

**dolphinX**  
facts • figures • feasibility



**Corporate Profile**

**Market Intelligence • Industry Research • Consumer Research • Field Management**

# DolphinX Overview

## Data collection services

- DolphinX (formerly as Research & Analysis Group) was established in 1999, Dubai, United Arab Emirate as full-fledged data supplier
- Conducts data collection mainly in MENA region – Upper & Lower Gulf, Levant region, North Africa, etc. Other countries include India, Turkey, South Africa, Ethiopia, etc.
- Domain Areas – Financial, Healthcare, Automotive, Real Estate and Consumer & Industrial Research

## Overview (contd.)

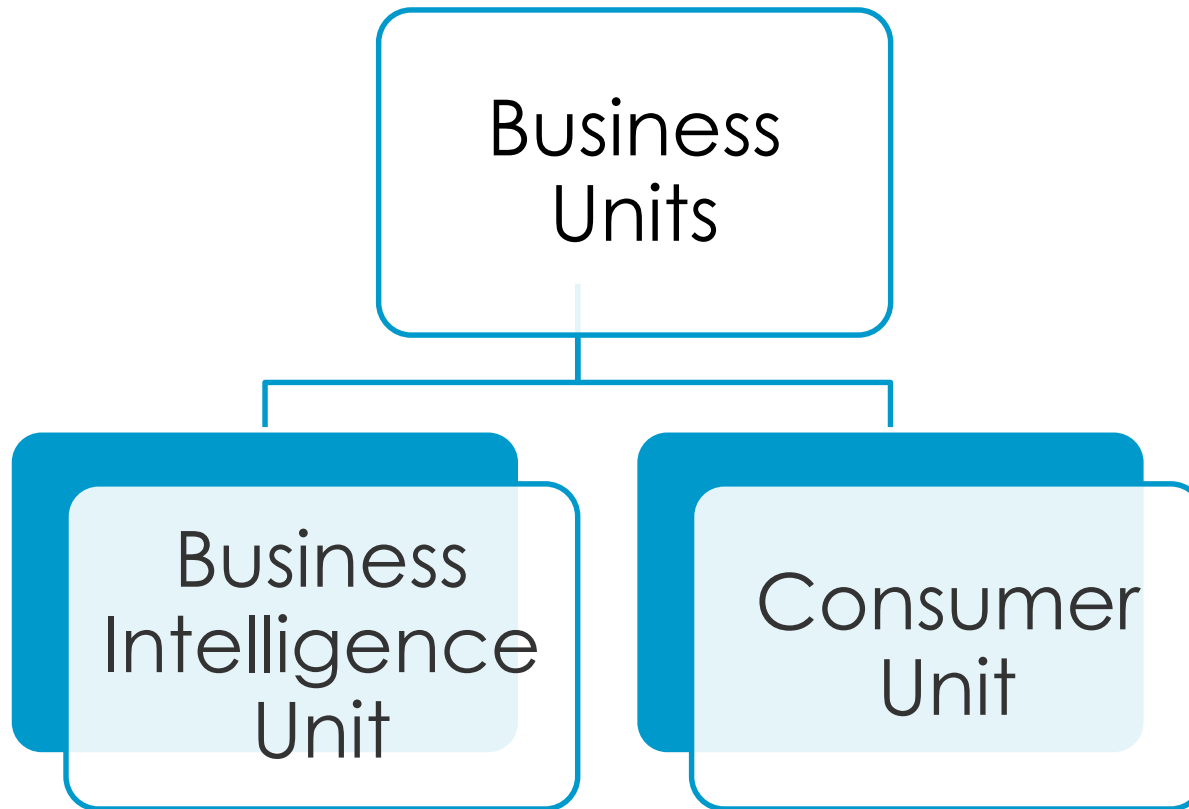
### Full service market research services

- Early 2009 DolphinX turned into a specialized market research company specializing in market feasibility studies, market sector reports
- Breadth of services broadly also include's consumer, B2B, industry and syndicated research
- Provides market research and advisory services to clients esp. in the MENA region
- By end of 2014 we have conducted/ presented more than 100 market feasibility studies
- Most of our existing clients keep receiving desk research services and syndicated reports at a nominal price

## Overview (contd.)

- Strong local knowledge
- Strong research management with diverse backgrounds
- Provides critical information and services required for client business and growth
- Offers full range of services – employ state-of-the-art qualitative and quantitative methodologies to provide research solutions that add strategic value
- Research initiatives include market research, mystery shopper, institutional survey, feasibility studies, benchmarking studies, industry and sector studies, expectation and satisfaction surveys, etc.
- Represented HarrisInteractive, US (NASDAQ listed) in the Middle East

# DolphinX: Business Units



# DolphinX Solutions

Business  
Intelligence Unit  
(BIU)

From

roverreports  
market analysis  
powered by dolphinx

➤ **Business Intelligence Unit**

- Market Research Studies
- Industry & Economic Studies
- Feasibility & Benchmarking Studies
- Credit reports (company intelligence)
- Process Excellence
- Strategy

➤ **Short online market report**

- Market size of product type/ category
- Products and services and their prices
- Domestic sales, export sales, region-wise sales, sector-wise sales, etc.
- Dealer/manufacturer profile
- User sector profile, etc.

# DolphinX Solutions (contd.)



Consumer Unit

supports



u&them  
interactive research panels  
a division of d&g healthcare

## ➤ **Consumer Unit**

- Full Service Consumer Research
- Data collection and field management services
  - Qualitative approach
  - Quantitative approach
- Tabulation and Analytical Services
  - Tools applied: SPSS, Minitab, Eviews, Stata, Excel

## ➤ **Interactive research panel**

- Internally supports Consumer Unit
- Online healthcare panels: physician/ chronic patient/ pharmacist
- Other panels: B2B web panels



# Why Business Intelligence Unit?

## DolphinX's Business Intelligence Unit

- Created to meet the demand for high-quality business intelligence needs of organizations
- Conducts full service research with qualified researchers with 5-20 yrs. of experience, research expertise and understanding of business environment
- Answers different types of business questions related to a variety of sectors
- Apply insights from other visionary thinkers and experts and experiential learning to address variety of business challenges

**DATA:** Field & Desk Research Teams' updates



**INFORMATION:** Analysts' updates



**INSIGHT:** Consultants' updates



# DolphinX BIU Solutions

## Services

- Government & Institutional Advisory Services
- Market Studies
- Strategy & Process Excellence
- Feasibility Studies
- Benchmarking Studies
- Market Indices
- Credit Report (company intelligence)

## Reports

- Rover Reports (online market report)
- Bi-monthly newsletter
- Economic reports and sector scan

# BIU: Service Offerings

## Government & Institutional Advisory

- Conduct economic and industry surveys for agencies for the purposes of economic planning
- Plan development strategies for SME development
- Assists in formulating policies and plans by undertaking studies on existing macro-economic environment (main focus: macro-economy, industry, commercial and financial sectors)

## Market Studies

- Assess feasibility of entering new markets and products and recommends strategies for leveraging on opportunities while mitigating risk
- Estimate demand for various products / services in select markets and assess/ estimate the market potential
- Support services in partner / supplier selection, legal procedures and start-up activities

## Strategy & Process Excellence

- Formulation of corporate strategy, business unit strategies, growth plans as well as in managing the strategic planning process to achieve organizational goals
- Apply tools like PEST, Market segmentation, CSF, SWOT, etc. for corporate/ business/ operational strategic analysis
- Design successful marketing strategies, product offerings, positioning and promotion plans
- Assess key determinants of CPM/ Analyse various processes that impact corp. performance (sales/financial)

## Benchmarking & Financial Research

- Opportunity assessment studies, financial feasibility studies, in-depth company research, concept papers, scope reports, etc.
- Benchmarking companies versus global / industry peers on financial / non-financial parameters
- Benchmark business process or performance metrics against an industry standard/ best practice
- Financial Modeling & Valuation Support – B/S, P&L and Cash Flow projections, BE analysis, Valuation based on DCF, market & transaction multiples, etc.

## BIU: Sectors covered

Services	FMCGs	Construction/ Infrastructure- related	Other Durables
Real Estate	Cosmetics	Steel & Aluminium	Automobile
Financial Services	Food & Beverages	Cement & Concrete	Plastics
Education	Tobacco and related products	Construction Machinery	Packaging Products
Healthcare		Construction Materials	
		Cables	

# Business Intelligence Unit

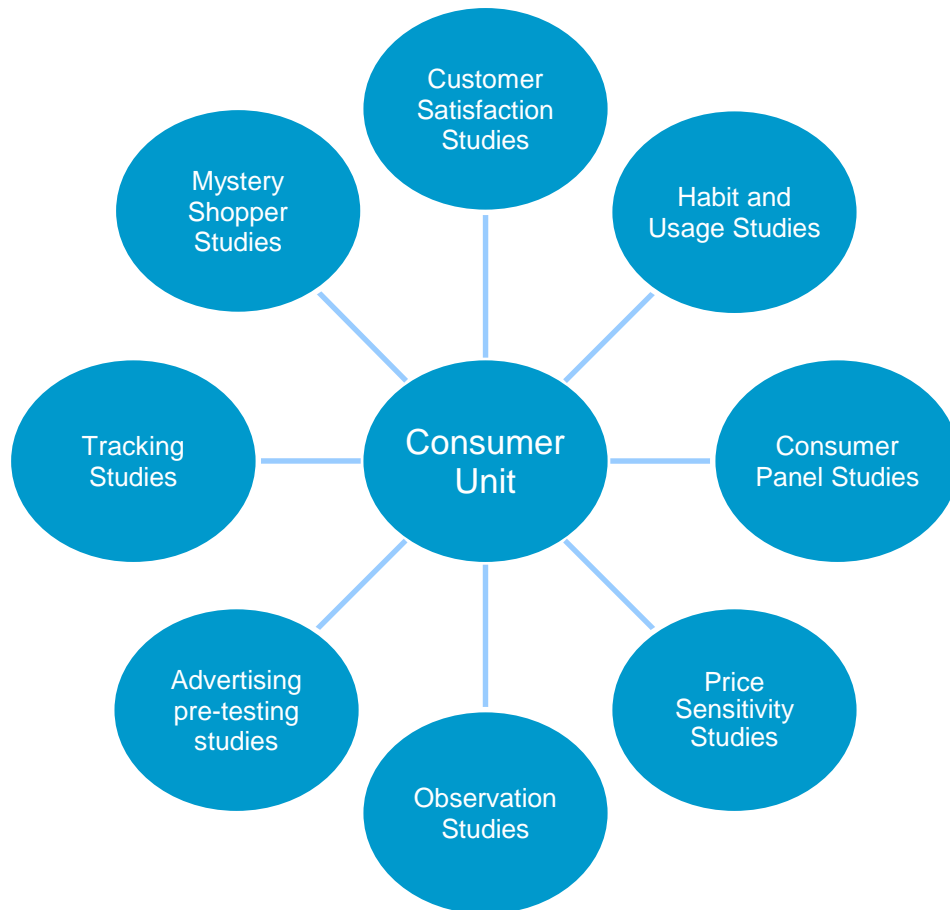
Enhance data into quality information and insights that empower your decision-making



**Decisions that drive profitable relationships**

# Consumer Unit

Various consumer research studies conducted by Consumer Unit



A well-experienced team of interviewers, moderators and data entry operators

To gather an in-depth understanding of consumer behavior; to know the astuteness and ambit of the consumer's attitude, beliefs and perception with respect to concerned product/ service

# Consumer Unit:

## Data Collection Approaches

### Qualitative

- Focus Groups
  - Standard
  - Mini
  - Extended
- Executive Interviews
- One-in-one, dyad, triad interviewing
- In-depth Interviews
- In-hall
  - In-home
  - Workplace
- Online Focus Groups
- Shop Accompaniment
- Ethnographic Approaches

### Quantitative

- CATI
- CAWI
- PAPI
- CLT
- Mystery Shopper
- Online
- Telephone
- Desk Research
- Custom panels



## Consumer Unit (contd.)

Actual quality of the product - based in the roots - fieldwork

- DolfinX's Field Quality Assurance - Steps followed to assure the field quality
  - Match interviewers' profile with respondents' profile
  - Decentralized approach to train interviewers
  - Conduct mock/ pilot interviews to familiarize interviewers with the questionnaire
  - Trained field supervisors to review/ scrutinize all completed questionnaires for legitimacy, accuracy and consistency
  - Back-check a min. of 25-30% of all completed interviews (by independent back-checkers)
  - Cross-check 45-50% of data for authenticity
  - Double punching (few questionnaires) to verify data entry
  - Verification of coding/ re-checking of coded questionnaires
  - Proofing and checking of variables before data processing (20-25% of data)



# Consumer Unit (contd.)

## Consumer Unit in Action – A General Methodology

- Database review & Desk research
- Questionnaire design (if required by client)
- Data analysis specification design (as per requirement of client)
- Pilot survey (qualitative and quantitative)
- Full-fledged field survey
- Logic-check (100%); Back-check (30% - provided sample is >100);  
100% verification – provided sample is <100
- Data-coding, loading, cleaning
- Data analysis (as per requirement of client)
- Report writing & Presentation (as per requirement of client)

# Capabilities & strengths

- DolfinX team has expertise in project management & coordination to ensure successful implementation of project
- DolfinX has successfully executed projects delivering high quality work as per defined timelines

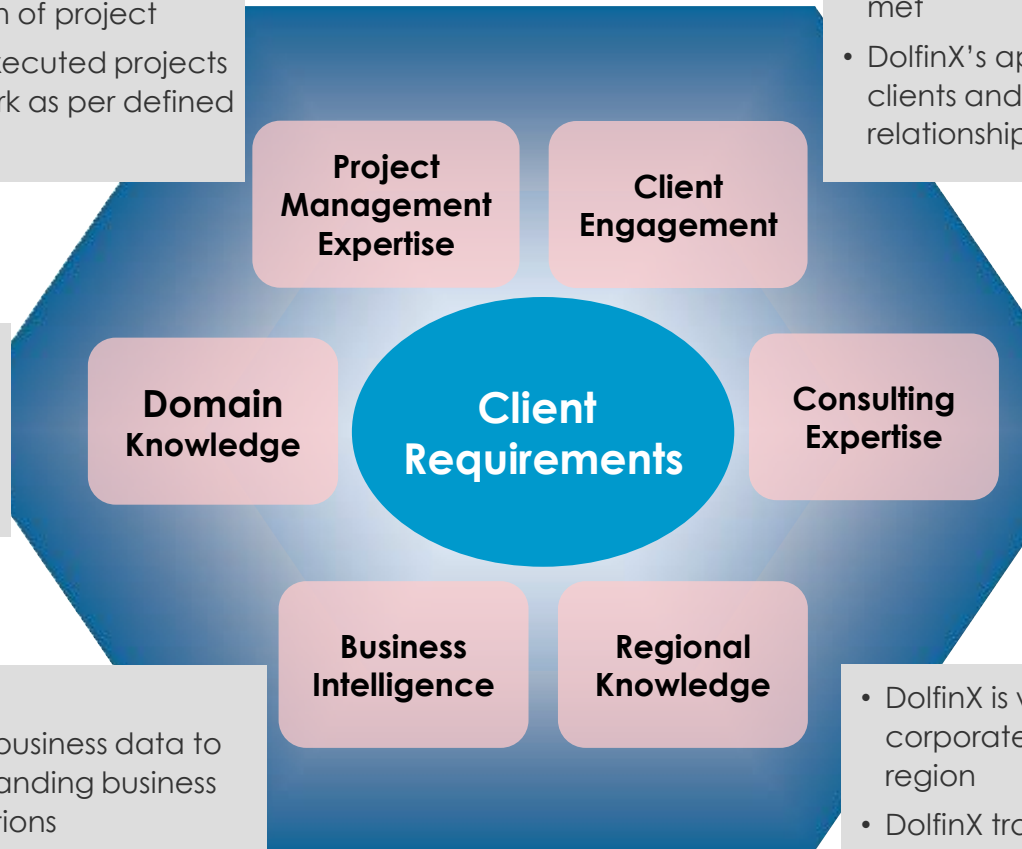
- DolfinX team work closely with clients to ensure that requirements are effectively met
- DolfinX's approach is to focus on key clients and ensure long-term relationships

- DolfinX's research teams combine expertise in data collection and marketing domains

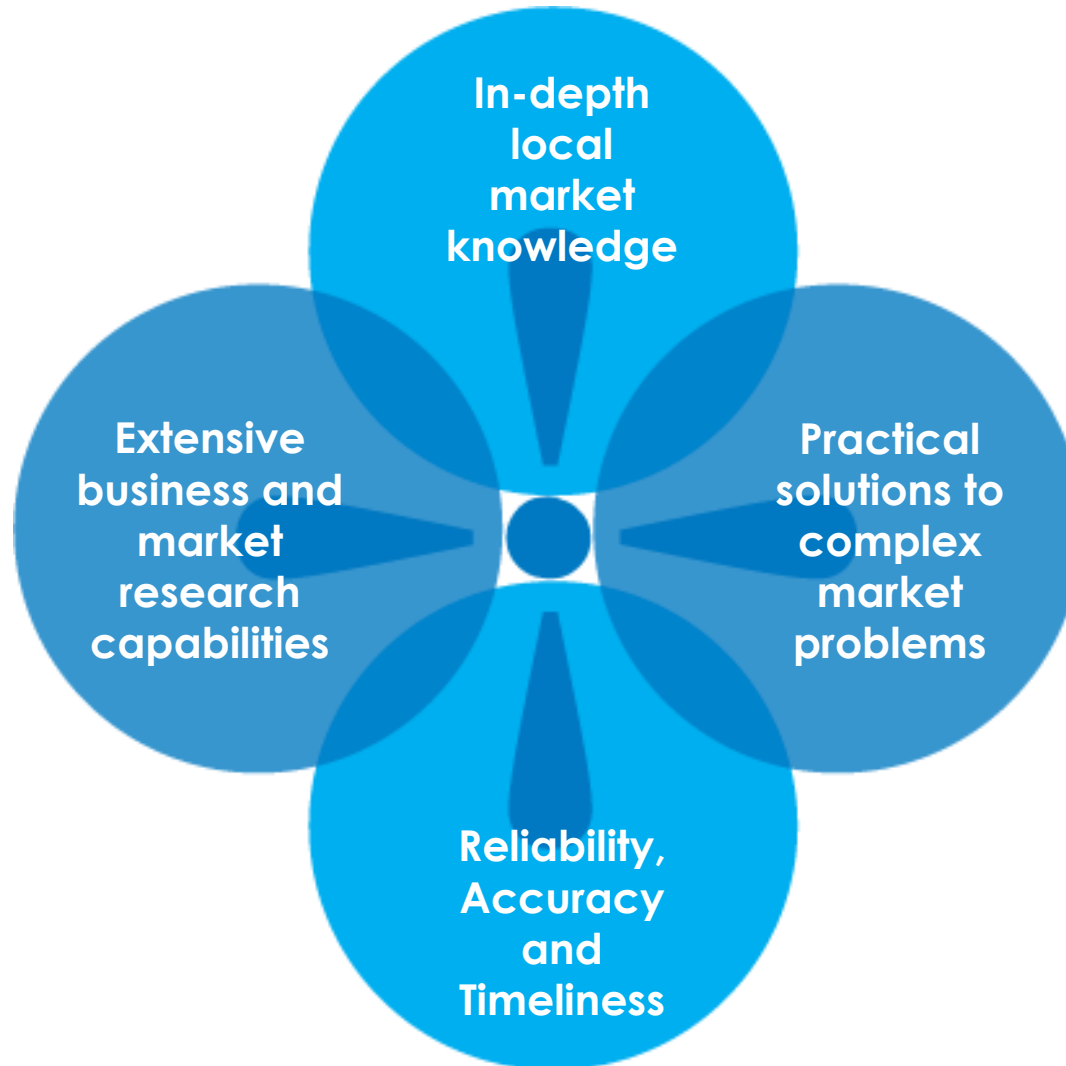
- DolfinX's research and consulting teams have strong experience in the region in different practices across strategy, market studies, process improvement & corporate finance

- DolfinX's team works with business data to create models for understanding business problems and finding solutions

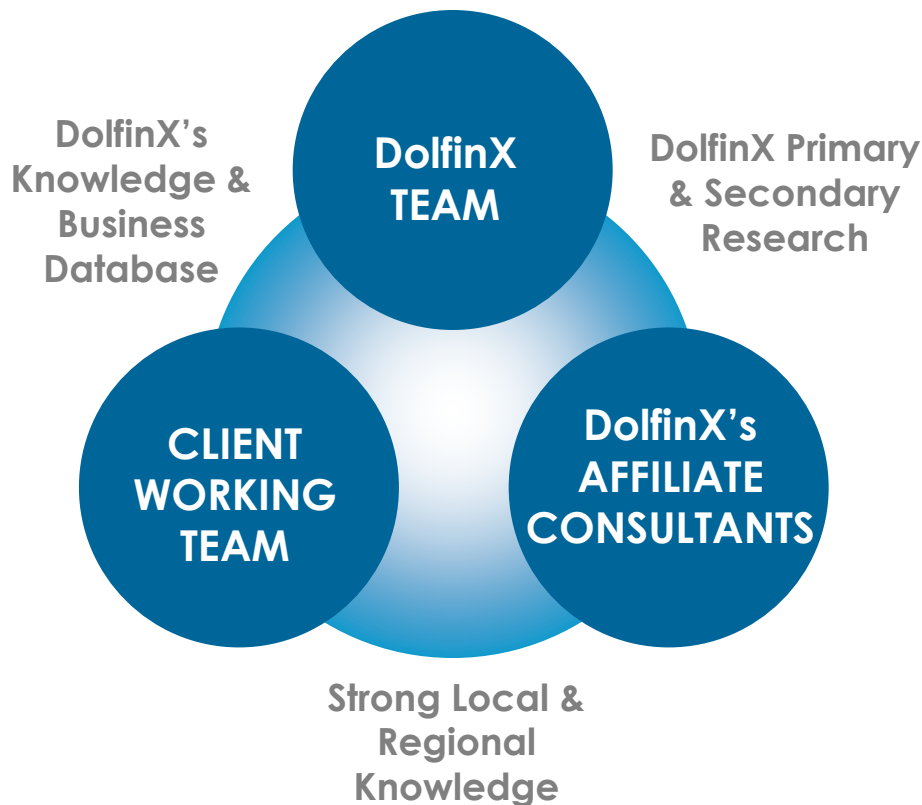
- DolfinX is working with leading corporates and institutions in MENA region
- DolfinX tracks the industries & businesses in Middle East



# Key success factors



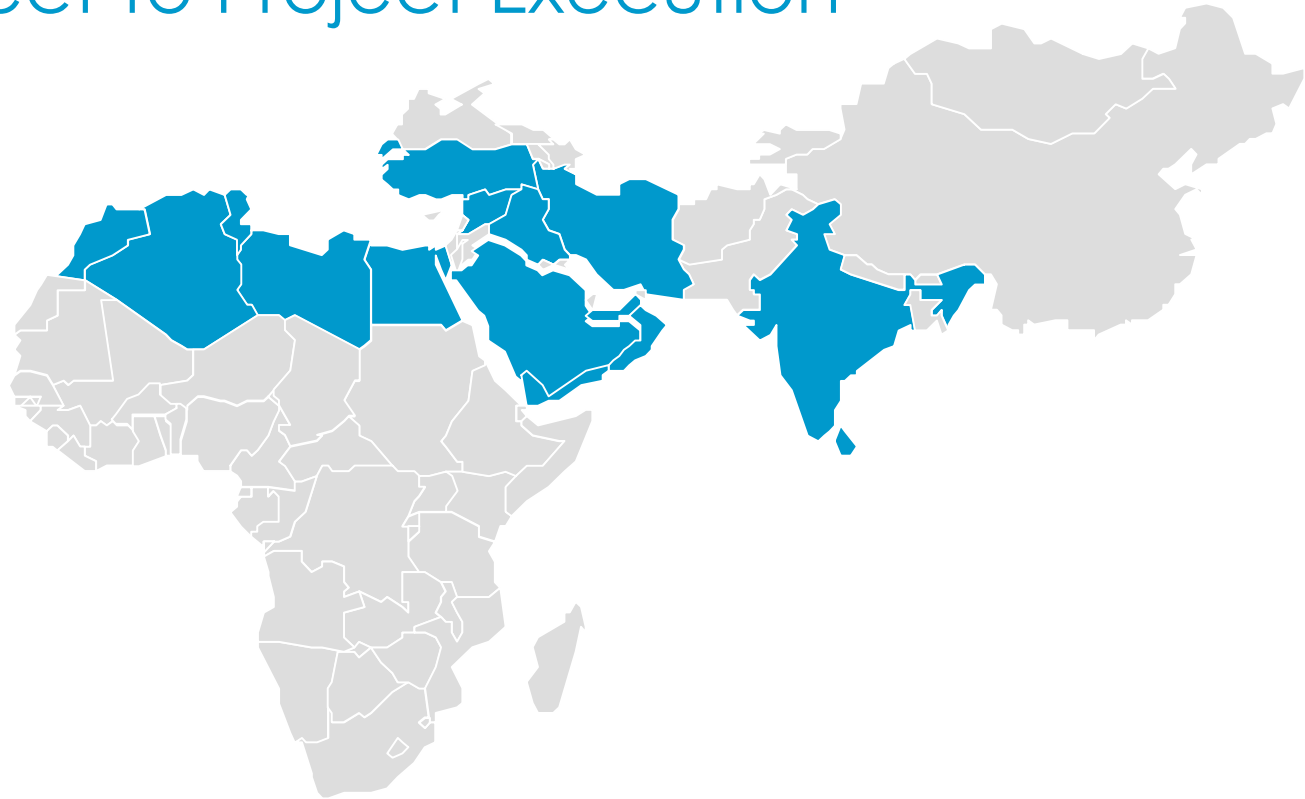
# Project framework



- DolfinX adopts a collaborative model working closely with client team members and DolfinX's affiliate consultants
- DolfinX's consultants are responsible for project management & execution, key analysis & recommendation, etc.
- DolfinX's affiliate consultants are industry experts in their specific field
- We make extensive use of DolfinX's knowledge database coupled with secondary & primary research

# Geographic coverage

## with respect to Project Execution



- We have executed projects in the Middle East, North Africa & South Asia region
- We work through partners in the MENA region – a consortium of research and consulting agencies

# DolphinX: Client Profile

## Government Departments

- Commercial Registries
- Planning/ Economic Departments
- Infrastructure & Utilities
- Other Government Departments

## Service Organizations

- Trading Companies
- Logistics Companies
- Retail Organisations
- Other Service Companies

## Manufacturing Companies

- Heavy Industries
- Oil & Petroleum Processing
- Building & Construction
- Plastics & Chemicals
- Other Manufacturing Companies

## Financial Institutions & Banking

- Banks
- Investment Banks
- Brokerage Houses



# Full Service Market Research (FSMR) Assignments – A Snapshot

LIST OF ASSIGNMENTS		
No.	Product	Countries Covered
1	Agro Products	UAE
2	Real Estate (Residential)	UAE
3	Cosmetics	UAE
4	Mineral Water	UAE
5	Real Estate Project (Commercial)	UAE
6	Aluminum Facades	UAE
7	Facility Management	UAE
8	Fast Food	UAE
9	Tea Café	Oman and UAE
10	TV Shopping	UAE
11	Bitumen	UAE
12	Auto Spares	Oman and UAE
13	Cement	Oman and UAE
14	Tomato Paste, Ketchup, Hot Sauce, Jams,	Oman, UAE, Yemen, Ethiopia
15	Seamless Pipes (API Pipes)	UAE, Oman
16	Power Tools	Oman and UAE
17	Dairy Products	Oman and UAE
18	Evaporated Milk, Cheese Condensed Milk, Butter	Oman, UAE, Yemen, Ethiopia
19	Fresh & Frozen Chicken	Oman, UAE, Yemen, Ethiopia
20	PE Foam	Oman and UAE



**LIST OF ASSIGNMENTS**

No	Product	Countries Covered
21	Adhesive Tapes	Oman and UAE
22	Emery Paper	Oman and UAE
23	EVA Sandals	Oman and UAE
24	Cables	Oman and UAE
25	Auto	Oman and UAE
26	Auto Spare Parts Business for Small Entrepreneurs	Oman
27	Recycled PET	Oman, UAE, Saudi Arabia, Kuwait, Qatar, Bahrain
28	Retail Mall	Dubai, UAE
29	Structural Steel Products	Oman, UAE, Saudi Arabia, Kuwait, Qatar, Bahrain
30	Cigarettes	UAE, Oman, Qatar, Kuwait, Bahrain, Saudi Arabia, Iran, Jordan, Egypt, Turkey, India, Russia, Pakistan.
31	Concrete Block	UAE
32	Geo-textile	UAE, Saudi Arabia, Qatar, Kuwait
33	Aluminum Extruded Profiles	UAE
34	Physiotherapy Centre	UAE
35	Cut & Bend Steel	UAE
36	Hose Pipes	UAE, Saudi Arabia, Egypt, India, Turkey
37	Soft Drink	UAE
38	Wire Mesh	UAE
39	Indonesian Products (furniture, processed food and garment)	UAE
40	Live Stock and Processed Meat	Kuwait, Jordan

# Contact

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**Thank You**