

RESEARCHING MARKETS AND REACHING TO CONSUMERS ACROSS AFRICAN CONTINENT

Offering market and social
Research Across Africa



ERS

Ethical Research Solution Ltd

Evidence for Decision Making...

We help businesses
innovate and grow



- Our motto is **Evidence for decision making**
- We are dedicated to supporting organizations make important developmental decisions through the use and analysis of actionable and accountable intelligence with a higher quality brands that satisfy needs and give satisfaction to our clients while respecting clients and adhering to statistical and research ethics.

Who we are ?

- At Ethical Research Solutions Ltd,
We offer experience and local
knowledge to help you focus on
the big picture.
- We inspire clients to make their
most challenging business
decisions with confidence, and
help lead the way toward a
stronger economy.



Who we're (Next)

- It is our mission to enhance an organisation's value through people
 - ❖ We bring the breadth of our experience and industry knowledge to help you Succeed.
 - ❖ We Help clients derive competitive advantage
 - ❖ We identify targeted, customized solutions
 - ❖ We develop deep insights that will work for you

Quantitative Research

Qualitative Research

Social Research

Ethnography

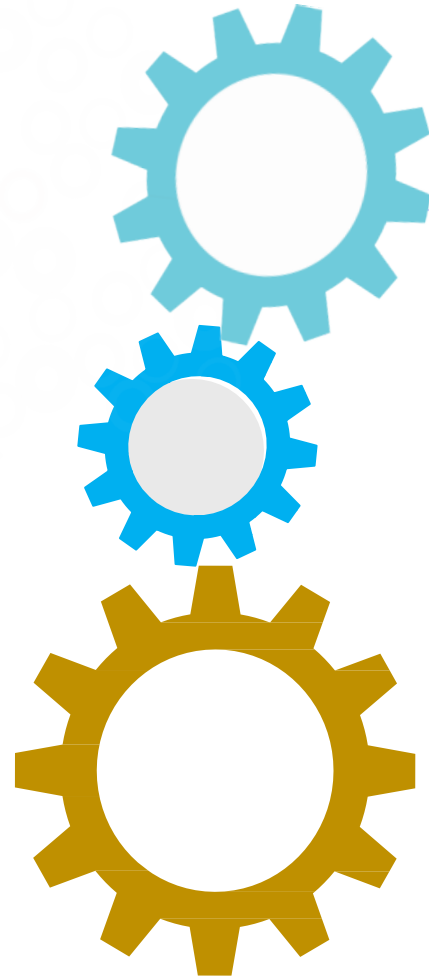
Why Ethical Research Solutions Ltd?

- ✓ We help you understand customer behaviors
- ✓ We help break down barriers to innovation
- ✓ We help resolve the pricing paradox
- ✓ We help align brand strategy with key objectives
- ✓ We help companies nurture loyal customers who are more profitable



Our values

Ethical Research Solution Ltd is a company dedicated to helping organizations makes important business decisions through the use of analysis of market information. Thus, our core values are honesty, integrity, confidentiality, respect, commitment and higher quality services.



Services we offer

Traditional Research

- Offering Full Market Research both Market and Social Research
- Ethnography Methods

Field Services

Quantitative:

- Field and Tab
- Data processing
- Data Entry

Qualitative:

- Moderation
- Transcription
- Recruitment

Digital Services

- Telephone interviews
- Web based surveys

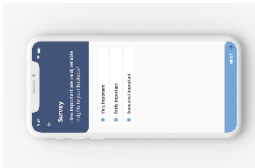
Data Collection services



CATI Interviews



PAPI Interviews



CAPI Interviews

TOOLS

TECHNIQUES



Quantitative Interviews



Mystery shopping



In Dept Interviews



Focus group discussion

Services we offer



- Usage and attitude studies
- Market segmentation
- B2B Surveys
- Corporate Images

Market studies

- Customer satisfaction surveys
- Mystery shopping studies
- Home immersions

Consumer studies

- New Product Development
- New concept testing
- Packaging Development Testing


New product studies

Branding Studies

- Brand health studies
- Brand migration Studies
- Brand repositioning
- Brand tracking



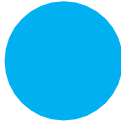

Service Provision



At Ethical research Solutions Ltd, social research division has extensive experience in conducting research using the latest sector trends and tool.

Our team of social researchers are competent and experienced in social research studies with small and large sample anywhere in Africa.

Some of the social research studies we execute can be used to influence policy toward social or public aims and include:

- Behavioral change
 - Baseline surveys
 - Monitoring and evaluations studies
 - Business to business & strategy & studies
 - Value chain & Market system Analysis
 - Impact Evaluation
 - Need assessment
 - Innovation studies
 - Stakeholder studies
 - Public opinion studies
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- 

Served Partners



airtel



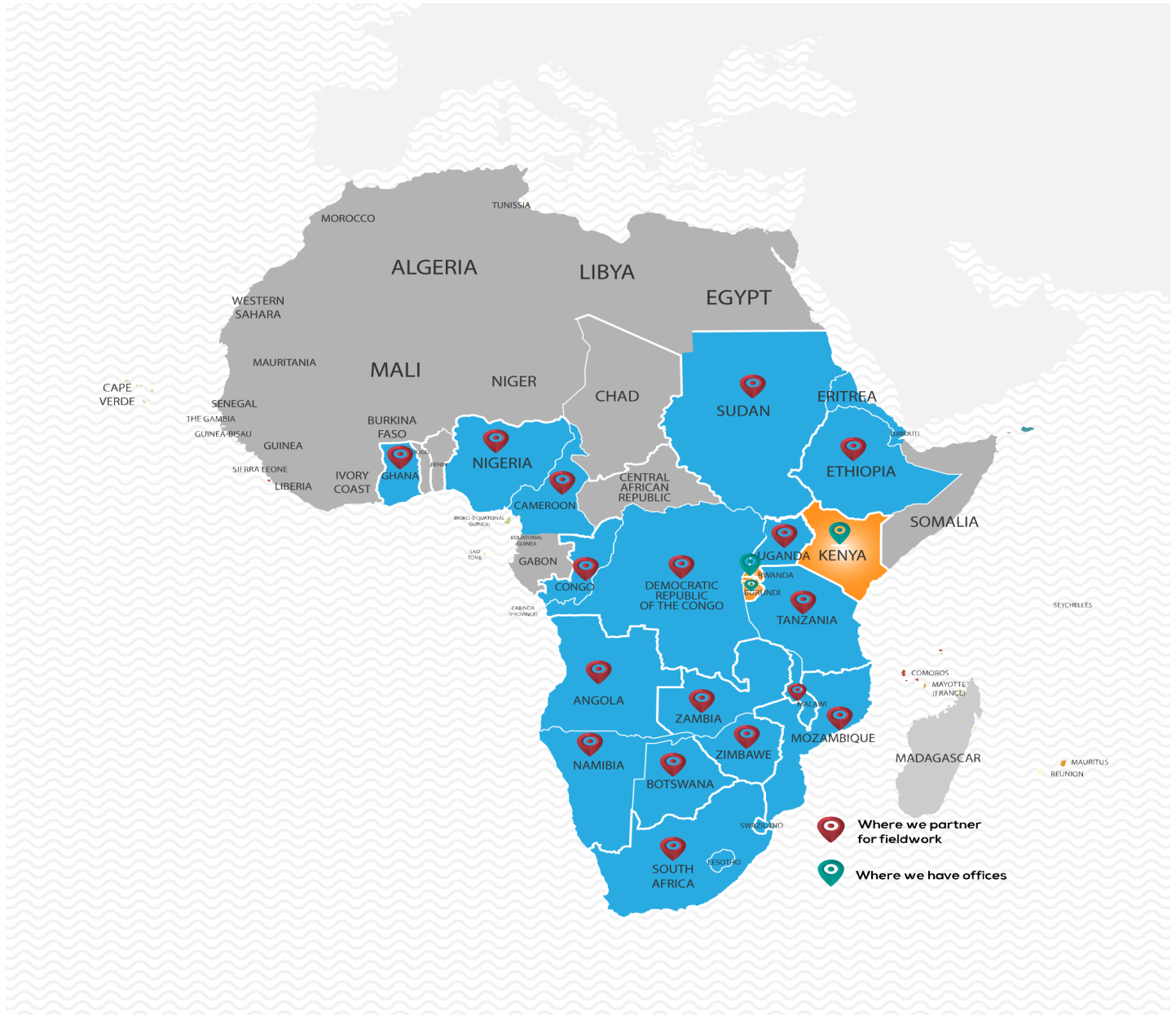
nielsen
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Coca-Cola



Africa is not 1 Country





We know Africa

We are reaching far in Africa

- Our coverage extends to South Sudan, Sudan, Tanzania, Uganda, Angola, Ivory cost, Nigeria, Burkina Faso, Zambia, Zimbabwe, South Africa, Ghana, Senegal, Malawi, Ethiopia
- We work in other Africa Countries with locally established partners.

A woman in a black dress is walking away from the camera down a long, brightly lit corridor. The walls are covered in large, colorful, abstract art pieces. The floor is light-colored and reflective. The overall atmosphere is modern and artistic.

**AT ETHICAL RESEARCH
SOLUTIONS LTD, WE
TURN INFORMATION
INTO ACTIONABLE
INSIGHTS**



ERS

Ethical Research Solution Ltd

Evidence for Decision Making...



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