



Market Research & Communications Team

About & Why us



Our Objective

The market research team is here to help:



- Provide assistance to all sectors
- Gather and spread best available market intelligence
- Enable sound market facing plan, knowledgeable decisions & measures for success
- Champion the benefits of market research



The Importance of Market Research

Know your market

Track your competitors

Monitor performance

Hunt opportunities

Predict outcomes

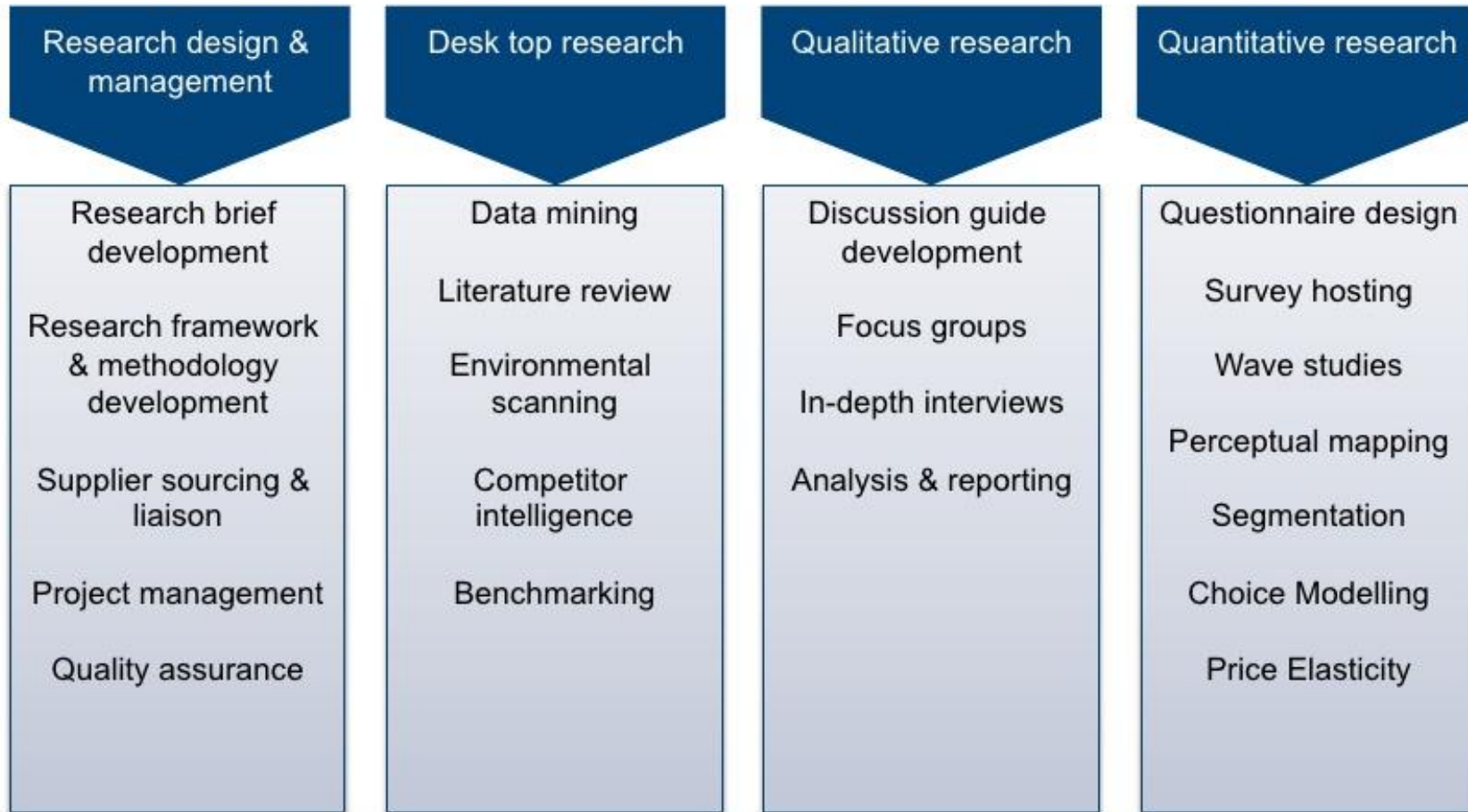
Plan effectively

Drive continuous improvement





Our Capability





Levels of involvement

Advice and guidance

Conduct research internally

Outsource & project manage

- Guidance on best practice research methods
- Discussion board for ideas
- Reasoning check research design
- Experimental surveys
- Distribution of relevant studies



Levels of involvement

Advice and guidance

Conduct research internally

Outsource & project manage

- Desktop research projects
- Lesser scale qualitative research projects
- Elementary online quantitative studies
- Analysis & reporting



Levels of involvement

Advice and guidance

Conduct research internally

Outsource & project manage

- Develop brief documentation
- Cooperate with research suppliers
- Manage sympathetic process
- Project manage research strength
- Offer guidance regarding implementation of endorsements



Services

Customer/Client sat

Gen pop

B2B

Tracking

Day-after-recall

Polling

Multilingual

Members

Plan Executive in-depth interview



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