



TRUST

Market Research

YOUR TRUST IS OUR TREASURE

www.trust-mr.com

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TRUST is a specialized provider for fieldwork solutions in Egypt, North Africa and all Middle East regions.

TRUST is an independent agency that consists of a team of highly skilled and experienced professionals. Our core expertise lies in the fields of market research and data processing.

TRUST is a regional provider of consumer research and retail market information for a wide range of industry sectors like Automotive, Banks, FMCG, Tobacco, Media, Real Estate, Telecommunication, Electronics, Medical . . etc.

TRUST is well equipped to support customized research projects fully or partially across the all Middle East, North Africa, GCC and Levant

TRUST Fieldwork capabilities include Quantitative and Qualitative research

TRUST has the advantage of linking good skills of both classical and new methodologies in quantitative and qualitative services. It relies on specialized experts, permanent, associates and also on a local experienced staff required for the realization of all type of studies.

TRUST is an outward looking, modern company making a difference and work for diverse clients across verticals.

TRUST are not a regular marketing research company. We love what we do and we believe that our care and passion are our major driving forces toward our goals"

Our Motto:

**TOGETHER WE CAN
THINK OF MANY MORE**





OUR VALUES

- The most expensive thing in the world is TRUST, it can take years to earn and only matter of seconds to lose.
- Clients and respondents are at the heart of everything we do.
- We create team of the best people.
- We develop new ways of administering fieldwork and data management.
- We learn from experience and seek out new ideas and ways of doing things better.
- We value contributions made by clients, respondents and our staff members.



We partner with our clients on the
road to success.

- We take pride in what to do.
- For our work we have been passionate about achieving better results for our clients.
- We work with our clients to help them make better decisions on their marketing issues and converting those decisions into actions for successful results.
- We focus on high quality conceptualization and execution, combined with insightful interpretation and strategic thinking.

A close-up photograph of a human eye, showing the iris and eyelashes. The eye is looking slightly to the right.

INSIGHT

We are an insights agency. Insights is at the heart of everything we do. We deliver insights that are actionable and drive client's business.

A silhouette of a person's head and shoulders against a bright, hazy sunset or sunrise sky. The person is facing away from the camera.

INTEGRITY

We aim to conduct ourselves with honesty and integrity for an ethical business and work place.

A photograph of a modern, curved skyscraper at night. The building has many balconies and is illuminated from within, with some balconies having plants. The sky is dark.

INNOVATION

We are not a run-of-the-mill agency. We thrive on ideas and creativity. We bring something new and continuously improve our work to add value to our clients.

A person in a dark blue suit and tie is pointing their right index finger at a glowing, circular button on a screen. The button has the word "Mission" written on it in a dark, sans-serif font. The background is dark blue with some light effects around the button.

OUR MISSION:

Primary Mission:

To generate reliable and relevant consumer insights, data and information by:

- Understanding client's research needs
- Field execution that passes through stringent quality control standards
- Analysis that look beyond responses and numbering
- Adherence to delivery schedules

Secondary Mission:

- To establish a long and strong business relationship as we recognize that our client's success is our success.
- To compliment the above we also offer highly competitive cost as we believe that our client's should receive the best return on investment when they work with us without compromising on the quality and delivery schedules

What makes us unique?



Experienced Professionals:

TRUST team comprises only high skilled, dedicated and experienced professionals.

Dedicated Service:

Clients can be sure that the consultant they meet today will be the same consultant who executes and delivers assignments.

Bespoke Solutions:

TRUST recognizes that all businesses are different and provides tailored fieldwork solutions to meet specific client needs.

Independent Opinions:

TRUST focuses only on providing independent advice; we have no commercial interest in recommending infrastructure investment or system implementations.

Practical Solutions:

TRUST works alongside clients as one of the team to ensure that their recommendations are realistic, practical and achievable

OUR SERVICES:

Quantitative Research

PAPI

CAPI

CATI

CAWI

Mail

Mystery shoppers

Qualitative Research

Focus group discussions

In-Depth / Paired

Ethnography

Online focus groups

Online community

Shadow interviews / Slice of life

Methodologies

Door to Door / In home

Street and malls intercept

Telephonic

Central Location Test

Business-to-business

Consumer Research

Diary study

Disk Research



OUR Qualitative Facility

Client room:

- Comfortable setting for 5-6 person
- One way mirror viewing
- Video system with 50 inch screen
- Audio system with high quality speakers
- Separate sound system for the translator

Respondents room:

- Table for 6-8 respondents
- LCD screen
- Philip chart

Cairo



Riyadh



Jeddah

Qualified Moderators: Our staff includes qualified and trained moderators who are experienced in conducting focus groups / in-depth on a wide range of topics amongst different target Audiences and them are capable to use different techniques.

Field and quality control in qualitative studies :

In order to provide fieldwork of optimum quality, we ensure the following :

- Qualified and experienced recruiters who ensure the right profile of the respondents
- Call back to assess and confirm or reject the recruited respondents before invite them to the Venue
- Geographic spread of recruited respondents so that appropriate representation is applied.



Qualitative studies deliverables: Digital recordings, Transcripts in English or Arabic

- ▶ Analysis : Top lines / Summary / Full reports in MS Word or PPT

QUANTITATIVE QUALITY CONTROL:

QUALITY OF FIELD WORK IS OUR MAIN FOCUS

- We are convinced that to ensure our success and our existence on the market we will have to respect the ethics of our profession to ensure the quality, security and the Reliability of the information.
- We have an independent quality control department that report directly to the operation Manager and GM.
- The quality control is done in 3 steps process



PRE FIELDWORK

- A good selection of interviewers according to the nature of the project
- Training of interviewers followed by Simulations interviews and pilots
- Each interviewer can do a maximum of 7% of the total sample size
- Work to be done in present of supervisor and individual interviewer are not allowed



DURING FIELDWORK

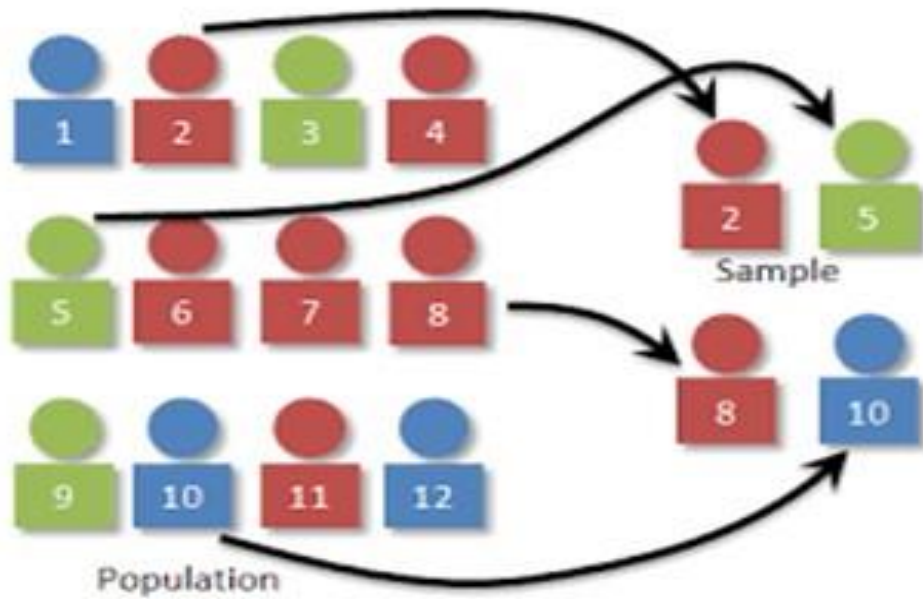
- Accompaniment by supervisors (+10%)
- Quality control and back check the day of the field execution (+20%)
- Quota management to ensure execution matches sample definition and quotas.
- Appropriate geographic spread of sample.



POST FIELDWORK

- Physical and telephonic call pack of (+50%) of the sample size
- 100% call back for the interview if we detect un issues
- 100% logic check and coding
- Data entry control and data validation for 100% of the sample

Sampling Procedures



QUOTAS USED IN TERMS OF:

- Gender/age.
- Nationality (for Gulf country).
- Socioeconomic class.
- User-ship.
- Other criteria based on client requirements.



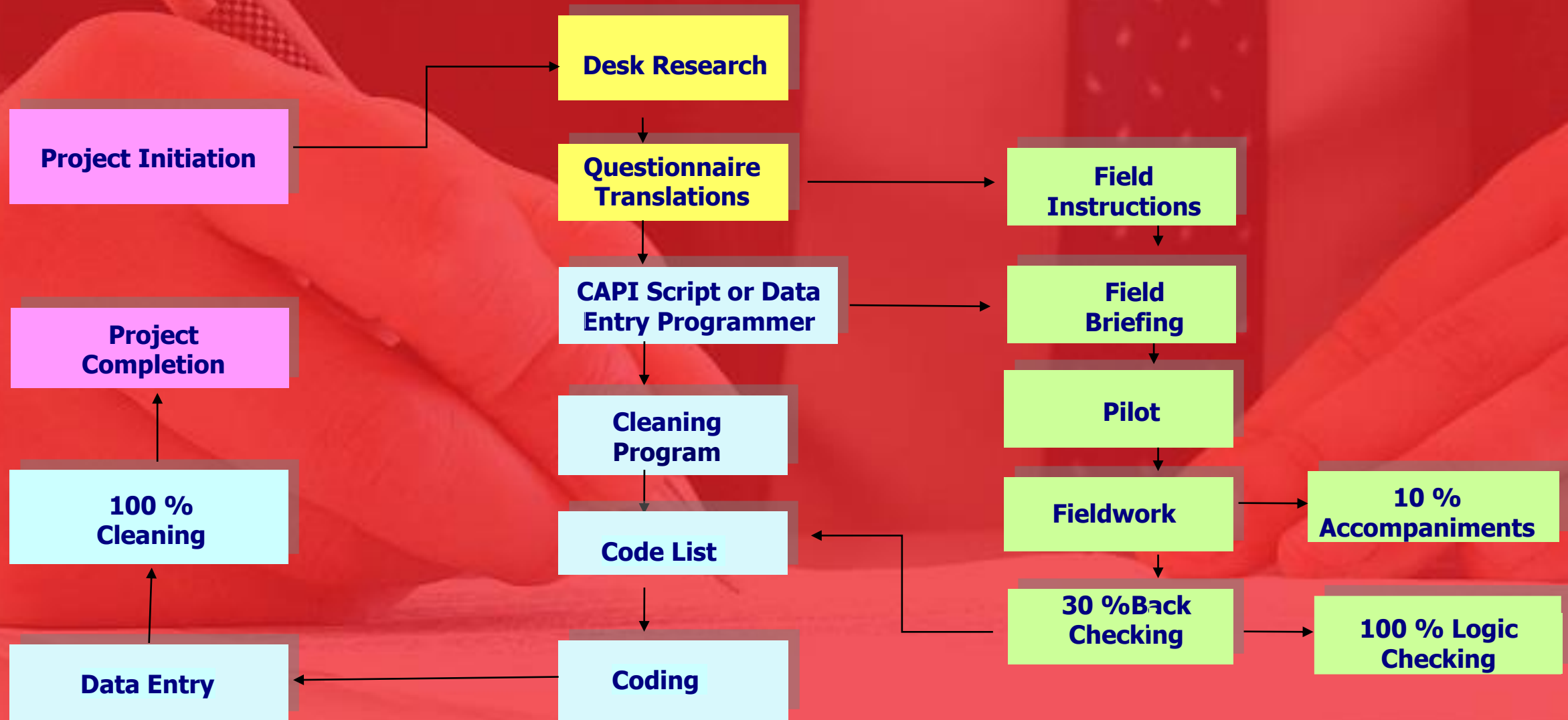
5 Steps for pure random sample selections

- First stage is to stratify, cluster and randomly select primary sampling units (PSU's).
- Second stage is to randomly select sampling blocks (EAs).
- Third stage will be a complete enumeration (census) of all households within the randomly selected EAs
- Fourth stage is to randomly/systematically choose residential units within dwelling structures (here called households); and
- Fifth and final stage involving the random selection of individual respondents

Others protocols for random selection:

- Only one respondent per household can be interviewed .
- A maximum of 2 respondents can be interviewed per building.
- There can be no close relatives (parents/siblings/children) in same study.
- On average we cover a 16 non-adjacent PSU's (or more, up to 40 PSU's, depending on study sample size).
- A maximum of 25 sample to be done in the same PSU
- A maximum of 2 to 3 secondary referrals are allowed (in case of referral sample)

Project Procedures



OUR NETWORK:

Middle East

- Saudi Arabia
- UAE
- Kuwait
- Qatar
- Bahrain
- Oman
- Iraq

Levant

- Lebanon
- Syria
- Jordan

North Africa

- Egypt
- Morocco
- Algeria
- Tunisia
- Sudan N&S
- Libya

Other Regions

- Middle Africa
- Iran
- Pakistan
- Yemen
- Turkey



EGYPT MANPOWER :

No. of Operation Manager	1	Fulltime
No. of Field Manager	1	Fulltime
No. of Field Executive	1	Fulltime
No. of Quality control manger	1	Fulltime
No. of Quality control Executive	1	Fulltime
No. of Supervisors	20+	Part-time
No. of Interviewers	150+	Part-time
No. of back checkers	15+	Part-time
No. of CLT and office interviewers	25	Part-time
No. of QL Recruiters all SEC	30	Part-time
No. of Moderators	5	(1 fulltime and 4 part-time)
No. of Tablets	25	(can be increased any time)
No. of Minilabs	10	(can be increased any time)



Other countries **MANPOWER**

We have same facilities in all other countries we can cover through our partners of field work agency work in the century long time back or through local teams of experience field workers we work with them before in many studies and build our experience and trust with them.



PRIVACY POLICY

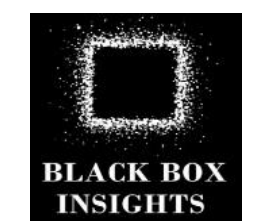
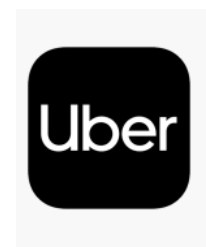


TRUST protects the privacy of clients , respondents and other people associated with our company.

Protecting the privacy of people ensures ongoing goodwill, vital to our ongoing business success.

Trust follow the code of conduct of





Our Clients

Your TRUST is our treasure

www.trust-mr.com

MEET OUR TEAM

Mohamed Said is the founder of **TRUST** market research. He has over 25+ years experience in field management in multinational organizations like GFK and Kantar.

He has managed fieldwork for different types of qualitative and quantitative projects in Egypt and all Middle East, North Africa countries.

Also he work with all methodologies starting from traditional methodologies like pen and paper face to face interview till the UpToDate methodologies like online community and online focuses group dissection

He is persistent and able to invent solutions for all kind of business challenges.

He have experience in all of business sectors like: Advertising, Media, Cargo, FMCG, Automotive, Banking & Financial Services, Community & Development, Telecommunication , healthcare, Real estates etc.



Mohamed Said
General Manager

MEET OUR TEAM



محمد سعيد
المدير العام

محمد سعيد هو مؤسس شركة تراست لأبحاث السوق. لديه خبرة تزيد عن 25 عامًا في العمل الميداني في شركات دولية متعددة الجنسيات مثل Kantar و GFK

و قد أدار العمل الميداني لأنواع مختلفة من المشاريع النوعية والكمية في مصر وجميع دول الشرق الأوسط وشمال أفريقيا.

كما أنه عمل في جميع طرق الأبحاث بدءًا من الطرق التقليدية مثل المقابلات وجه لوجه باستخدام الاستمارة الورقية و حتى الطرق الحديثة للأبحاث مثل المجموعات البحثية عبر الإنترنت و مجموعات المناقشة الكيفية عبر الإنترنت كما إنه مثابر وقادر على ابتكار حلول لجميع أنواع التحديات في العمل.

كانة لديه خبرة في جميع قطاعات الأعمال مثل: الإعلان ، وسائل الإعلام ، الشحن ، السلع الاستهلاكية ، السيارات ، الخدمات المصرفية والمالية ، التنمية المجتمعية ، الاتصالات ، الرعاية الصحية ، العقارات ... إلخ

MEET OUR TEAM



HANY SABER

Operation manger

15+ years experience in field management for QN and QL project and professional moderator



AHMED GHARIB

Filed Manger

7+ years experience in field management for QN



HASSAN SAID

Quality control Manager

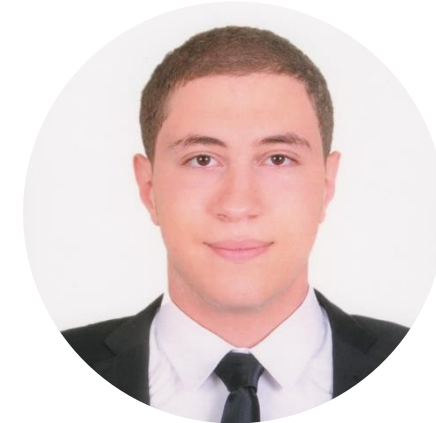
10+ years experience managing the QN project quality



DALIA FARRAG

Field Executive

3+ years experience in office work and for QL and QN projects



SEIF MOHAMED

Assistant Field Executive

1+ years experience in office work and for QL and QN projects

MEET OUR TEAM



هانى صابر
مدير عمليات

اكثر من 15 سنة
خبرة فى ادارة
المشروعات الكمية و
الكيفية و مدير ندوات
متخصص



احمد غريب
مدير ميدانى

اكثر من 7 سنة خبرة
فى ادارة المشروعات
الكمية و الكيفية



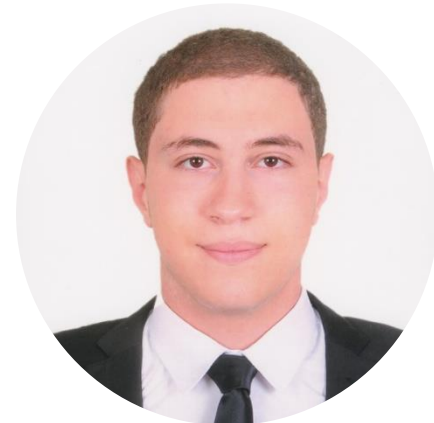
حسن سعيد
مدير ادارة الجودة

اكثر من 10 سنة خبرة
فى مراقبة مشروعات
بحوث التويق



داليا فرج
اخصائى تنفيذى

اكثر من 3 سنة
خبرة فى ادارة
المشروعات
الكيفية



سيف محمد
مساعد اخصائى
انفيذى

سنة خبرة فى
ادارة المشروعات
الكمية و الكيفية

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