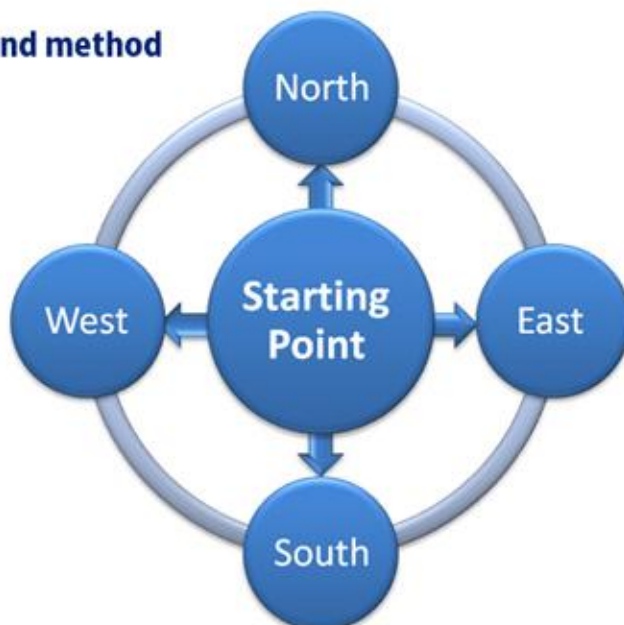
Quantitative



Randomized (D2D)

- 1- In the beginning the map is divided into equal squares, the boxes are numbered sequentially numbered.
 - 2- Deleted boxes that are difficult to work out such desert land / Nile / Sea ... Etc..
 - 3- Numbers are taken and written on cards each card Separately .
 - 4- Write the Class on the number above each card .
 - 5- Take the card has its box number and the name and block level.
 - 6- Take each cards are suitable for work
 - 7-After the descent of Field Brief must know the level For example, if the level is BC1 took all the cards that BC1 Example - Number of questionnaire in the region 30 questionnaire, if you need to 10 regions, if we assume the number of blocks in the city, Block 30 BC1, we are dividing the 30 block 10 regions, the output 3 in the sense of every 3 blocks, take the block to work with it.
 - 8- 2 cards are counted at the outside and we take the third card and so on until the end cards.
 - 9- Is selected to see the numbers on the map if the diffusion process has to map these figures accumulation However, if the congestion in one area are re-selection of cards again, and so on until we are sure of the process of proliferation.
 - 10- in the governorate with the total number of questionnaire less than 500 interviews we do from 15 – 20 questionnaire for each block & the governorate have a more than 500 interviews we do from 25-30 questionnaire for each block .
 - 11- When the field work start must initially be in the middle of blocks, the distribution of interviewers in the four directions right hand rule.
 - 12- the interviewer enter first building on the right hand and choose the first apartment on his right hand and if it fails to take the next if succeeded have to leave 2 apartment and enters the third if it fails to take the next and if succeeded have to leave two apartments .
- Important Note:**
Can not work more than three questionnaire in the building
- 13- When you get off the building if it fails to take the building that followed and if it succeeds leaves the 2 followed buildings and enters the third and so on ... Etc..

Right hand method



Field Methodologies

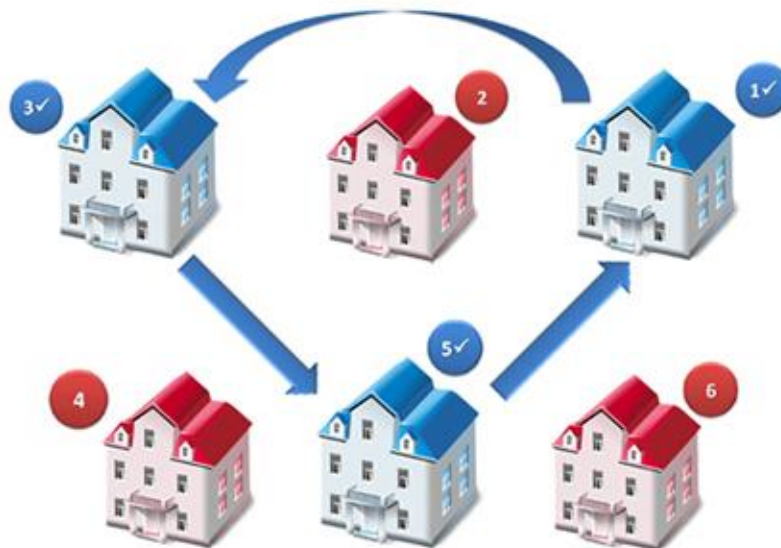
Quantitative

Rural Randomized:

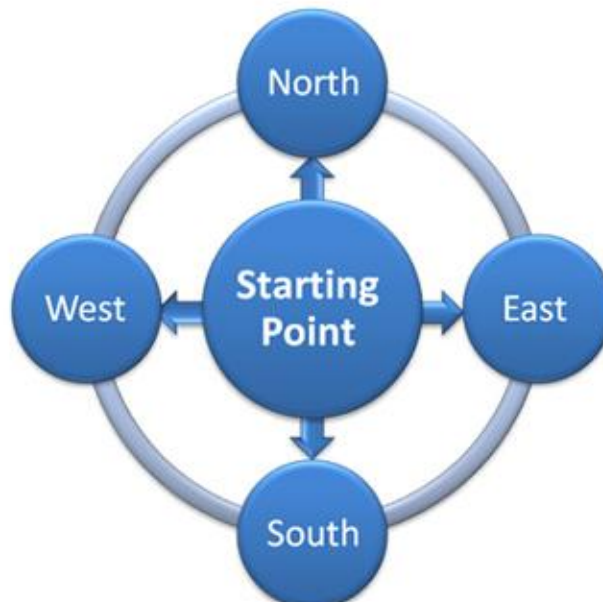
Should rural not be faraway from the provincial more than 20 KM



Provincial & Rural:



Right hand method:



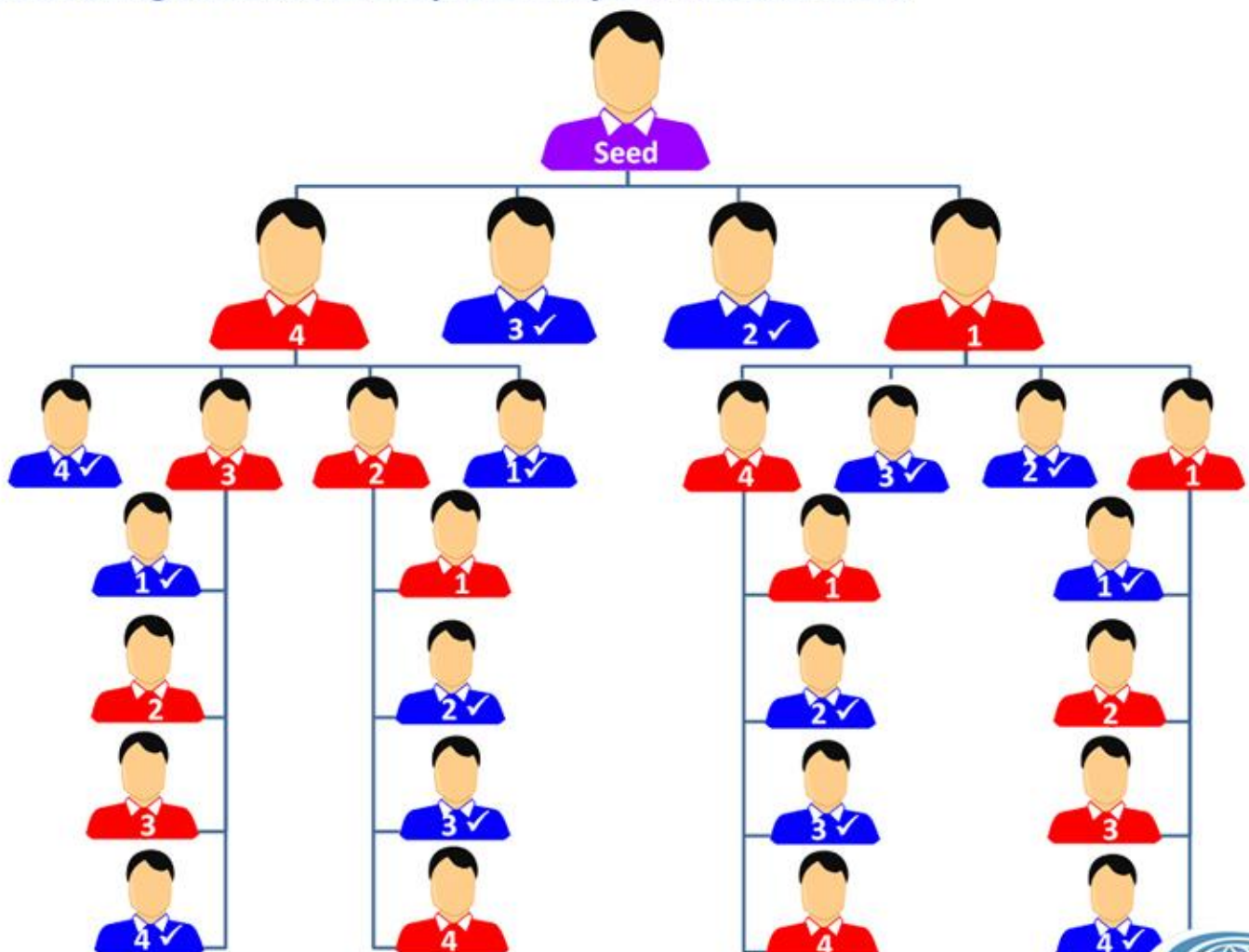
Field Methodologies

Quantitative

Snowballing:

- ▶ Prepare a sampling frame (called as seeds) based on population characteristics for each centre (usually Nationality x Age)
- ▶ Pre-fix the number of interviews from each seed –Maximum 2 interviews (but depends on sample size within the centre).
- ▶ No more than two interviews are conducted per seed contact in snowball sampling
- ▶ Initial respondents are selected randomly, but subsequent respondents are obtained from the referrals provided
- ▶ It is assumed that referrals will exhibit similar demographic profiles to the initial respondents who referred them
- ▶ Referrals have to be from the same area/block
- ▶ Application: Estimation of population measures, like shares, awareness, etc.

Snowballing structure (Example for respondents selection)



Our Teams & Coverage Areas

- ▶ we cover the other countries in GCC and Levant (UAE, Oman, Kuwait, Qatar, Bahrain, Syria, Lebanon and Jordan) Through KSA office

We cover other countries in North Africa (Libya, Tunisia, Algeria, Morocco and Sudan as well) Through Cairo office.

Country	No. Of supervisors	No. Of Interviewers	No. Of Moderators
Egypt	13	130	4
Libya	1	25	3
Tunisia	2	35	4
Algeria	2	40	3
Morocco	2	40	4
Sudan	1	35	4
Lebanon	2	35	3
Syria	1	20	3
Jordan	1	15	2
UAE	3	45	5
Qatar	3	50	4
Bahrain	1	30	2
Oman	1	15	2
Kuwait	2	25	4
Yemen	1	10	1

KSA Team Expat Arabs

Quantitative Team & Coverage Areas

Area	No. of Field Managers	No. Of supervisors		No. Of Interviewers	
		Male	Female	Male	Female
Riyadh	1	2	4	37	55
Jeddah	1	3	5	41	63
Dammam	0	1	2	13	32
Medinah	0	1	1	8	21
Taif	0	1	1	2	7
Makah	0	1	1	4	11
Abha\Khamis\ Uhad Rofaida	0	1	1	12	22
Jizan \ Najran	0	1	1	4	7
Tabuk	0	1	1	6	19
Buraidah\Onaiza	0	1	1	6	16
Qatif\Hufuf	0	1	1	2	8

Qualitative Team & Coverage Areas

Area	No. of Moderators		No. of Supervisors		No. Of Recruiters	
	Male	Female	Male	Female	Male	Female
Riyadh	2	4	1	1	14	17
Jeddah	3	4	1	2	16	20
Dammam	2	3	1	1	7	7

KSA Team Asians Team

Quantitative Team & Coverage Areas

Area	No. Of supervisors		No. Of Interviewers	
	Male	Female	Male	Female
Riyadh	1	1	13	17
Jeddah	1	1	11	18
Dammam	1	1	7	12
Medinah	0	0	2	5
Makah	0	0	4	5
Abha\Khamis\ Uhad Rofaida	1	1	5	8
Tabuk	1	0	2	3
Buraidah\Onaiza	0	0	3	7

Qualitative Team & Coverage Areas

Area	No. of Moderators		No. of Supervisors		No. Of Recruiters	
	Male	Female	Male	Female	Male	Female
Riyadh	1	1	1	1	3	4
Jeddah	1	1	1	1	2	2
Dammam	1	1	1	1	1	2

- ▶ Riyadh office soon will have focus group room, now we have ability to manage the focus groups at the hotels venue as well as at homes .
- ▶ Dammam we have the ability to manage the focus groups at the hotels venue as well as at homes.

KSA Team Saudi Interviewers Team

Area	No. Of Interviewers	
	Male	Female
Riyadh	11	9
Jeddah	14	18
Dammam	8	10
Medinah	4	5
Taif	4	3
Makah	13	11
Abha\Khamis\ Uhad Rofaida	8	9
Jizan \ Najran	6	11
Tabuk	3	4
Buraidah\Onaiza	4	3

KSA Team Healthcare Team

Area	Healthcare Team	
	Male	Female
Jeddah	6	8
Riyadh	4	7
Dammam	3	6
Albaha	1	1
Al Kharj	1	1
Madina	2	1
Makkah	3	4
Qasim/Hael	1	1
Jizan	1	0
Abha/Khamis	4	3
Haffer Albatten	1	1
Najran	1	0

- ▶ Experience supervisors and interviewers in syndicated projects among all KSA, main cities, provincial and rural.
- ▶ Sufficient numbers of laptops, Android mobiles and tablets to do CAPI projects.

UAE Healthcare Team

Area	Healthcare Team
Dubai	4
Abu Dhabi	3
Sharjah	4

Lebanon Healthcare Team

Area	Healthcare Team
Beirut	7
North	6
South	4

Kuwait Healthcare Team

Area	Healthcare Team
Kuwait	3



Team Profile



our team is compination of experiance from leader and international companies in market research which is reflect in our ability and flaxbility to solve the problems and follow up the best methods in our work which reflect on our clients and achieved high level of quality.

We Know How We Can Serve The Client

Ahmed Alassal



Reginal Operations Manager

Experience from 2003 in market research operation with leader market research companies in WPP group taking advantage to lead big divisions and projects in the group as example:

- ▶ Input Operations manager for Kantar Worldpanel KSA (Merac Arabia) for 6 years and 7 months (March 2008- November 2014).
- ▶ Operations field manager for TNS Tracking KSA (Merac Arabia) including TNS-Tracker syndicated for 4 years (June 2010- June 2014).
- ▶ Regional manager for Jeddah Provincial in TNS KSA (Merac Arabia) for 2 years (2007-2008).
- ▶ Handling many international clients and important projects like Needscope, BAT and NCB across many years from 2003 up till November 2014.

Egypt Field Manager

Experience from 2003 in 2 international companies which allow her to working in different and important projects:

- ▶ 3 years as a freelancer (Jan, 2012-Nov, 2014)
 - ▶ Senior Supervisor at Ipsos KSA for 4years and 5 months (June, 2007-Nov, 2011)
 - ▶ Supervisor at TNS KSA (Merac Arabia) for 4 years and 2 months(March, 2003-May, 2007)
- She handled many important projects as well she have experience in all quantitative studies
- ▶ CAPI , PAPI -Tracker, CLT, mystery shopper, Banks etc...
 - ▶ Unilever. P&G, Nestle, NCB etc.....

Abeer Abdulfattah



Mohammed Amer



KSA Field Manger

Experience from 2004 in 2 international companies as intervener and supervisor working in different and important projects:

- ▶ 1 year and 6 Months in TNS KSA (Merac Arabia) handling important projects and clients like Zain, Mobily, Automotive and mystery shopper projects
- ▶ 7 years and 6 Months years in Nielsen as interviewer and supervisor involved in different studies and Clients like PASES, CTS , Banks, telecom, media, satisfactions, CLT, tourism, Zain



Team Profile



▶ UAE Supervisor

(Health care Supervisor)

Join in 2015, handled many health care studies in UAE

Haneen Ben Ahmed



▶ Jeddah Supervisor

Joined in 2017, with experience in IMS as an interviewer and handling Healthcare studies addition to consumer studies.

Nahla Mahmoud



▶ Riyadh Supervisor

Join in 2016, involved in many health care and consumer studies in KSA

Ahmed Adel



▶ GCC and Lebanon Supervisor

Join in 2016, handled many health care and consumer studies KSA, UAE & Lebanon

Mohamed Ali



Mohamed Ibrahim



▶ Business Manager - Country Head

- ▶ Has more than 15 years of Business Management experience and lead now the firm across the MENA region as Business Manager- Country Head.
- ▶ Mohamed is MBA holder from Arab Academy for Science and Technology and Maritime Transportation.

Clients Served

During long experience we served these clients



Quality Control Standards

Quantitative

Pre fieldwork

Checking & Finalizing field materials:

- ▶ Checking Arabic and English questionnaire by the field manager.
- ▶ Checking the link if the project is CAPI and compare it with the hard copy.
- ▶ Go through the field materials carefully (field brief, show card ...etc).
- ▶ Share the corrective inputs required with the client.

Selection of interviewers & Quota Distribution:

- ▶ Must have undertaken basic training and have done at least 2 trial interviews. Should not do more than 2 projects at a time.
- ▶ Each interviewer should not do more than 15% of the sample.
- ▶ The supervisor prepares the quota sheet for each interviewer.
- ▶ The supervisor distributes the quota among the interviewer as per the interviewer classification.

Briefing / Training, Planning & Execution:

- ▶ The field manager brief the supervisor question per question before interviewers briefing.
- ▶ The field manager brief interviewers personally with supervisor attendance.
- ▶ The Supervisor prepares Interviewer Clarification Note clarifying doubts that were raised during the briefing.
- ▶ Supervisors marks important field instructions on questionnaire and circulates to all the interviewers.
- ▶ While in Field Supervisors prepare Interviewer-wise Error report and corrective and preventive action report prepared by the field manager.
- ▶ The field manager share the clarifications with the client
- ▶ The supervisor organizes Interviewers Debriefing session and inputs provided to Field Manager.
- ▶ Field Manager organizes Remedial training session, if required.

Quality Control Standards

Quantitative

During the Field work:

- ▶ Following a briefing, all interviewers conduct a mock interview before field work starts. All interviewers working on a project for the first time conduct each live interview each with a respondent and the quality checked by the field supervisor before the interviewer allowed to continue further. Those interviewers will not be taken as part of the sample.
- ▶ During the course of a project all new interviewers are accompanied into field on at least 2 further interviews.
- ▶ Sample quotas are controlled to ensure a sufficiently even spread of interviewers across all selected city districts as per the standard district breakdowns.
- ▶ In each project respondents exactly fit the recruitment criteria and pass the occupational & company screener. Respondents are also not from within the immediate social circle of the interviewer
- ▶ Each project is administered exactly as per questionnaire instructions and questions are read as written on the questionnaire (i.e same language).
- ▶ Interviewers are rotated between at least 3 non-contiguous districts per project.
- ▶ All interviewers accurately maintain daily contact sheets and quota sheets.
- ▶ A minimum of 30% of each interviewer's work is back-checked by a supervisor who is not otherwise involved in the project.
- ▶ Field reports are issued no later than a week after the completion of a project at most using the field report form.
- ▶ client confidentiality and respondent privacy are committed and respected.

CLT QC:

- ▶ Back check recruitments prior to coming to the venue by phone /face-to-face.
- ▶ At least 10% back check for each interviewer randomly.
- ▶ Re-screening inside the venue prior to going to (hall rooms).
- ▶ First page of the questionnaires 100% recheck with the key questions before the respondents going to the hall room.
- ▶ Accompaniment/spot check by keeping on moving across each interviewer on each venue day.
- ▶ The supervisor check the products before going to the venue. in case it's product test.
- ▶ The supervisor make sure the products code is labeled correctly before going to the venue

Minimum Field Quality Control

Back Checkers / Quality Controller

Telephone back check:

- ▶ 30% sample size of each interviewer with key questions to be re-asked Results of back check recorded.
- ▶ 30 % back check for each interviewers per batch received from the interviewer.
- ▶ Chose the 3rd questionnaire after arranged randomly.
- ▶ Call in three different times a day in case of no answer.
- ▶ If the interviewer failed to achieve the minimum back check, 100% back check is required.
- ▶ Send the back check results to the field manager in daily basis.

Accompaniment:

- ▶ 2 - 5 % sample size Field supervisor has to be done by the supervisor.
- ▶ At least one interview of each interviewer.
- ▶ The accompaniment should be in the first 2-3 days of the field work.

Scrutiny & Logic check

PAPI Projects:

- ▶ 100% questionnaires with "error free" scrutiny by the supervisor.
- ▶ 10% Sample questionnaires purposively selected by the field manager to provide feedback to Field Supervisors & interviewers.

CAPI Projects:

- ▶ Checking and remove duplicate contact No.
- ▶ Checking odd hours (interview time)
- ▶ LOI (length of interview)
- ▶ Trends of data especially for the tracking projects.

CATI QC:

- ▶ 100% Calls recording
- ▶ Supervisor to check 15% live interviews
- ▶ CATI Manager to check 15% of interviews from recordings

Minimum Field Quality Control

Qualitative

- ▶ Respondents are recruited using a screening questionnaire approved by the client.
- ▶ Completed screening questionnaires are available before the start of groups.
- ▶ In each project respondents exactly fit the recruitment criteria and pass the occupational & company screener. Respondents are not recruited from within the immediate social circle of the recruiter.
- ▶ Respondents have not attended groups on any subject in past 6 month.
- ▶ Respondents attending a group should not be acquainted with each other. With the exception of local Arab women for whom no more than two respondents in a group should know each other.
- ▶ At least two recruiters are used to recruit each group.
- ▶ No more than two respondents are recruited from the same neighborhood and no more than two participants per study can work or have members working in the same company, if it is a large company.
- ▶ A full group has 6 to 8 respondents and a mini-group has 4 to 5 respondents.
- ▶ Field reports and issued no later than a week after the completion of project at most using the standard field report form.
- ▶ All IMP staff working on a project are committed to maintain client confidentiality, Similarly, respondent privacy will be respected.

Contact Us

Cairo Office

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Thank you