

Researching Markets and Consumers Across Africa

Offering Market and
Social Research in Africa

consumer ptions
research & beyond®

**We translate
and understand
consumer habits
into opportunities**



Consumer Options people

- Our motto is **'102 %'** in everything; what we do and how we do it.
- We love, we work, we laugh, we brainstorm, we are creative, we are also insightful. We are grounded, dynamic, young and transparent
- We capture our moments and your consumers' too



Who are We?

- At Consumer Options Ltd., We do not just give you data; we make your consumer come alive by assisting you see beyond the obvious
- Consumer Options, is a growing research company based in Kenya
 - We are a Pan African company with the ability to conduct research all over Africa
 - Conceived in January 2004
- A specialized team of seasoned researchers with a lot of passion for your consumers, brands, products and your business
 - We bringing into the sector, knowledge, expertise and experience
 - Extensively trained experts
 - Futuristic outlook and injecting a new way of thinking in the industry
- A Balanced research shop:-
 - Qualitative, Quantitative Research Studies
 - Social Research
 - Ethnography

Quantitative
Research

Qualitative
Research

Social
Research

Ethnography



Why Consumer options

- We understand your consumer by getting into their skin
- We provide insights that help you unlock growth
- We are Passionate and therefore make your business our business



Consumer Options Service Offer

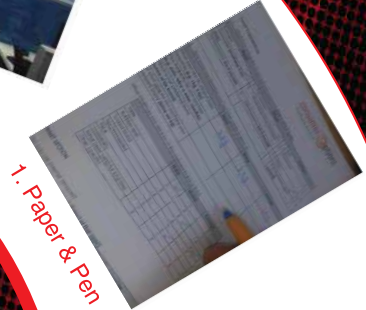
Research Services Options

Traditional Research	Field services	Value adding	Digital
<ol style="list-style-type: none">1. Offering FULL RESEARCH in both qualitative and quantitative2. ETHNOGRAPHY methods3. HOME GROWN Research products	<p>Quantitative:</p> <ul style="list-style-type: none">• Field 'n' tab• Data Entry• Data processing <p>Qualitative</p> <ul style="list-style-type: none">• Moderation, viewing facilities and transcripts• Recruitment services only	<ul style="list-style-type: none">• Brainstorming workshops• Desktop research• Integrating information• Brand and business strategy	<ul style="list-style-type: none">• Telephone interviews[CATI]• Social Media immersions• Web based surveys• Online panels



Tools

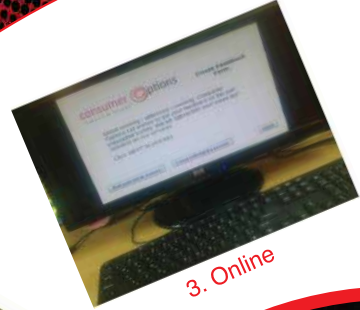
Techniques



1. Paper & Pen



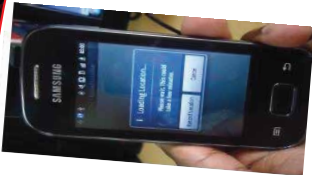
2. CATI - Call Centre



3. Online



4. Mobile SMS



5. Mobile CAPI



1. Quantitative Interviews



2. Focus Group Discussions



3. In-depth/Expert Interviews



4. Mystery Shopper

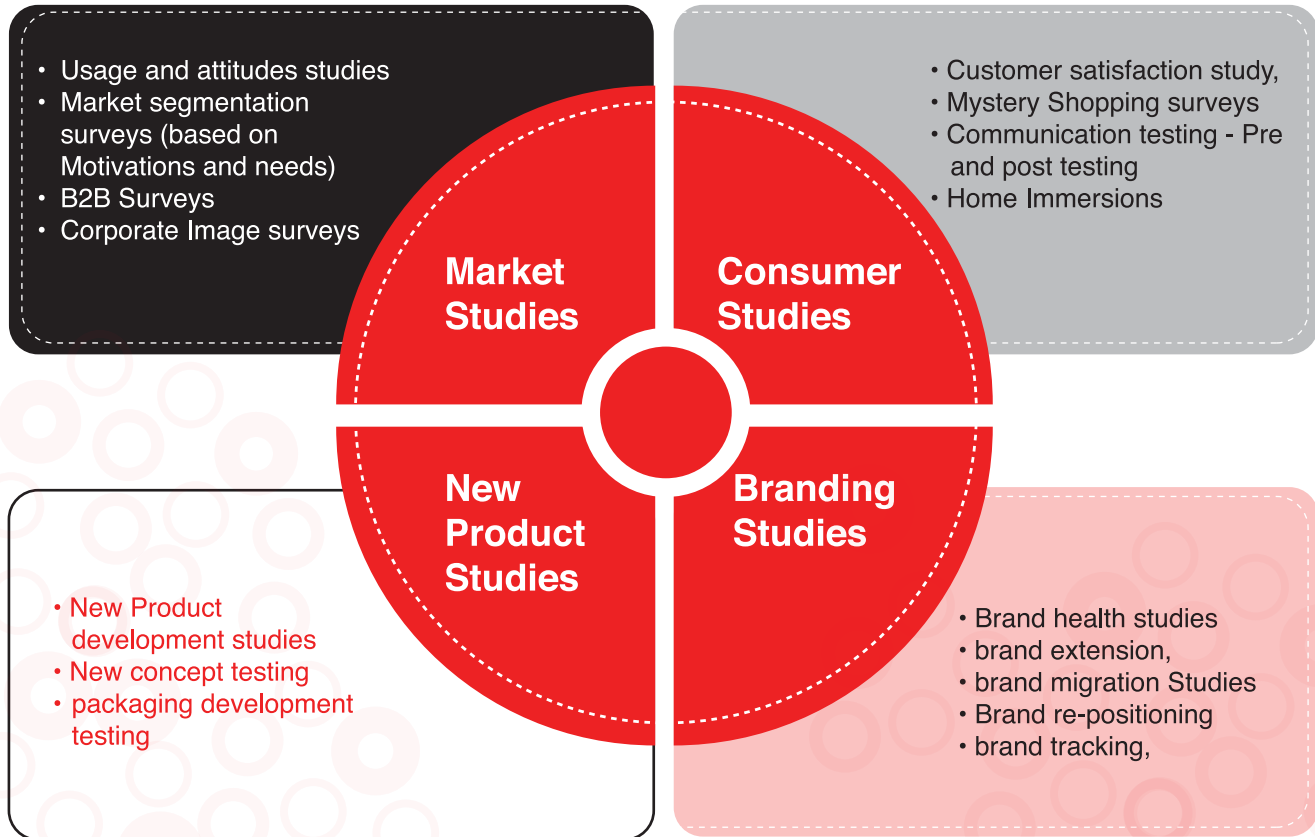


5. Engage Immersions

Services we render



We cover market and social research services



Home-Grown Tools

Together with experts, we have developed the following homegrown tools that can be used for analysis:

K-BUS

1. K-Bus is a Consumer Options' omnibus survey with a robust and representative sample of 1500 nationally .
2. HIGHLY COST EFFECTIVE with ROBUST SAMPLE & COVERAGE we give you insights for whatever number of questions at a rate of Kshs 40,000 each.



ENGAGE

1. ENGAGE is an Ethnography research tool carried out through observations.
2. It involves engaging with consumers in their natural environment and provides Consumer understanding in real life settings . With ENGAGE, we discover meaningful insights of how consumers interact with various categories.



BASIX

1. This tool segments consumer with factors that drive their decision to use a brand or alternatives (competitors brand)
2. This directs clients to offering more personalized products and services to the groups identified



Home-Grown Tools

CUSTIX

1. Consumer Options Home grown tool that translates consumer/ customer delights and frustration into business opportunities
 2. We do not just give you your index but go beyond the drivers to the index both positive and negative
-



PITCH

1. This is a Consumer Options home grown product that targets advertising agencies to test their creative material before and after exposing to potential customers any execution to measure acceptability, impact and message takeout
-



SME Explorer

1. A low budget research tool designed for small and medium enterprises without budget for in-depth research
2. Usually a dipstick survey



Service Provision

Consumer Options social research division has extensive experience in conducting research using the latest sector trends and tools.

- Our team of social researchers are competent and experienced in social research studies with both small and large samples anywhere in Africa.
- **Some of the Social Research Studies we execute can be used to influence policy towards social or public aims and include:**
 - o Behavioural change
 - o Baseline Surveys
 - o Monitoring & Evaluation studies
 - o Business to Business Development & Strategy Studies
 - o Value chain & Market System Analysis
 - o Impact Evaluation
 - o Needs Assessment
 - o Innovation Studies
 - o Stakeholder Management
 - o Public Opinion Studies etc.
- We have state of the art data collection techniques such as CATI and CAPI, online surveys etc.
- **Our ultimate aim is to:**
 - o Answer issues relating to social development
 - o Improve livelihood, health, welfare and satisfaction of the public
 - o Provide reliable & accurate information for informed decision-making
 - o Provide knowledge to our clients to help them achieve their goals.

Service Provision

We have provided services to the following

Kleffmann Group

Firmenich

Britam

Google

Kenya Power

Unilever

NIC Bank

Safaricom

National Museum of Kenya

Sara Lee

World Lung Foundation

KCB

Zain

Maseno University

Haco Tiger Brands

Laborel Consulting Group

Postbank

Nokia

KICC

PZ CUSSONS

Comperis

Resolution Insurance

MTN

RBA

Kraft Foods

World Vision

KAM

Truth Consulting Inc

Coffee Board of Kenya

Trufoods Ltd

EABL

Wrigley

Bayer

Savannah Cement

Land Rover

Wines of the world

Ketepa

Farmchem

Bamburi

Peugeot

CocaCola

Mumias Sugar

DHL

East African Portland

Cement

Total

KCC

DEACONS

PSI

Kiota Consultants

National Oil

Inyange

Proctor&Allan

UNMISS Foundation

Home Afrika

Shell

Delmonte

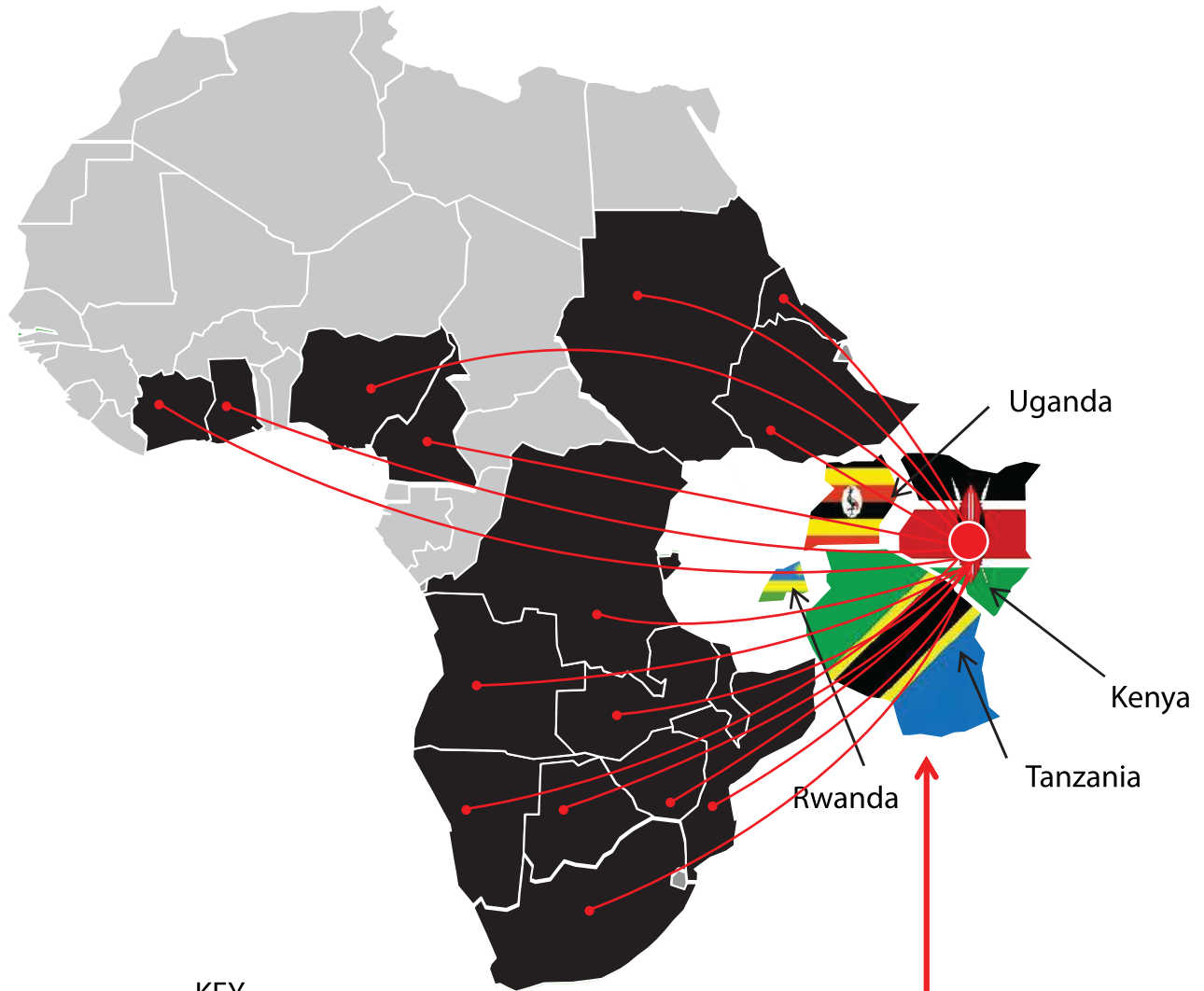
Cadbury

Helkel

**Fieldwork Network Interna-
tional**

Ask Afrika

Africa is not 1 country



KEY

Where we have offices

Where We partner for Research

Where we subcontract for Field n tab

Current Operations

We are reaching far and wide in Africa

- Our footprints extends to Uganda, Tanzania, Rwanda, South Sudan, Sudan, Angola, Bukuna Faso, Nigeria, Ghana, Ivory Ocast, Senegal, Malawi, Ethiopia, Zimbabwe, South Africa
- We work in other African countries with established partners
- We also execute for international clients from UK, US, Denmark and Germany

We know Africa is NOT 1 country that is why We apply appropriate solutions that are fit with different cultures and practices



Case Studies

What people
are saying!

"Thank you for the overall quality of the qualitative phase for Kenya. I know a lot of work went into the end product and the outstanding quality is recognised by Ask Afrika and our clients"

**Jean Moolman, Manager, Ask Afrika, SA,
Oct 2011**

DEAR JANE AND THE TEAM,

*YOU DID A FANTASTIC JOB I WAS REALLY IMPRESSED BY YOUR FUNCTION AND DELIVERY!
WE WILL KEEP YOU IN MIND ON PROJECTS THAT WE CAN WORK TOGETHER. MAY GOD PROSPER
YOUR BUSINESS.*

*KIND REGARDS,
KEN KARIUKI, DIVERGYS LIMITED*

Consumer Options Team

Thank you for the invite, it was a really inspiring event.
In your growth plans, we sure can share a lot and even look at how we can synergize in our currently existing markets
All the best and great blessings!

George Murimi, Swivel Marketing


A JOB WELL DONE.

*"WE ENJOYED WORKING WITH CONSUMER OPTIONS LTD AND WERE IMPRESSED AT THE CONSIDERATION
AND THOUGHTFULNESS WITH WHICH OUR CONCERNS AND QUERIES WERE ADDRESSED AND INCORPORATED
INTO RESEARCH".*

*"CONSUMER OPTIONS LTD TRULY UNDERSTAND CLIENT NEEDS AND INSIGHTFULLY INFORM ON STRATEGIES
FOR BUSINESS GROWTH. I WILL BE REACHING OUT TO YOU WHILE FORMULATING SOME OF OUR
PROJECT ASSESSMENT STRATEGIES TO INCORPORATE RESEARCH FEEDBACK".*

JUDY KIBINGE- FOUNDER / CREATIVE DIRECTOR AT SEVEN PRODUCTIONS LTD.





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