



*"Your Insights Generation Partner"*



# Corporate Introduction

- **OUR HISTORY** OUR HISTORY

- Established in 2015 and operating in UAE via the headquarter and the MENA region through channel partners.
- From it's inception GS has been a fieldwork agency offering both qualitative and quantitative services to end clients.
- We have emerged slowly but gradually as a boutique agency for fieldwork services along with specialized core staff.

- **WHAT DO WE DO?**

- We have been assisting clients to carry out quality fieldwork so as to collect, analyze and interpret data into actionable findings.

- **OUR CORE VALUES**

- Flexibility , Creativity, Working on global standards and Providing reliable data

- **OUR MISSION**

- To empower clients by providing high end quality fieldwork services with the latest technologies in the market

- **OUR VISION**

- “Your Insight Generation Partner”



# Qualitative Research

Every marketer wants to know what's happening on the other side of the window. With extensive experience and significant knowledge of projective techniques our moderators are able to dig out more sensitive beliefs from the most insensitive respondents without making them feel how deep they really went.

Qualitative research methodologies offered

- In-depth interviews (individual)
- Paired interviews (Couples / friends)
- Mini Groups (3-4 respondents)
- Full group (6-8 respondents)



# Quantitative Research

Understanding how a typical consumer thinks helps you understand how a segment thinks. Knowing how segments behave helps you picture how your market is moving. We help you decide how to win your consumer in your targeted segments. Strong quantitative skills combined with comprehensive marketing & branding knowledge and a flair of local culture makes our fieldworkers put together projects that make perfect sense.

- Our quantitative services include research on:
  - Advertising & Branding.
  - Product Design & Development.
  - Pricing Sensitivity Measurement.
  - Brand Health Tracking.
  - Mystery Shopping.
  - Stage, Lifestyle and Life trends.
  - Brand Price Share Simulation.
  - Customer Satisfaction.
  - Customer Segmentation & Targeting.
  - Employees Satisfaction.
- Quantitative research methodologies
  - CATI / CAWI / CAPI
  - Face To Face



# Market Research Services

- Advertising Research
- Audience Research
- Brand Research
- Business-to-Business
- Consumer Research
- Concept Testing
- Customer Satisfaction Studies
- Car Clinic
- Employee Research
- Focus Groups
- In-Depth Interviews
- Mystery Shopping
- New Product Development
- Pricing Studies
- Product Testing
- Retail Audit Segmentation
- Tracking Studies
- Usage and Attitude Research



# Quality Control Procedures

- We have entered the market to provide a difference, this difference adds up in terms of quality assurance that we have been providing to clients by means of 50% Audio recordings of all fieldwork that has been conducted. Whilst the recording on field are done, we also provide the client with 25% of recordings that we conduct during quality checks via telephone. We also provide 25% on field pictures as proof of visits. The whole procedure add up to 100% of quality work that we conduct.
- Quality Control & Assurance of Marketing Research Division is the responsibility of the Business Development & Quality Assurance Manager.
- We have our own standard operating procedures that are based on ESOMAR guidelines for conducting marketing research.
- These SPOs include:
  - Field Interviews
  - Measures to ensure quality of researchers' interviews
  - Data Processing & Entry
  - Writing Reports
  - Continuous Training & Regular Appraisal

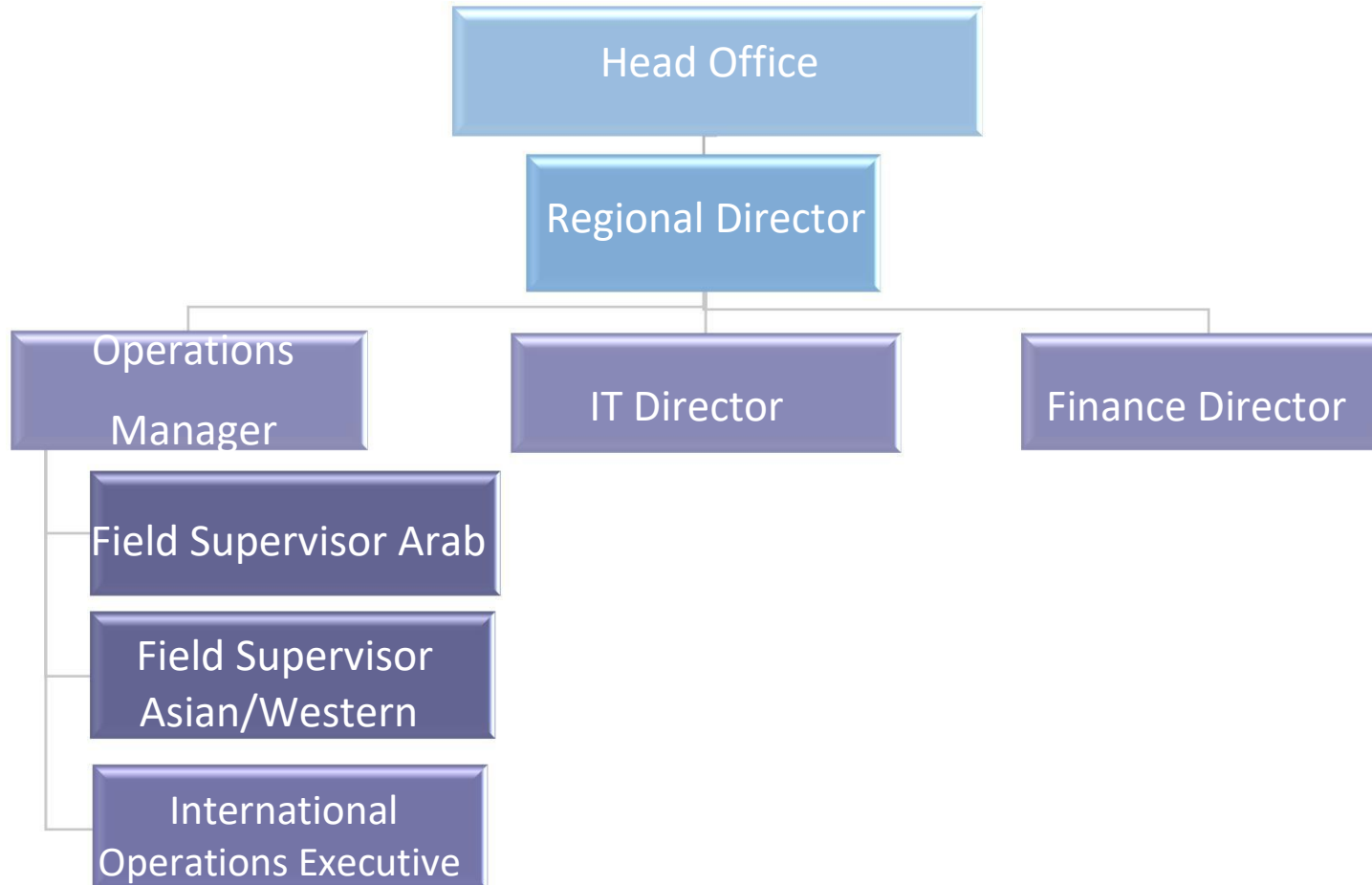


# Regional Presence

At GS we are your channel wing partners for research fieldwork activities in the region of GCC and North Africa. Our network of field task force is competitive enough to provide the highest quality data outputs to clients and stakeholders that converts into actionable findings.



# Organization Chart - HQ





# Contact Us



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