



# Group Performance Survey

- New data collection technologies -

# HISTORY

- ❖ **GPS is a company founded in 2014, based in Senegal, specialized in Polls and Market Research using new technologies.**
  
- ❖ **Our mission is to do field survey in Africa :**
  - **Satisfaction Survey**
  - **General Costumer Tracking Survey**
  - **Mobile Retail Establishment Survey**
  - **Census**

# ACTIVITIES

## ❑ Consumer Research

### ❖ Habits, customs and attitudes

- Awareness/Use of brands and products
- Household penetration
- Advertising awareness

### ❖ Brand Health Tracking

- Picture / Notoriety
- Penetration and Market share

### ❖ Category Motivational Segmentation



# ACTIVITIES

## ❑ Studies focused on the distribution & Others

- ❖ Census
- ❖ Trade Satisfaction Barometer
- ❖ Corporates Studies
- ❖ Opinion Poll
- ❖ Etc.

# RESOURCES & TOOLS

## □ RESOURCES

*GPS consultants have worked with large firms and have solid experience in different types of studies / research.*

*GPS team is composed of:*

- ❖ **Statisticians**
- ❖ **Geographers**
- ❖ **Cartographers**
- ❖ **ITs**
- ❖ ***Experienced Field Staff using CAPI (computer-assisted personal interviewing)***

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# RESOURCES & TOOLS

## □ TOOLS & SOFTWARE

- ❖ **Personal Digital Assistant (PDA)**
- ❖ **Computer and Note book**
- ❖ **Cs Pro, Data Entry, Epi info, SPSS, SAS, Sphinx,...**
- ❖ **Open Data Kit (ODK), SurveyCTO, CsPro Mobile, ...**
- ❖ **Goole Maps**
- ❖ **Google Earth (KMZ files)**

## CONTACTS

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