



About Insight Scouts

Our dynamic team are a diverse mix of local native speakers and people of international educational backgrounds, including medicine, pharmacy, engineering, statistics, literature, commerce and more. We have a strong understanding of local cultures and markets, whilst also maintaining a high level of international experience.

Our team are supported by both professional and senior managers, which makes it possible to excel in researching most industry sectors. We have particularly strong expertise in automotive, transportation, media, telecommunication, durables, healthcare, government services, and FMCG.

Managing Director : Raoufeh Kemal

Raoufeh has a Ph.D. in International Economic Relations and an MA in International Relations. She is also fluent in English, Arabic, Hebrew, Bulgarian and Greek.

Raoufeh is an ESOMAR member and has market research experience of over 24 years. Having previously worked with the global agency Synovate and the regional player MEMRB, she has considerable knowledge and experience of international research for clients in managing research projects for more than 30 markets.



Ms. Raoufeh Kemal

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What We Offer

Insight Scouts is a boutique market research agency headquartered in Nicosia, Cyprus, that covers markets across Central/Eastern Europe, Middle East and North Africa. We offer a range of quantitative, qualitative and mystery shopping research services, backed by quality control procedures. Our experience extends beyond most industry sectors, with particularly strong expertise in serving Healthcare and Automotive clients.



Healthcare Speciality



Automotive Research



Quantitative Research



Qualitative Research



Data Collection



Quality Control

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Healthcare Speciality

Healthcare is an industry where the need for accurate, quick and reliable information is imperative to support successful decision-making.

Our professionals are determined to help and guide our clients by providing them with this accurate and reliable information, as well as offering competent counselling and advice. We workhard to help them meet their responsibilities.

Our company has worked on multiple studies with different methods in the healthcare industry, including:

- Rx pattern assessment study
- Evaluation of impact
- Recall of detail aid among physicians
- HCP evaluation studies: including doctors, pharmacists, and medical representatives
- Pricing surveys
- Consumer surveys - over the counter medicine
- Diagnostic research
- Development research
- Brand image
- KOL research
- New product and/or instrument testing
- Incidence and prevalence studies
- Patients' records and prescription monitoring
- Treatment gap analysis
- Usage and attitude
- Promotional/ad testing

We have covered different therapeutic areas such as NSAIDs, oral care, diabetes, endometriosis, anti-thrombosis classes, different types of cancer, respiratory-related areas, bone-related areas, etc.



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Automotive Research

The global automotive market is diverse. It ranges from original equipment manufacturers (OEM) and components to dealerships and commercial vehicle manufacturers.

The potential for growth can be found in many areas starting from manufacturing and domestic markets in BRIC (Brazil, Russia, India, and China) and other developing economies.

We have experience of over 20 years in this sector, and we have gathered knowledge throughout an ever-evolving period within the history of the industry.



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Business-to-Business and Consumer Research

Automotive market research incorporates both business-to-business and consumer research for some of the most major companies and their suppliers.

The analysis-related work that we are asked to complete, requires a deep understanding of the automotive industry and that is exactly why our studies use all types of accurate methods.

We work directly with the brands, their holding companies and their suppliers. We also collaborate with consultants who specialize in various programs and initiatives.

Our specialties include

Mystery shopping reports that cover:

- Pricing
- Dealer site evaluation
- Warranty information
- Light maintenance price checks
- Sticker price checks (including standard and optional equipment price adjustments)
- Price evaluation of new and/or used car market



- Market appraisal
- Attitudinal segmentation
- Brand image
- Brand equity
- Clinic marketing launch evaluation programs
- Ride and drive clinics
- Advertising pre-testing
- Copy testing
- Clinic concept testing
- Customer satisfaction (dealer evaluation and competitive benchmarking)

Our Automotive network, based in our member firms around the world helps us take a broad range approach to our clients' activities within the industry.

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Our services focus on assisting our clients: Specifically the sections we active are

- › Reports and regulation
- › Sustainability
- › Plant location, closures and relocation
- › Emerging market companies
- › Evolving distribution channels
- › Consumer trends
- › Private equity investment
- › Improving operational efficiencies
- › Market entry and expansion
- › Business operating model structure



The automotive sector offers proactive, forward-thinking services to our firms' clients to help ensure that the potential of growth is not missed and that the challenges can be faced.

- | | | |
|--------------------|------------------|-------------|
| › Daimler-Chrysler | › BMW | › Fiat Auto |
| › SHELL | › Nissan | › Renault |
| › Ford Motor Co. | › General Motors | › Honda |
| › Suzuki | › Toyota | › VW |
| › Jaguar | › ESSO | › Hyundai |
| › Volvo | › Toshiba | › Kia |

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Quantitative Research

We design and execute innovative methods, using quantitative research tools to help answer your questions. Furthermore, these tools enable us to provide indisputable evidence on what is happening and importantly, how and why it is happening.

Every project starts with a meeting with you, to determine what questions need to be asked, and what format the answers should be in.

We will guide you through the process of the design and implementation of research step by step, while we select the appropriate methods and draw on any existing data.

Do not hesitate to contact us to learn more about how our methods can help you make the right decisions.



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Our quantitative research offerings include:

- › Quality
- › Loyalty
- › Brand trackers
- › Pre and post advertising research
- › Media research
- › Customer segmentation reports
- › Product research (product positioning, new product development, product concept tests, name tests, packaging tests, product tests)
- › Customer satisfaction
- › Brand equity reports
- › Brand image research
- › Mystery shopping
- › Usage and attitude
- › MCA projects

Insight Scouts can handle all phases of your project from start to finish, including:

- › Research proposal
- › Questionnaire design and translation
- › Quotas and sampling for ideal study design, sample size and profile
- › Quality control
- › Coding
- › Data processing and analysis
- › Executive summaries and presentations by our managers



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Qualitative Research

People do not always say what they mean, and understanding their true intentions can be quite complicated when you conduct research in different cultures.

Thanks to our local expertise, our company can extract the true meaning and significance of consumers' responses. Our proven qualitative focus groups, which help provide information on the market's and customers' perception, are traditional, re-convened, extended and creative.

We conduct in-depth interviews, as well as accompanied shopping, home visits, usability studies (UX), ethnographic research and much more. These are specifically designed to capture the respondents' complex decision-making process.

Our company also covers instances where respondents are interviewed in natural conditions, through observation, dairies and desk research.

We can handle your qualitative researches. That means that we can:

- › Make research proposals to you
- › Prepare screener/recruitment questionnaires
- › Discuss about your guide design
- › Help you with recruitment
- › Moderation
- › Give you client briefs
- › Make translation from English to Arabic and vice versa
- › Make translation from English to other languages

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Quality Control

Insight Scouts offer an integrated system that meets our clients' needs for reliable information and high-quality services.

We follow the ESOMAR Code of Conduct, which governs the work of professional research organizations and complies with the GDPR.

Our protocols cover the entire research process: text finalization, pre-tests (5-7 per country), briefing, practice interviews, fieldwork, supervision and control, analysis and reporting.

To ensure we maintain a consistent level of quality in all markets, we use the best practices in:

- › Translation
- › Project briefing and management
- › DP/data analysis procedures
- › Data management
- › Call back checking

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Why Choose Us ?

Specialisation in different kind of industries

Insight Scouts specialises in research amongst a broad spectrum of industries.

Large Geographical Reach

Europe, Middle East, LEVENT and Africa/North Africa.

Client Satisfaction

Over the years we have worked with clients from all around the globe, as well as some of the world's top market research agencies.

- › Strict commitment to deadlines
- › Proactive customer service
- › Reasonable pricing
- › Convenience-centred coordination



Our Vision

Over the years we have worked with clients from all around the globe, as well as some of the world's top market research agencies.

Our Mission

Keep providing our clients with deeply analysed data which will assist them with daily management decisions.

Our Values

- › Integrity
- › Transparency
- › Strict commitment to deadlines
- › Proactive customer service
- › Commitment to treating your business as our own

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Sectors and Clients

Our advantage is that we are a small but powerful team focused on client satisfaction and quality results that are specifically made to meet our clients' needs.

Geographically, we cover Europe, the United States, Africa, the Middle East, and the Levant, but we are also able to work with partner agencies all around the globe.

We expertise in sectors such as: healthcare, automotive, lubricants, durables, FMCG, consumer products, media, telecommunication, transportation, IT, children/youth sectors and finance.

We are present in Cyprus, Palestine, Israel, Jordan, Lebanon, turkey, Egypt, Tunisia, Morocco, Algeria, Nigeria, Kenya, Bahrain, KSA, Oman, UAE, Qatar, Kuwait, Iraq, Pakistan and India.



VOLVO



← **EMBRAER**



VALENTINO

mtm



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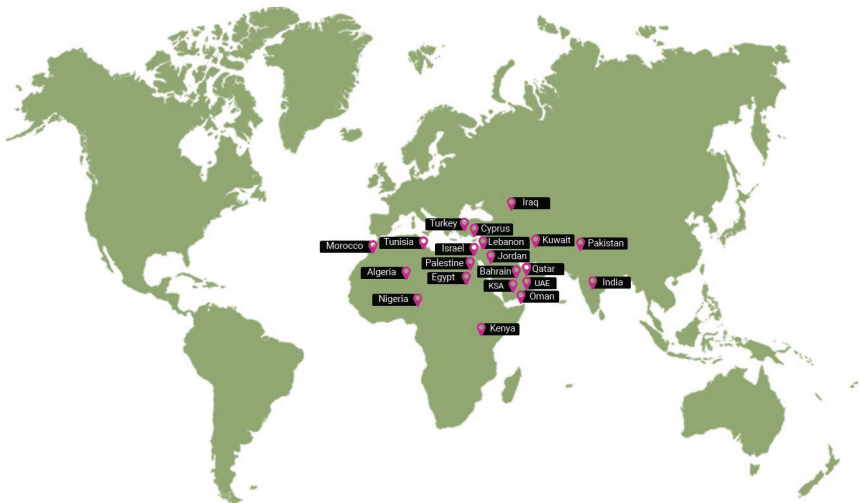
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Insight Scouts (IMR) Reach

Insight Scouts (IMR) collects market data for global companies in all regions. Our main focus is in Middle East, Levant, GCC, and North Africa. We cover also countries of Eastern and central Europe.

Physical Presence



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