

# AGENCY PROFILE



Precise & Positive Insights (PPI) was established in 2015 in Nigeria and 2017 in South Sudan as an autonomous research agency.

Our team consists of professionals with extensive expertise in conducting research, both locally and internationally.



## Who we are

Our dedication extends to maintaining high professional standards, on a global scale solidifying our position as a trusted and reliable research partner.

Focuses mainly on data collection and data analysis, project management, monitoring and evaluation, Needs and Impact, assessment and Humanitarian aid assistance for public and private sector organization across Africa.

# MISSION

To provide productivity-enhancing research solutions, cost effective and timely delivery through an open and transparent relationship, aimed at achieving common goals and establishing long-lasting co-operations that enable our clients to reach their business objectives.



# VISION

To be the most trusted and leading research agency in the world by our **PASSION** for **EXCELLENCE**





# SERVICES

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Data collection  
& field research



Quality assurance & data  
analysis



Monitoring & evaluation



Needs & impact  
assessment



Project management



Humanitarian aid  
assistance/logistics

# OTHER SERVICES



## Capacity and skill development

Community engagement workshop

## Translation and Transcription

Portuguese, French,  
Swahili, Spanish, Yoruba, Igbo,  
Hausa, Luganda, Kinyarwanda  
Krio (Sierra Leone and Liberia),  
Zulu, Xhosa, Afrikaans,  
Sotho, Tsonga, Tsawana



# METHODOLOGY

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CATI



Computer Aided  
Telephonic Interviews

CAPI



Computer Aided  
Personal Interviews

CAWI



Computer Aided  
Web Interviews



Mystery shopping &  
Audit



Email  
Questionnaires

CIT



Street intercept  
Home  
interviews Door  
to Door



Face to face  
interview



Telephone interview,  
Paper & Pencil telephone  
interview



Online Web  
Survey



Web base telephone  
interview



Internet  
Questionnaires

# QUANTITATIVE





Focus groups  
discussion



Ethnographies  
/Immersion



Observations



collection and analysis



Key informative  
interviews



Online communities



Cognitive interviews



Shop-along  
(video and in-person)

# QUALITATIVE



# SECTORS

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Automotive



Tobacco/Cigarettes



Foods & Nutrition



Transportation



Kids/Teens



Home Appliances



Energy/Utilities



Textile/Fashion/Clothing



Cosmetics/Hygiene



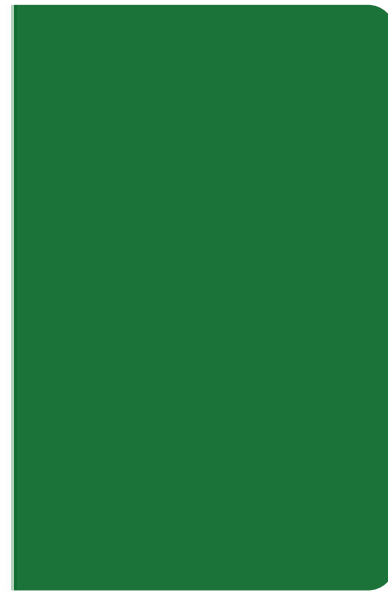
Durables/Electrical Goods



# OUR REACH

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Nigeria

South Sudan



Ghana



Senegal



Liberia



Ivory Coast



Guinea



Benin



Togo



Sierra Leone



Cape Verde



Tanzania



Kenya



Uganda



Rwanda



Burundi



DR Congo



Congo  
Brazzaville



Cameroon



Central Africa  
Republic



South Africa

WE COVER EAST,  
CENTRAL AND WEST AFRICAN COUNTRIES.





Niger



Burkina Faso



Mali



Gambia



Guinea-Bissau



Ethiopia



Mozambique



Malawi



Zambia



Zimbabwe



Angola



Chad



Gabon



Equatorial Guinea



Namibia



Botswana



Lesotho



Swaziland

COUNTRIES WE HAVE PARTNERS





# WHY US

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Quality



Speed



Experience



Value



# QUALITY CONTROL

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# FIELD TEAM

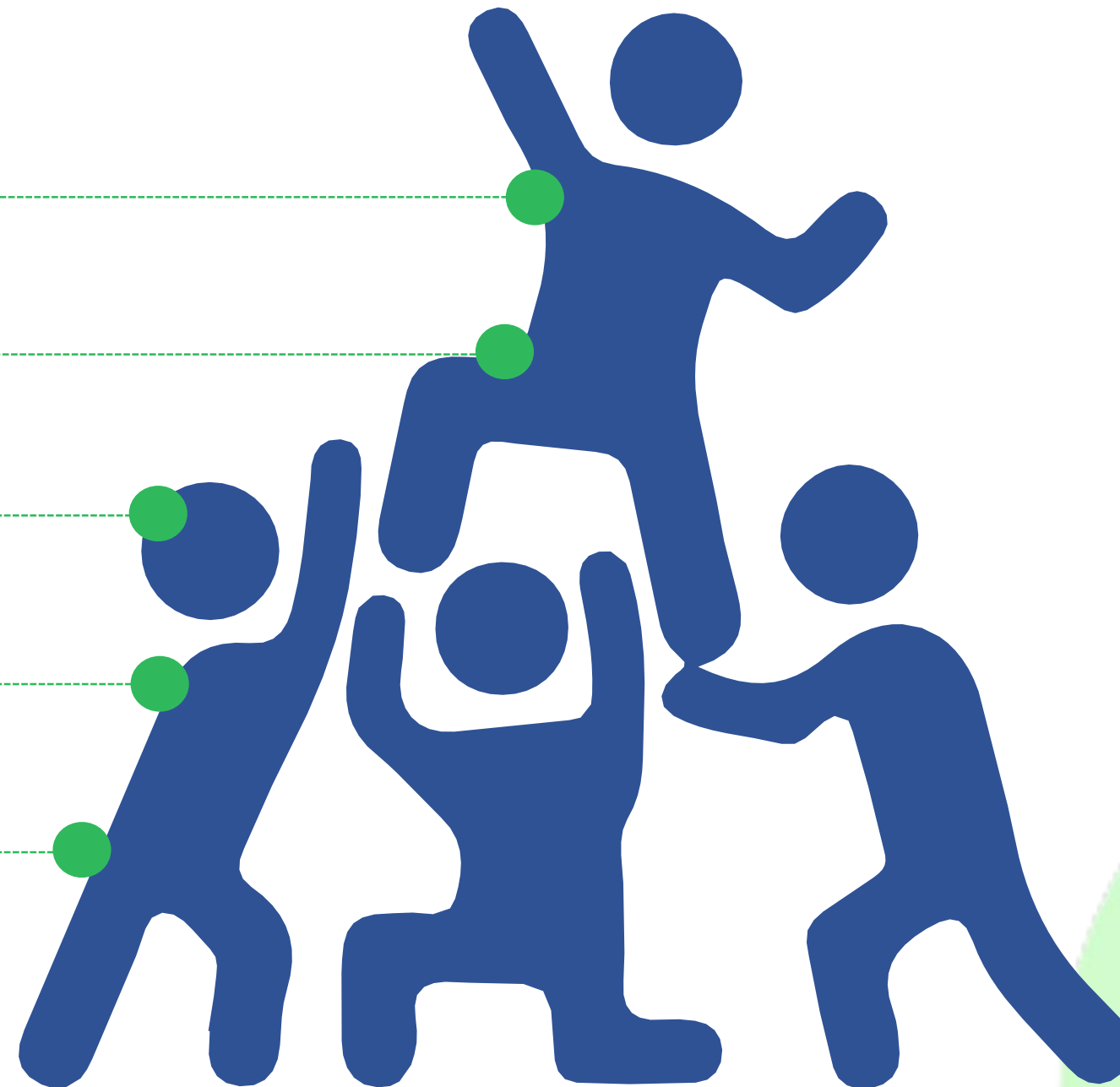
Experienced and trained **moderators**

Experienced and trained **interviewers**

Experienced **supervisors**

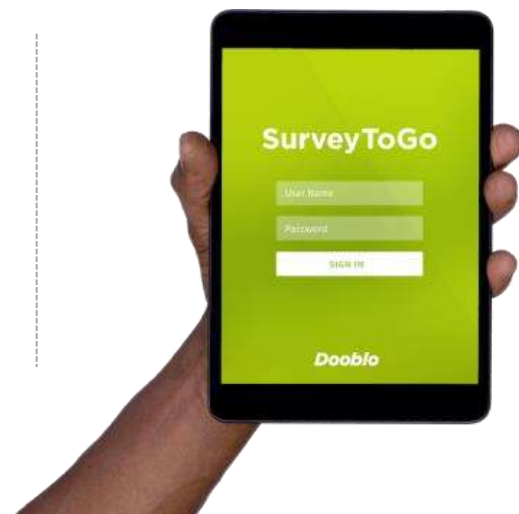
Experienced **team leaders**

Experienced data quality **back-checkers**



# DATA COLLECTION TECHNIQUE

Technology driven



STG



300+ tablets



Recorders



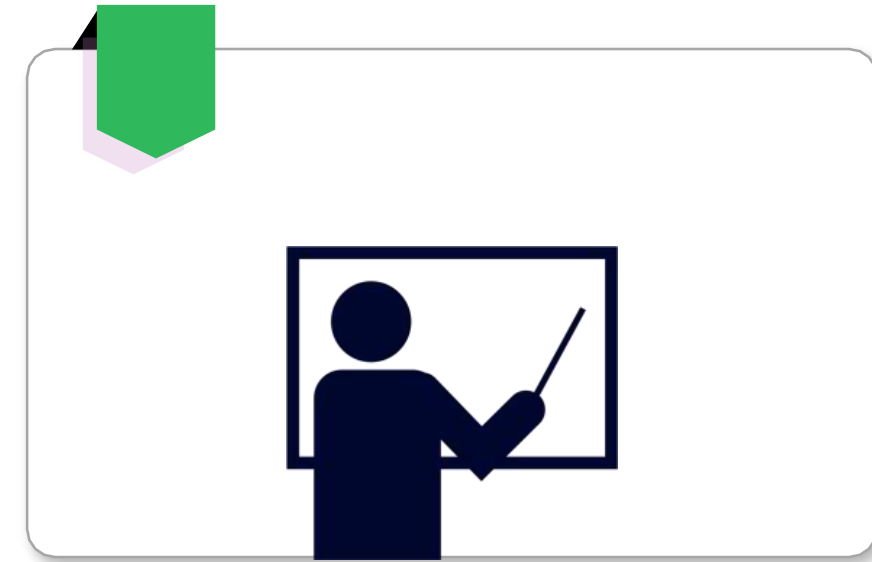
CATI center

# QUALITY CHECKING

BEFORE DATA  
COLLECTION



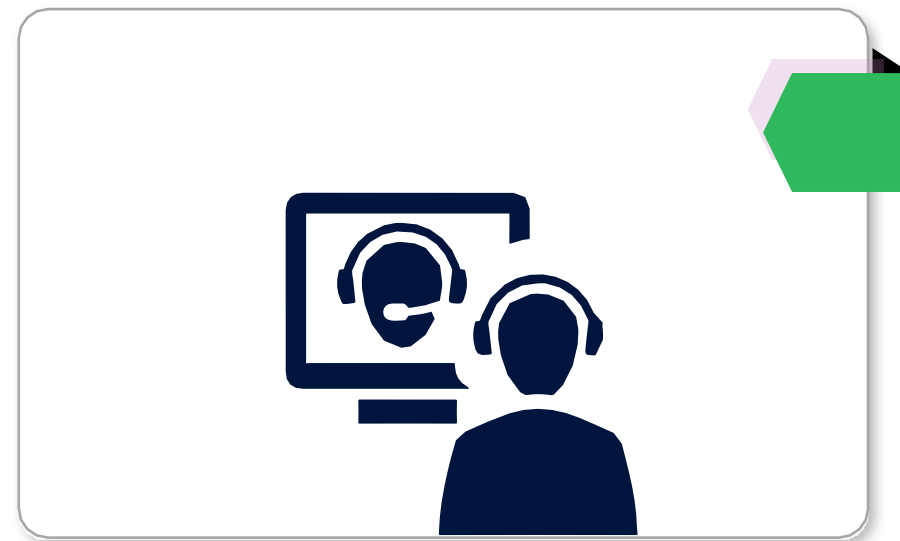
Training



Briefing



De-brief



Pilot interviews



Mock interviews

# QUALITY CHECKING

## DURING DATA COLLECTION

20% accompanying

30% back check

Continuous logical check of the data

Random checks

Voice recording

Evidence attachment incase of mystery shopping ie receipts, cards etc

Audio listening





# EXPERIENCE



Customer satisfaction studies

Category usage and attitude studies

Need gap/Retail audit/tracker

Needs and impact assessment

Customer segmentation

Market sizing and market share

Product testing

Concept development and testing

Media/advertising studies

Third part monitoring (TPM)

Positioning

Pricing

Mystery shopping/audit

Exit interviews

Trade satisfaction

Sales info and trends

Online communities

Opinion polls

Monitoring & evaluation





**VALUE**

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Without compromising on the quality, we give room to discussion and allow our client to do more within their budget.



# ASSOCIATION

We are a member of a  
reputable market and  
social research  
organization

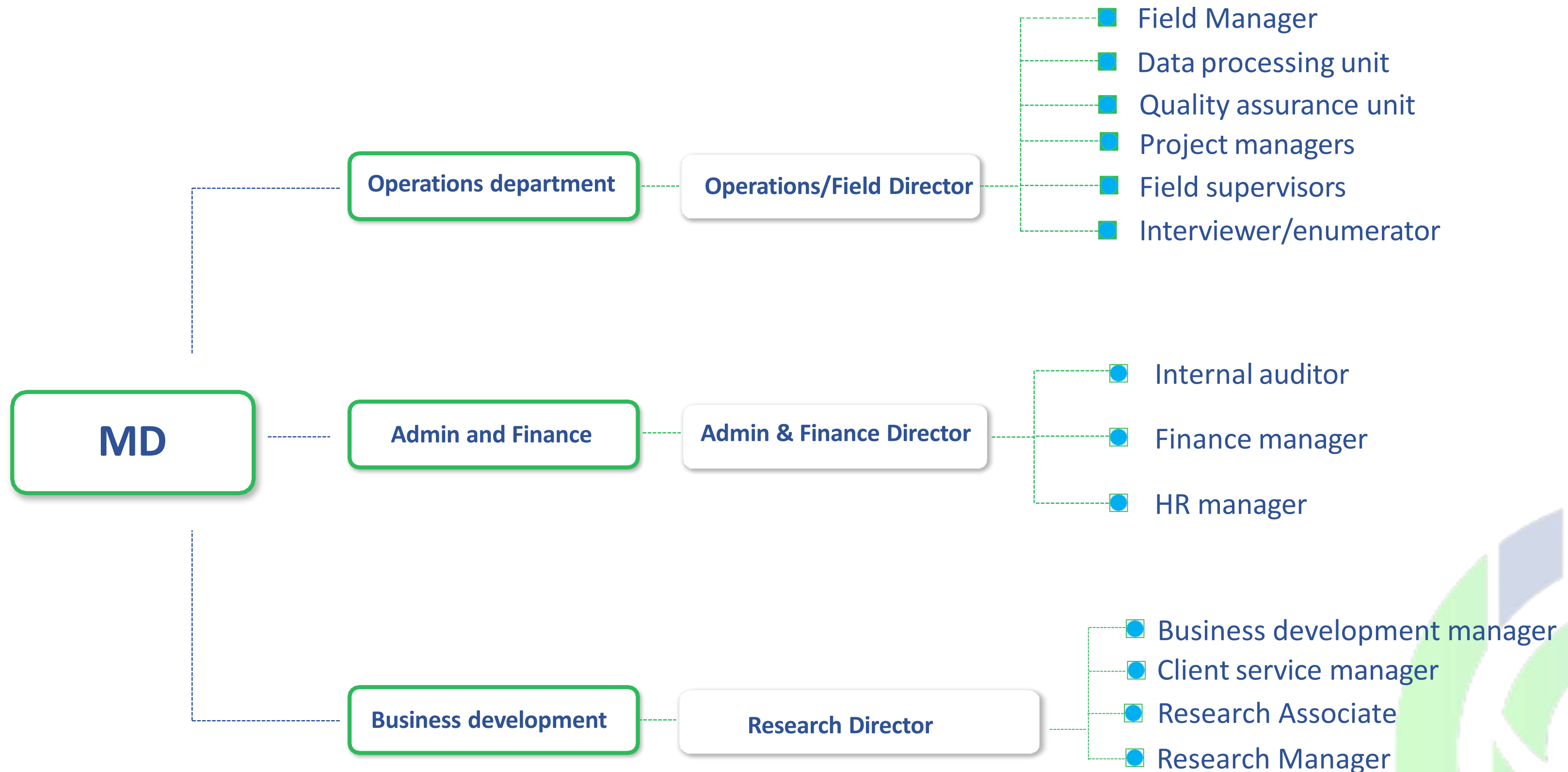




# COMPANY STRUCTURE

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# STRUCTURE





CONTACT

# CONTACT US

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We look forward to working with you



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