

## **WFH RESEARCH FACT SHEET**

Applicable to Enterprise, Commercial & SMEs.

<b>AREAS OF RESEARCH</b>	<b>DESCRIPTION</b>	<b>CRITERIA FOR PRICING</b>	<b>ANTICIPATED COSTS</b>
MARKET & BRAND AWARENESS SURVEY	Market survey gives predictions about the future sales, future market opportunities, future risks, future market environment, future consumer behavior, etc. It provides all the concerned data, which is necessary to take decisions.	<ul style="list-style-type: none"> <li>● Area of coverage</li> <li>● Sample size</li> <li>● Market scope</li> <li>● No of agents</li> </ul>	(Negotiable)
FEASIBILITY STUDIES	Businesses are most likely to be successful if they are developed by keeping in mind the demand and supply of the target market. Through feasibility studies, organizations can obtain insights about market capabilities to absorb new products and concepts to develop customer-centric products and features.	<ul style="list-style-type: none"> <li>● Area of coverage</li> <li>● Sample size</li> <li>● Market scope</li> <li>● No of agents</li> </ul>	(Negotiable)
PRODUCT PERCEPTION SURVEY	Product & Services survey is implemented with the purpose of improving existing products, analyze customer satisfaction levels along with gathering data about their perception of the market and build a	<ul style="list-style-type: none"> <li>● Area of coverage</li> <li>● Sample size</li> <li>● Market scope</li> <li>● No of agents</li> </ul>	(Negotiable)

	buyer persona using information from existing clientele database.		
GROWTH & OBSTACLES SURVEY	One of the most efficient tools of organizational survey is conduct of internal quality audit to re-examine organization's processes, management structure, job functions, documentation etc which will lead to internal standard practice and subsequently ISO certification. It examines the growth and challenges of an organization.	<ul style="list-style-type: none"> <li>● Area of coverage</li> <li>● Sample size</li> <li>● Market scope</li> <li>● No of agents</li> </ul>	(Negotiable)
COMPETITORS ANALYSIS	Healthy competition is always good for an organization's progress. Competitor analysis will produce results about how the target market weighs an organization's products and services in comparison to the others in the market.	<ul style="list-style-type: none"> <li>● Area of coverage</li> <li>● Sample size</li> <li>● Market scope</li> <li>● No of agents</li> </ul>	(Negotiable)
STAFF CLIMATE SURVEY	To maintain organizational productivity, staff performance must be evaluated as often as possible. Regular staff performance analysis and evaluation brings out this fact and keeps them motivated to continue contributing towards the	<ul style="list-style-type: none"> <li>● Area of coverage</li> <li>● Sample size</li> <li>● Market scope</li> <li>● No of agents</li> </ul>	(Negotiable)

	growth of their organization.		
CLIENT ANALYSIS	All marketing activities revolve around customer satisfaction and retention. Every small and large organizations require regular customer satisfaction analysis to gather feedback from their target market. It is therefore important to obtain critical information about customers and from customers, analyze customer feedback to measure customer experience, satisfaction, expectations, retention process etc.	<ul style="list-style-type: none"> <li>● Area of coverage</li> <li>● Sample size</li> <li>● Market scope</li> <li>● No of agents</li> </ul>	N500,000 (Negotiable)