



**INTEGRITY**  
MARKET RESEARCH

## **PROFILE PRESENTATION**

# Flow of the Presentation

Introduction – Who are we

The team

Fieldwork methodologies

IMR field coverage

Quality Control at IMR

Our Resources & Capacity

Other services & Facilities

IMR – The differential Advantage

## Who are we?

Integrity is a fast growing market research agency in the Middle East and North Africa region.

Integrity Market Research operates through our offices in UAE & Egypt. Our field operations is spread across GCC, Levant , North African + Iraq, Afghanistan, Pakistan & India



Integrity Market Research provides multiple marketing Research services & Research Consultancy to our clients.

We also tailor make research exercises to meet our client's needs in terms of objectives, time and budget constraints.

We aim high standards and strive to work collaboratively with our teams in order to service our clients effectively and efficiently.

---

# Who are we

## Vision & Mission

We are dedicated to improve clients understanding of their consumers, customers & competitors and enable them to take insightful & timely decisions through ethical, insightful & credible market research data

---

---

# Our Values

## Professionalism

- We believe in doing things professionally & don't go for shortcuts
- We operate with high moral principles and professional standards. We respect each other and treat each other with dignity

## Honesty

- We are honest, open and straightforward with each other & with our clients
- We have confidence in each other's capabilities and intentions.

## Reliability / Trust

- We believe that success depends upon trust & reliability.
- We believe that people work best when there is a foundation of trust.

## Ethics

- We always try to do the right things.
- We operate within the spirit of the law.

## Customer Focus

- We understand the needs of our customers and adapt our services to meet the requirements
  - We always strive to put the satisfaction of our customers first
-

## The Team



Diverse team with variety of educational background, different industry experiences & languages (with native Arab speakers)...

Experienced in conducting research across categories (not limited to) social/government, medicine/ pharma, FMCG, telecom, healthcare, automotive, media, financial institutions, etc.

---

# Fieldwork Methodologies

- Focus Group discussions
  - In-depth Interviews
  - Ethnographies, VOX-pops
  - Accompanied shopping
  - Observations
  - F2F – PAPI, CAPI and CAWI interviews
  - Telephonic interviews – CATI and COW
  - Online interviews
  - Video conferences / interviews
  - Mystery Surveys & Shopping
  - Central Location Tests
  - Home Use Tests
-

# IMR Field Coverage

## GCC and Levant

### **UAE**

Kuwait  
Bahrain  
Oman  
KSA  
Qatar

## North Africa

### **Egypt**

Libya  
Tunisia  
Algeria  
Morocco  
Sudan  
Lebanon  
Jordan  
Syria

## Levant & Others

### **Iraq**

Yemen  
Pakistan  
Afghanistan  
India

---

---



# Quality Control at IMR

Quality is key to data integrity.

In each hub we have an established independent quality control team with a comprehensive, integrated quality control system at three levels.

## Pre Field

- Interviewers Training before initiating any study
- Mock Calls/Pilot Tests conducted before start of fieldwork

## During Field

- Field /Spot Checks/Field Accompaniments/ random
- 30% through re-visits( Egypt & North Africa)
- 20% accompaniments ( GCC)
- Each interviewer should not do more than 15% of the sample

## Post Field

- Logic Checks / Data Validation /Random re-punch
  - telephonic call – done by independent QC team
  - callbacks
  - 30% ( Egypt and north Africa )
  - 20 % (GCC)

# Quality Control at IMR

## **Quality control protocols for Qualitative projects are :**

- All respondents are recruited using a screening questionnaire/ recruitment questionnaire (approved by the client).
  - Recruitment is done via data base, rotating team of recruiters and snowballing.
  - At least two recruiters should recruit one focus group respondents.
  - A tight control is exercised to ensure that we are not representing a group of close friends/family/ acquaintances in the sample.
  - All required respondent quotas are specified in the brief.
  - Respondents should not be involved/working in market research, marketing, advertising, public relations, journalism and of course the clients' line of business
  - Respondents should not have participated or attended focus groups for market research projects in the last six months
  - The recruitment questionnaire/profile sheets to be made available prior to fieldwork
-

# Our Resources



IMR believe in investing in technology.

Here is a list of (but not limited to) Equipment capacity at different offices

UAE	Egypt	IRAQ
<ul style="list-style-type: none"><li>- 10 work stations</li><li>• 12 desktops/laptops</li><li>• Capacity is enhanced as required</li><li>• 4 Landlines with open level lines (Local &amp; International)</li><li>• 10 mobile phones</li><li>• 10+ call recording machines.</li><li>• VOIP facilities</li><li>• CATI center</li><li>• 13 fulltime employees</li><li>• 20 part time employees</li></ul>	<ul style="list-style-type: none"><li>- 20 work stations</li><li>• 20 desktops/laptops</li><li>• Capacity is enhanced as required</li><li>• 6 Landlines with open level lines (Local &amp; International)</li><li>• 10 mobile phone.</li><li>• 10 tablets</li><li>• CATI center</li><li>• 10 fulltime employees</li><li>• 20 part time employees</li></ul>	<ul style="list-style-type: none"><li>- 3 work stations</li><li>- 3 desktops/laptops</li><li>- More machines provided upon request.</li><li>- 1 Landlines</li></ul>

# Our Team

	UAE	EGYPT	IRAQ
Interviewers	20 part Time Arabic 20 part Time English 15 Part Time other (Urdu- Hindi)	125 part Time Arabic 3 part Time English	15 part Time Arabic
Supervisors	3 Full Time 4 part time	3 Full Time 10 part time	1 Full Time 1 part time
Moderators	2 Full Time 4 Part Time	3 Part Time	1 Full Time 2 Part Time
	KSA	KUWAIT	OMAN
Interviewers	20 part Time Arabic 20 part Time English 15 Part Time other (Urdu- Hindi)	25 part Time Arabic 5 part Time English	10 part Time Arabic 5 Part Time English
Supervisors	4 Part Time	1 Part Time	1 Full Time
Moderators	4 Part Time	4 Part Time	1 Full Time 2 Part Time
	QATAR	LEBANON	JORDAN
Interviewers	20 part Time Arabic 20 part Time English 15 Part Time other (Urdu- Hindi)	25 part Time Arabic 5 part Time French	16 part Time Arabic 3 Part Time English
Supervisors	4 Part Time	3 Part Time	3 Part Time
Moderators	4 Part Time	4 Part Time	2 Part Time

	TUNISIA	ALGERIA	MOROCCO
Interviewers	15 part Time Arabic 20 part Time French	25 part Time Arabic 15 part Time French	25 part Time Arabic 20 Part Time French
Supervisors	3 Part Time	4 Part Time	4 Part Time
Moderators	2 Part Time	4 Part Time	4 Part Time
	SUDAN	LIBYA	YEMEN
Interviewers	25 part Time Arabic	25 part Time Arabic	10 part Time Arabic
Supervisors	4 Part Time	3 Part Time	1 Part Time
Moderators	3 Part Time	2 Part Time	2 Part Time

## Our experience ...



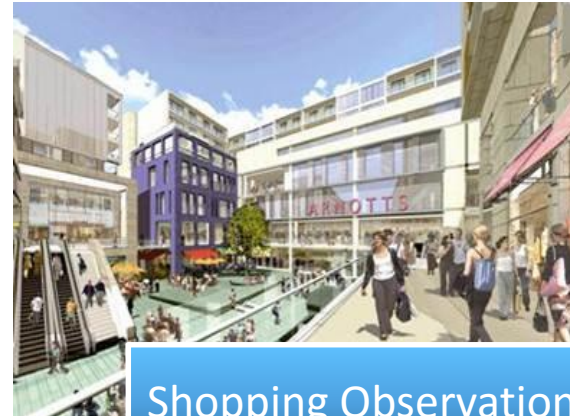
Mystery Shopping



Accompanied Shopping



Customer Satisfaction



Shopping Observations

## Our experience ...



B2B interviews



B2C interviews/focus  
groups



Ethnography/ Slice of  
Life



## Other Services & Facilities

Translation &  
Transcripts

Quality  
Assurance

CATI





# Translation & Transcription Unit

Integrity For Translations: is a language-related services committed to help businesses overcome language barriers. Integrity was established with the vision of renewing the way clients get their language-related services.

Our services include professional document and technical translation, simultaneous interpretation, conference services, subtitling, copy editing, website & software localization and content management & development.

We pride ourselves to deliver the highest quality translation services at very affordable prices. Our Translation Unit is there to meet your translation needs 24/7 and provide you with accurate translation services by professionally trained translators with years of translating experience.

We provide translation services into and from the major European and Oriental languages like English, French, Turkish, Russian, Farsi, Arabic, Hindi and Urdu.

---

# Quality Assurance

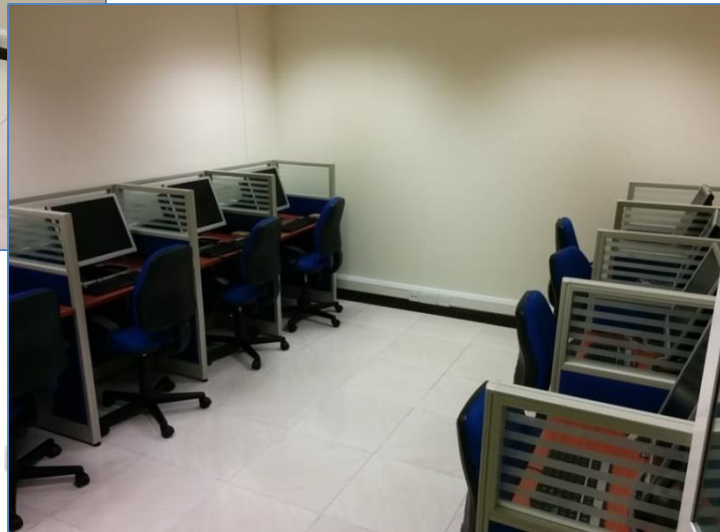
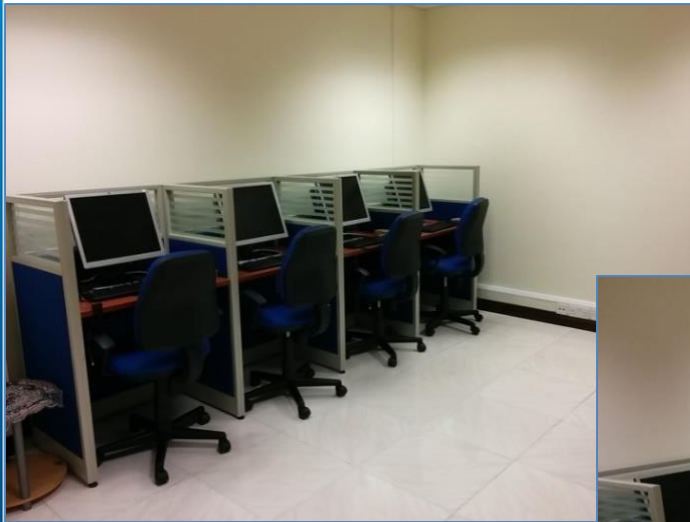
A separate unit in order to help companies to achieve their goals efficiently.

- Ensures that the data collected is authentic and effective
- Validate the data and respondent's details.
- Providing companies with a third party quality control option.

Quality control reports provided by Integrity:

- On project level
  - On recruitment standards
  - On criteria measures
  - On a regular basis
  - Through a standardized system.
- 
-

# State of the Art CATI centre in UAE



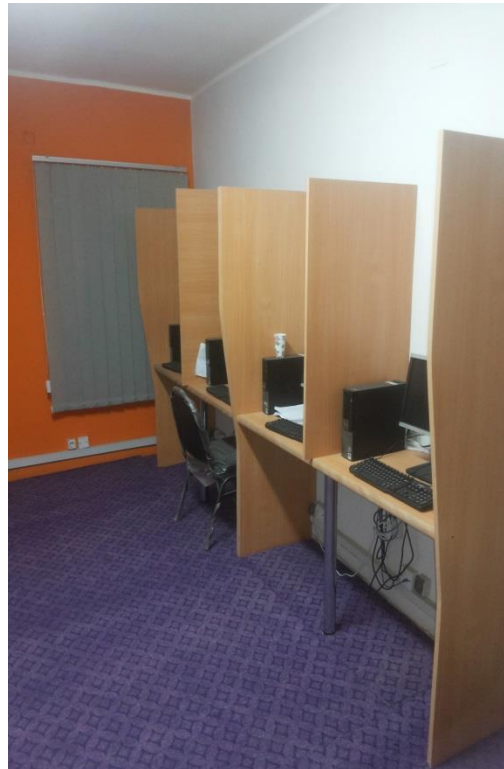
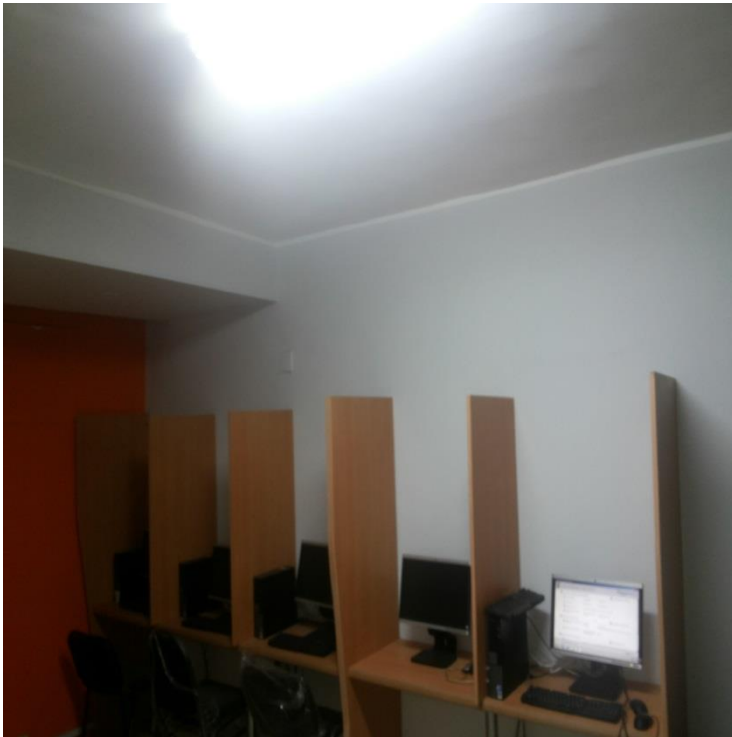
# State of the Art CATI centre in UAE

Significant investments have been made in the area of technology so as to improve our data collection efficiencies and competencies.

- Well equipped and advance specification 08 CATI stations
- 100% automatic audio recording facility in mp3 format
- Automated quota control
- Web based agent console
- Software for noise reduction in calls
- Script facility including sound, music, images or videos in questionnaires improves application possibilities
- Ability to add additional resources as and when required
- A designated shift supervisor to monitor CATI centre and train interviewers.
- A pool of multi-language team interviewer to cover relevant nationalities survey across Middle East region.



# State of the Art CATI center in Egypt



# IMR – The Differential Advantage

What makes IMR different from others is the mindset of our people.

And hence we can confidently claim that:

- We offer you the best prices
  - We are flexible enough to start the project in shortest time
  - Senior researcher is involved in all projects
  - Integrity is at the core of what we do
  - Quality and strong ethical values drive our business
  - We have wider field coverage (worked for major agencies)
- 
-

## Contact Us



[www.imr-eg.com](http://www.imr-eg.com)



### **UAE Office**

Office # 226, Sheikh Rashid Ben Al-Khalifa  
Al-Maktoum Building (RKM bldg)  
Hor Al-Anz East, P.O. BOX 95242  
Tel. +9714 2599606  
Email. [info@imr-eg.com](mailto:info@imr-eg.com)



### **Egypt Office**

13 Mohamed Ibrahim – Abas El Akad,  
Nasr City, Cairo  
Tel + 201223986558  
Email. [Hany.ragab@imr-eg.com](mailto:Hany.ragab@imr-eg.com)





# Sample Studies

- **Mystery shopping :** Egypt – UAE – KSA – Qatar - Bahrain -Morocco-Algeria-Sudan-Jordan-Lebanon-Kuwait-Qatar
  - **Health care :** Egypt – UAE –KSA – Morocco – Libya – Tunisia – Algeria – Sudan – Jordan - Lebanon - Qatar - Bahrain – Oman
  - **Tracing:** Egypt – UAE – Morocco – Algeria – Jordan – Kuwait – Qatar - Bahrain Oman
  - **Media :** Egypt – UAE – Morocco.
  - **Tobacco :** Egypt – UAE – Morocco – Algeria – Qatar - Oman
  - **Telecommunications:** Egypt – UAE – KSA – Morocco – Libya – Tunisia –Algeria – Sudan – Jordan – Lebanon – Kuwait - Qatar - Bahrain - Oman .
- 
-



## Key profiles

---

# Hany Ragab (Managing Director)



Hany.Ragab@imr-eg.com

- Hany has been associated with the market research industry over 20 years - managing operations (Quantitative & Qualitative) across different countries
- 17 years of them in TNS marketing research ,from as head of field department in Egypt and north Africa.
- He has extensive research experience in various areas, some of which are Media, Automobile, Product/ Concept testing, Advertising, Customer Satisfaction, Feasibility studies, Financial Research, U&A's.
- He had worked as operation consultant at GFK Egypt .
- He has worked with leading IMR agencies and has serviced a variety of clients in MENA and Levant region.
- He is constantly involved in forming and nurturing business partnerships.

# Kanchan Guwalani (Research Practice Head)



- Kanchan has been practicing market research over a decade, where her analytical, communication interpersonal, team and relationship building skills and a go-getter attitude have contributed towards achieving corporate goals.
  - Has a proven track record of managing challenging Qualitative/Quantitative research exercises with creativity, independence and professionalism .
  - Consults with client groups and executive management on research support and design, methodologies, and shares insights to proactively identify strategic issues that impact client business .
  - Proficient in moderation and has moderated over 1000 focus groups and interviews across all verticals / business sectors/ etc with a strong penchant/expertise on Healthcare research .
  - Dense exposure to various types of research studies – usage & attitude, concept/positioning testing, NPD research, advertising testing, package /product testing, ethnography, retail research, usability testing, research among kids..etc.
  - Having grown up in UAE, and a background in Business and Psychology, she has always been amidst the melting pot of cultures. A keen interest in social science, has made her well adapted to the local culture with a profound understanding of the cultural dynamics of the region
-

## Ahmed Abdeltwab ( field manager )



ahmed@imr-eg.com

- Ahmed has over than 6 experience in a market research ,he started as a supervisor in TNS .
- He a shifted to IMR as a senior field manager till now .
- He has experience in executing both Qualitative and Quantitative exercises across the Middle east, North Africa region and the Levant region with a dedicated network of field teams across the region.
- These include various methodologies; PAPI, CATI, CAPI/CAWI, CLT, F2F, Focus groups, in-depth interviews, gang surveys, Ethnographies, vox pops, etc.
- Study types include ; Mystery shopping, retail audit, annual trackers, census, U& A, segmentation..etc.
- His experience includes sectors such as FMCG, telecom, national opinion polls, advertising, FMCG, healthcare, automobiles, real estate, banking and finance, tourism and hospitality, etc.

# Mohamed Ragab ( field manager )



- More than 12 years experience in a market research industry .
- He worked in TNS global as a field researcher for 3 years , super visor for 2 and field manager for 2 years .
- He shifted to feed back Egypt as a field manager for 3 .
- Now he is a field manager in integrity market research .
- He handled many type of project in a different countries through middle east .
- He handled Qual and Quant projects .
- He handed a different project like Tobacco ,Automotive ,Smart phone ,Telecommunications ,health care and FMGC in a various regions in rural and urban .

# Wael Maghawory (client service)



- More than 10 years experience in a market research industry in a local and global companies .
- Wael started his practical life as field researcher in TNS global during 18 months the head field there of upgraded him to be a supervisor .
- Because he is a motivation person and he is seek to the best in every time he shifted to feed back to be a field manger there .
- Its not enough to character like wael he shifted to Top level as a client service there .
- Now he is a client service here in IMR .
- He has a big experience in a Qual and Quant .
- He handled many project in a different industries like Tobocco ,Automotive ,Banks ,FMGC ,Health care ,technology ,smart phone and Tires .

# DR .Loay (field manager health care )



- He graduated from faculty of pharmacy Ain shams university in 2000 .
- He worked in many medicine companies like Farma for 2 years .
- He has a good experience in market research industry reach to 14 years .
- He worked in KANTAR health care ,TNS ,GFK and Top level .
- Now he is a head of health care projects in IMR since 2014 until now .
- He handled many projects Qual and Quant .
- He handled many projects like Endometriosis ,

## Lubna (Field Supervisor- IRAQ)



- Lubna is an Iraqi national and is associated with the market research industry since the past 5 years and is in-charge of supervising interviewers in field.
  - She is an important members of the IMR team, for her strength in interpersonal skills and ability to recruit the most challenging profiles across UAE and Iraq.
  - She is also a skilled Arab moderator and has experience with Qualitative as well as Quantitative projects across a number of verticals.
-



# Mahmoud El Noby (Field Manager- OMAN)



- Mahmoud has spent ten years in the marketing research field. During this period, he has managed quantitative and qualitative projects across the GCC region.
- He is currently based out of Oman and manages the field operations there and also travels extensively within the MENA. He therefore has a rich understanding of the culture and the way of life in these markets.
- His responsibilities include project planning, budgeting, execution, monitoring to ensure quality, and training supervisors and interviewers .
- He has a good exposure towards a wide range of methodologies across various sectors and study types.
- Mahmoud holds a bachelors degree in Law from Ain Shams university in Egypt.

# Ayman Mahmoud Ahmed (Field Manager- LEVANT)



- Ayman is one of the key members of the IMR team, and handles UAE and Levant.
- He has a good command over both English and Arabic and has over ten years operational experiences across the GCC and Levant and has worked with leading agencies earlier.
- He has managed to work on both Qualitative as well as Quantitative across a number of verticals i.e. Real Estate, FMCG, IT, Automotive, BFSI, retail and Media.
- Ayman is a Commerce and Accounting graduate from Cairo University .

## Safwat Ashry (Field Manager)



- Safwat is an Egyptian national with a commerce background from Ain Shams University. He began his career in the market industry 18 years ago and has worked with leading agencies.
  - He has experience in executing both Qualitative and Quantitative exercises across the Middle east, North Africa region and the Levant region with a dedicated network of field teams across the region.
  - These include various methodologies; PAPI, CATI, CAPI/CAWI, CLT, F2F, Focus groups, in-depth interviews, gang surveys, Ethnographies, vox pops, etc.
  - Study types include ; Mystery shopping, retail audit, annual trackers, census, U& A, segmentation..etc.
  - His experience includes sectors such as FMCG, telecom, national opinion polls, advertising, FMCG, healthcare, automobiles, real estate, banking and finance, tourism and hospitality, etc.
-



*Thank you*

---