

ITQAAN MARKETING CONSULTANTS

DRIVING DECISIONS

CORPORATE PRESENTATION



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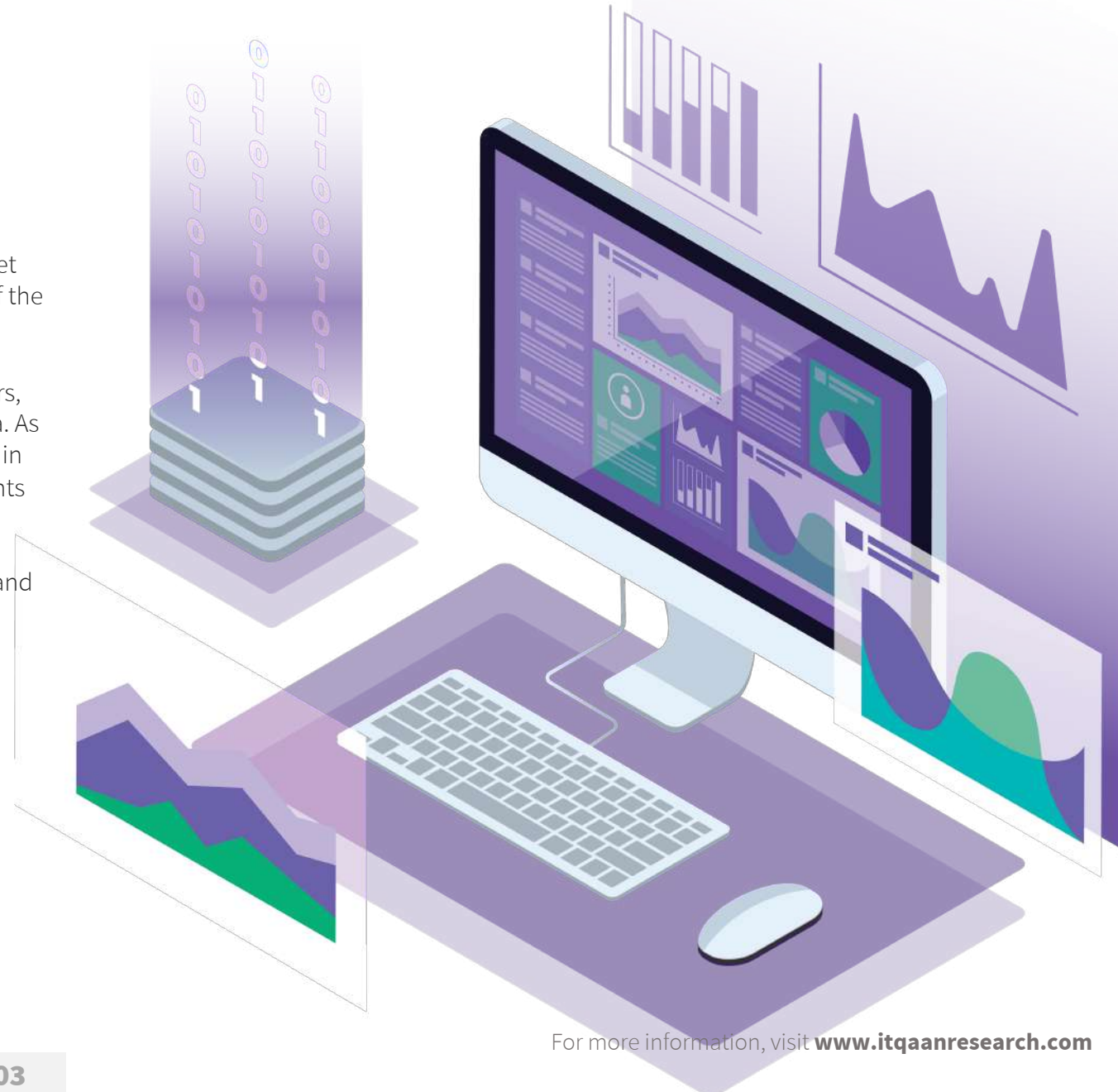
Introduction to Itqaan Marketing Consultants

We are a full-service market research company founded by seasoned market research professionals. We work closely with our clients to get to the root of the business problem and provide actionable insights.

At Itqaan, we strive to improve our clients' understanding of their consumers, markets and competition to help them take timely decision backed by data. As one of the leading and fastest-growing specialist market research agencies in the region, we provide bespoke market research services that help our clients make data-driven decisions.

We love to think outside the box and are committed to providing strategic and innovative marketing recommendations. Itqaan provides effective and efficient market research solutions to businesses of all sizes.

For the latest news and thought leadership from Itqaan, please visit:
www.itqaanresearch.com/insights



Our Beliefs and Values

Principles we commit to



Our values guide how we make decisions, treat each other, and serve our customers. It is a part of our DNA as people and as a company. This enables us to be a bold, high-performing business made great by our people, delivering Value Beyond Measure

Customer First

We listen, learn and anticipate our customers' needs.

Results Driven

We prioritize, focus and execute flawlessly with urgency.

Quality

We are disciplined to deliver services that our customers and partners can always rely on and make data-driven decisions

Integrity

We are transparent and act with uncompromising integrity.

Why Itqaan

Why clients choose us

UNCOVERING INSIGHTS THAT DRIVE POSITIVE CHANGES

We understand our clients need to the details, customize and design the best fitting research methodology for them.



Our Capabilities

How do we help our clients

We are focussed on delivering relevant market and consumer insights enabling our client to make informed decisions for multiple business goals, such as for product development, new market entry, marketing etc.

We help organizations to make informed business decisions backed with complete and accurate market insights.

Organisations needs market research to examine the market trends and behaviour associated with a particular good and/or service, and determine how the target audience will receive it. Market research is very crucial to determine the sales potential and identifying the potential customers.

At the core of our Market Research offering, we help

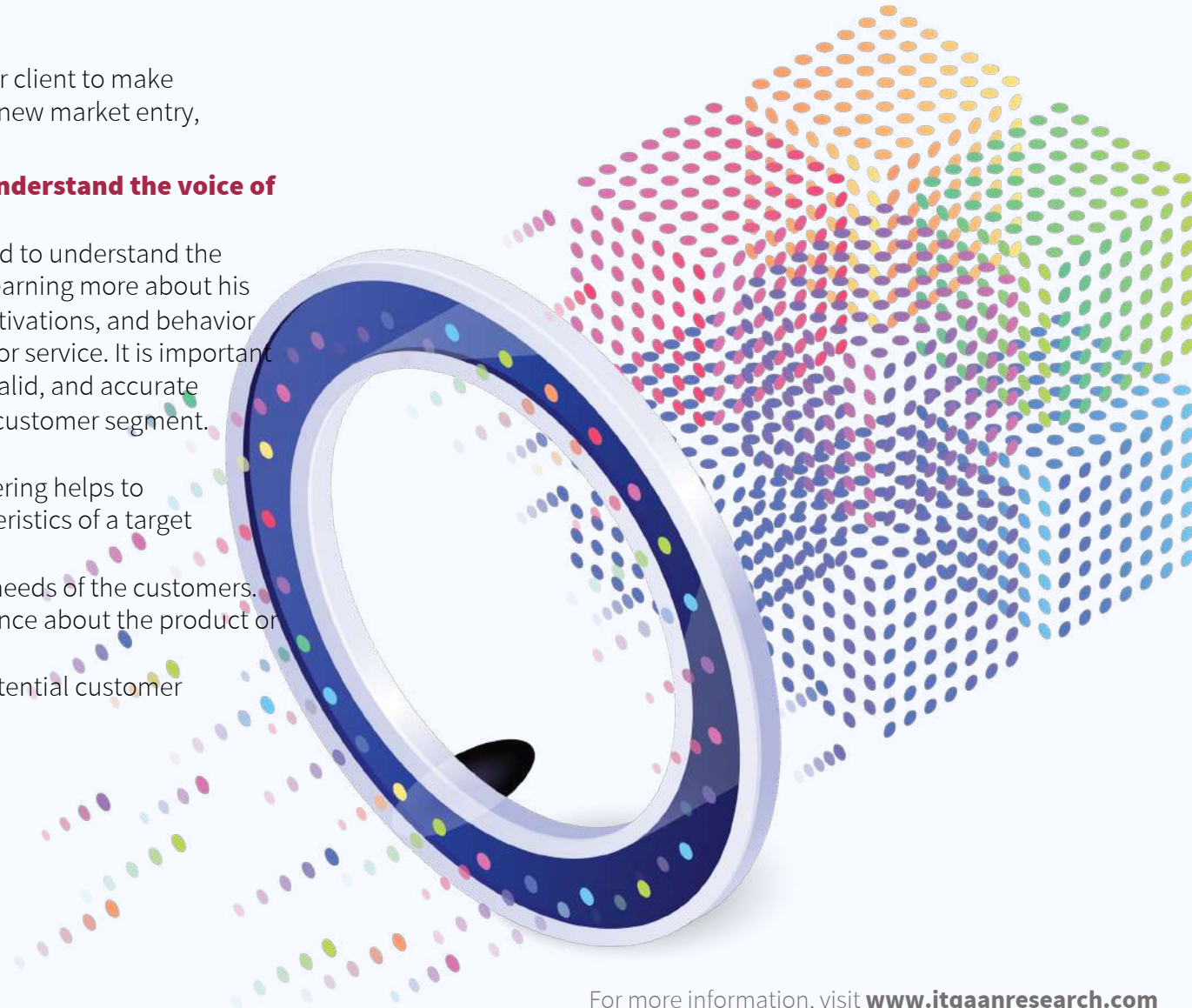
- Understand the customers and their preferences
- Identify opportunities to grow and generate better profits
- Identify trends, recognize and plan for industry and economic shifts
- Identify & Monitor the competition in the market
- Mitigate risks in taking business decisions

We help organisations understand the voice of the customer.

New age organisations need to understand the consumer as a person by learning more about his or her attitudes, needs, motivations, and behavior as they relate to a product or service. It is important to have relevant, reliable, valid, and accurate insights about their target customer segment.

Our Customer research offering helps to

- Understand the characteristics of a target market segment
- Understand the unmet needs of the customers.
- Satisfaction and experience about the product or service offering
- Demographics of the potential customer segment.



Our Research Expertise

Customized research solutions to meet everchanging business landscape



We are a leading market research solutions agency delivering a wide-range of cost-effective research solutions for identifying your growth opportunities & multiplying revenues. We are committed to help organizations uncover actionable strategies backed by solid research.

Our expertise spans across industries - from banking & finance sector to government to FMCG, consumer electronics and beyond. Itqaan draws on deep domain and industry expertise to make companies more competitive with unique insight into the dynamics of market and competitive landscape

Our Research Expertise Include

Primary Research

- **Qualitative Research**
 - Focus Group Discussions
 - In Depth Interviews
 - Observations
 - Ethnography
- **Quantitative Research**
 - Face to Face Interviews
 - CATI & CAPI Interviews
 - Online Surveys
- **Mystery Shopping**
- **Retail Audit**

Secondary Research

- **Industry Research & Monitoring**
- **Competitive Research**
- **Syndicated Research**

Our Research Expertise

Types of Research We Handle

Quantitative Research

We implement quantitative research methodologies to help our clients gain reliable, objective insights from data and clearly understand trends and patterns. Quantitative research data, such as market size, demographics, and user preferences, can help businesses make better judgments.

Whether to understand if there is a new market for your products or services, or to understand how many individuals are interested in purchasing or working with your business in the future, quantitative research is the most suited

Qualitative Research

We suggest qualitative research when we are intending to explore the ‘why’ and ‘how’ reasons behind customers’ behaviours and decisions. Our experts are well experienced to develop research tools most suited to reveal the behaviours and perceptions that drive a target audience in reference to specific topics or issues.

We help brands to understand what consumers want and if they are fulfilling their needs or not, in order to reduce customer churn.



Our Research Expertise

Types of Research We Handle



Mystery Shopping

Our expertise in mystery shopping research includes evaluating and monitoring the interactions between a customer and a company or organization in a pre-determined situation. It helps our clients understand what are the strength and weaknesses of the product or the service provided by them

Mystery Shopping

- Assists in obtaining feedback from the customer's point of view
- Analysis of the competition between various stores
- Increased Improvement in customer service

Industry Research

Itqaan Research has dedicated industry research specialists who work on tailor-made market and industry intelligence solutions to meet clients' business objectives.

Whether it is to build a new product line or to expand to a new geography, we deliver insights into your industry and harness the data to drive your business and marketing strategy.

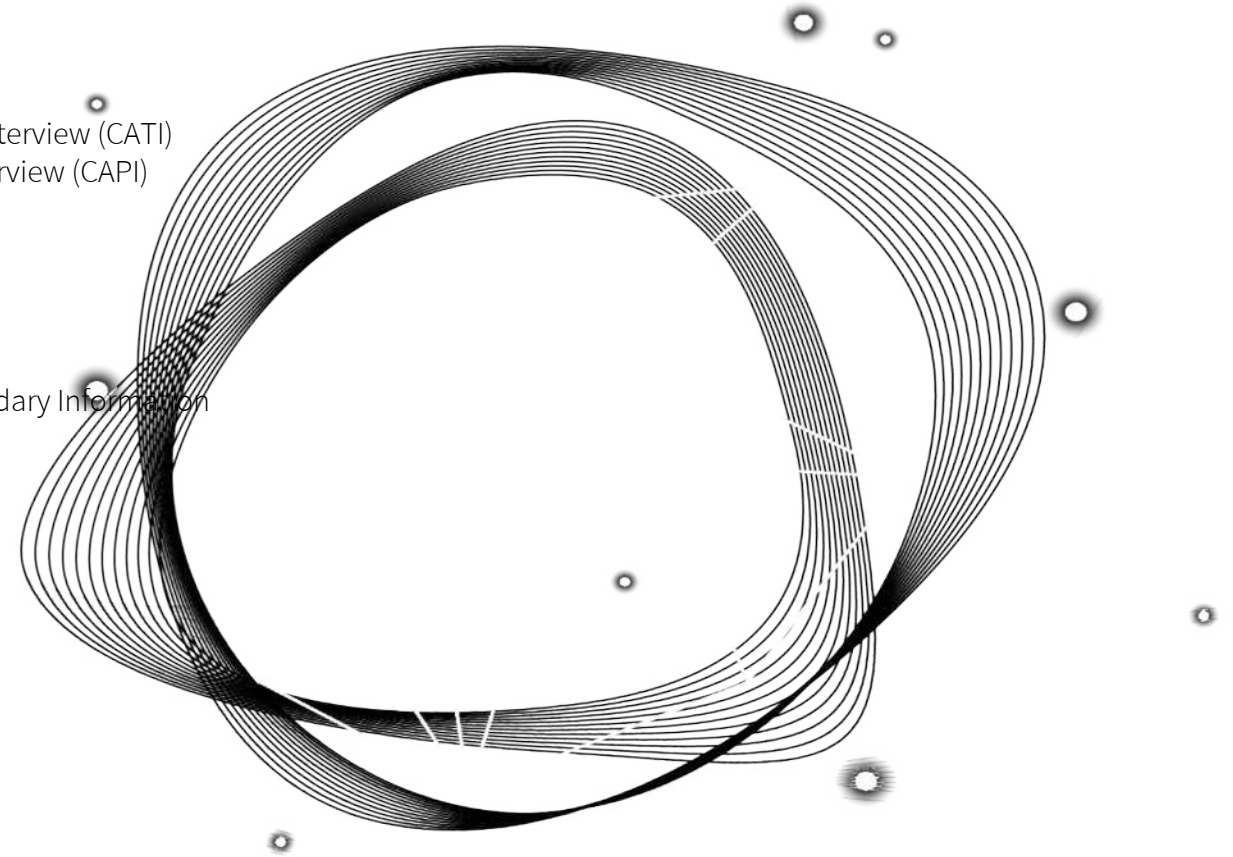
Our Research Expertise

Types of Research We Handle

Methodologies We Follow

- Brand & Advertising Tracking
- Brand Health Tracking Studies
- Communication Pre-testing
- Customer Satisfaction Studies
- Demand Estimation Studies
- Employee Satisfaction Studies
- Opinion Polls
- Pricing Research Studies
- Product & Concept Test
- Product Design: Conjoint Test
- Segmentation & Profiling Studies
- Usage & Attitude Studies
- Advertising Research
- Brand Equity Research
- Communication Development
- Concept Testing
- Positioning Research

- Street Intercept Interview
- Central Location Test (CLT)
- Gang Survey/Hybrid
- Door-to-door Interview
- Computer Assisted Telephone Interview (CATI)
- Computer Assisted Personal Interview (CAPI)
- Mystery Shopping
- Online Surveys
- In-depth Interview
- Focus Group Discussion
- Ethnography & Home Visits
- Collection and Analysis of Secondary Information
- Observation Surveys

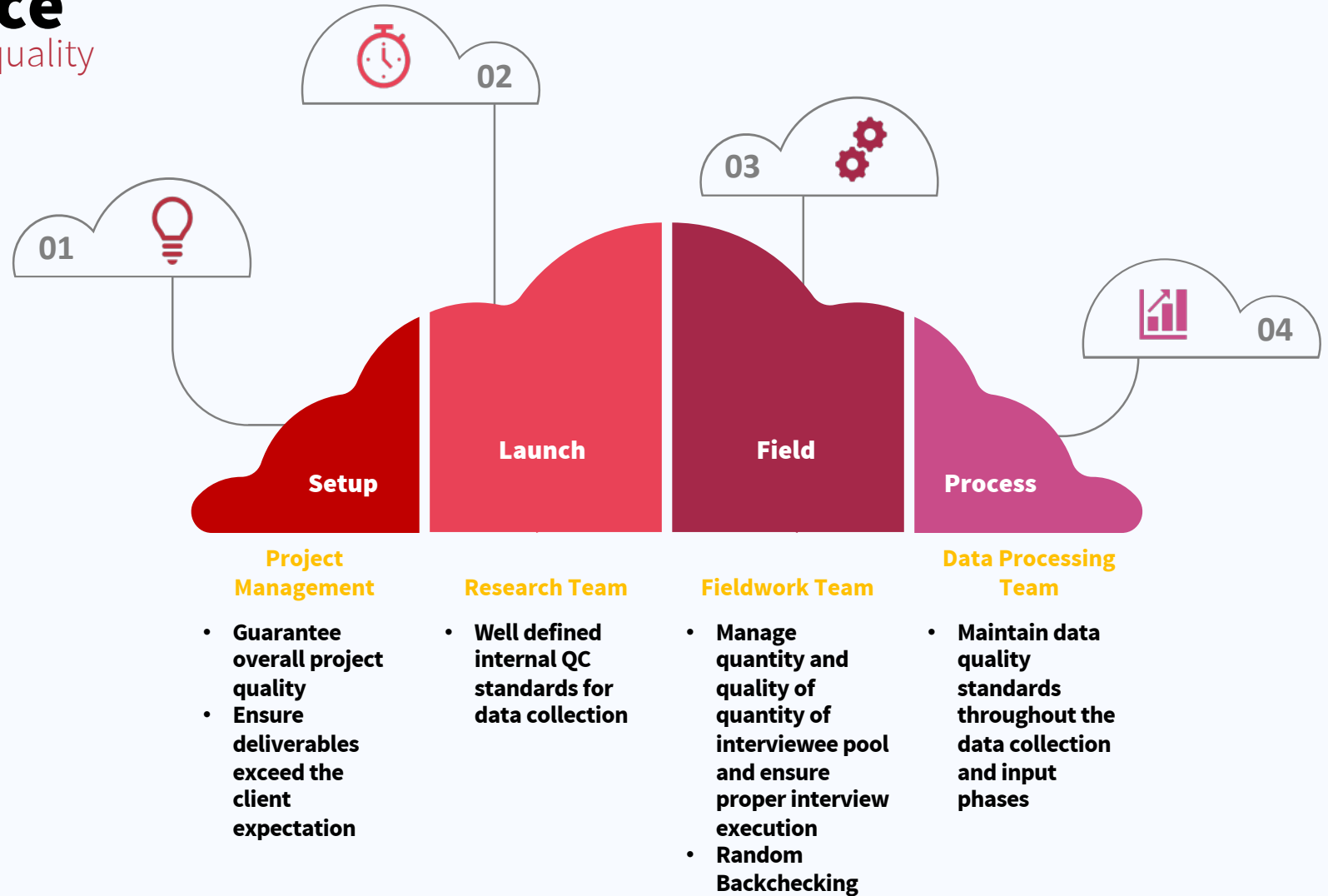


Our Quality Assurance

Committed to the highest standards of quality

At Itqaan, we are fully committed to our quality control processes. We have established procedures for core processes and quality control with an ongoing commitment to continuous improvement. We rigorously conduct research in accordance with the Market Research Society and ESOMAR Codes of Conduct and have quality control systems in place to ensure the consistent quality of all research, data entry and outputs, to detect and rectify any issues immediately.

In Research, data quality is everything and leads to better decision-making. At Itqaan, it is our top priority, and we constantly monitor the quality of the data at every stage of the study.



Contact Us

Let us work together to create long lasting impact

ITQAAN MARKETING CONSULTANTS

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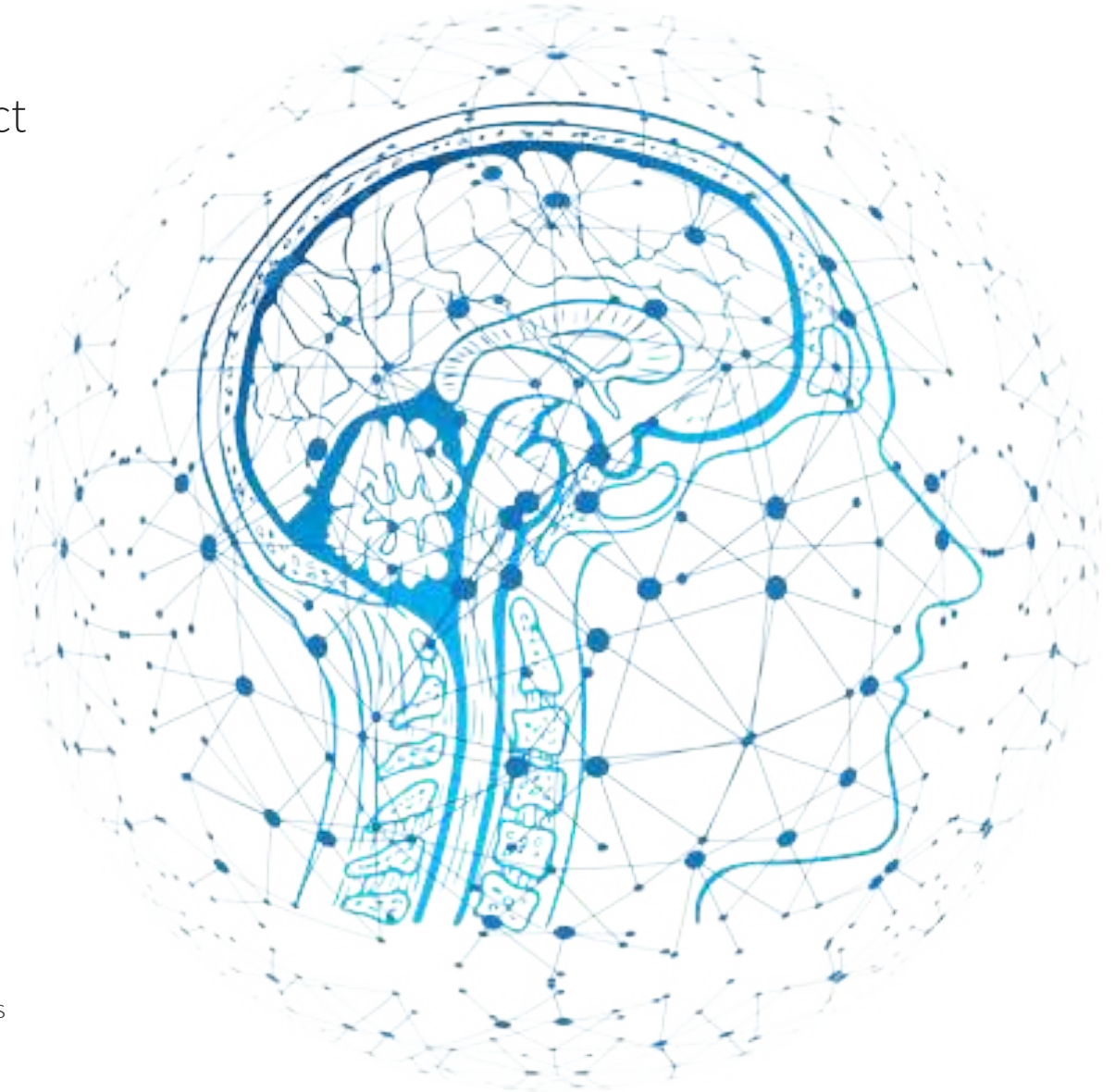
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OUR WEBSITE

For more details about Itqaan's business, expertise, clientele and career information, please visit our website.

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