

# Market Advantage –

Middle East & Africa  
Marketing Research and  
Consultancies



# Who We Are



- ▶ Field & Tab market research specialized market company.  
Experts in both qualitative and quantitative research
- ▶ fieldwork.  
Specialize in multiple industries, including consumer,
- ▶ healthcare, B2B and automotive.  
Help clients gain valuable insights to make informed
- ▶ business decisions.



A woman with short brown hair, wearing a light-colored top, is standing and drawing on a whiteboard with a blue marker. She is looking towards the whiteboard. In the background, a man with a beard and glasses is sitting at a table, looking towards the whiteboard. The scene is set in a meeting room with other people visible in the background. The image has a teal overlay.

# Why Market Advantage Vision?

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# About Market Advantage

01

Market Advantage a well-established Field & Tab market research agency based in Dubai – UAE founded by Mahmoud Shaban with 25+ years of Experience with operations in both developed and emerging markets in the Gulf region, Middle East and Africa.

02

Market Advantage is one of the leading providers of research services, analysis, consulting utilizing advanced practices to accommodate clients' requirements and objectives using range of quantitative and qualitative methodologies.

03

Market Advantage research professionals present our clients with state-of-the-art solutions across different sectors. Our well-trained Field of bi-lingual teams with more than 19 years of operations experience in the Arab World offer clients with extensive knowledge and expertise in local markets.

# Consumer Research Strength– Middle East & Africa

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**01**

More **420**  
**Interviewers/Field**  
member bi-lingual  
located in **over 25**  
**countries worldwide.**

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**02**

Providing global,  
regional and local  
expertise on **health care**  
**and industry trends in**  
**over 25 countries**

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**03**

**40+ of Client in MENA &**  
**North Africa**

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**04**

Significant primary  
demand-side research of  
more than **350,000 +**  
**user interviews & 1,500**  
**+ projects since 2010.**

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# Field Process

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01



Selecting a sample

02



Defining objectives and  
research questions

03



Developing a  
questionnaire

04



Conducting  
fieldwork

05

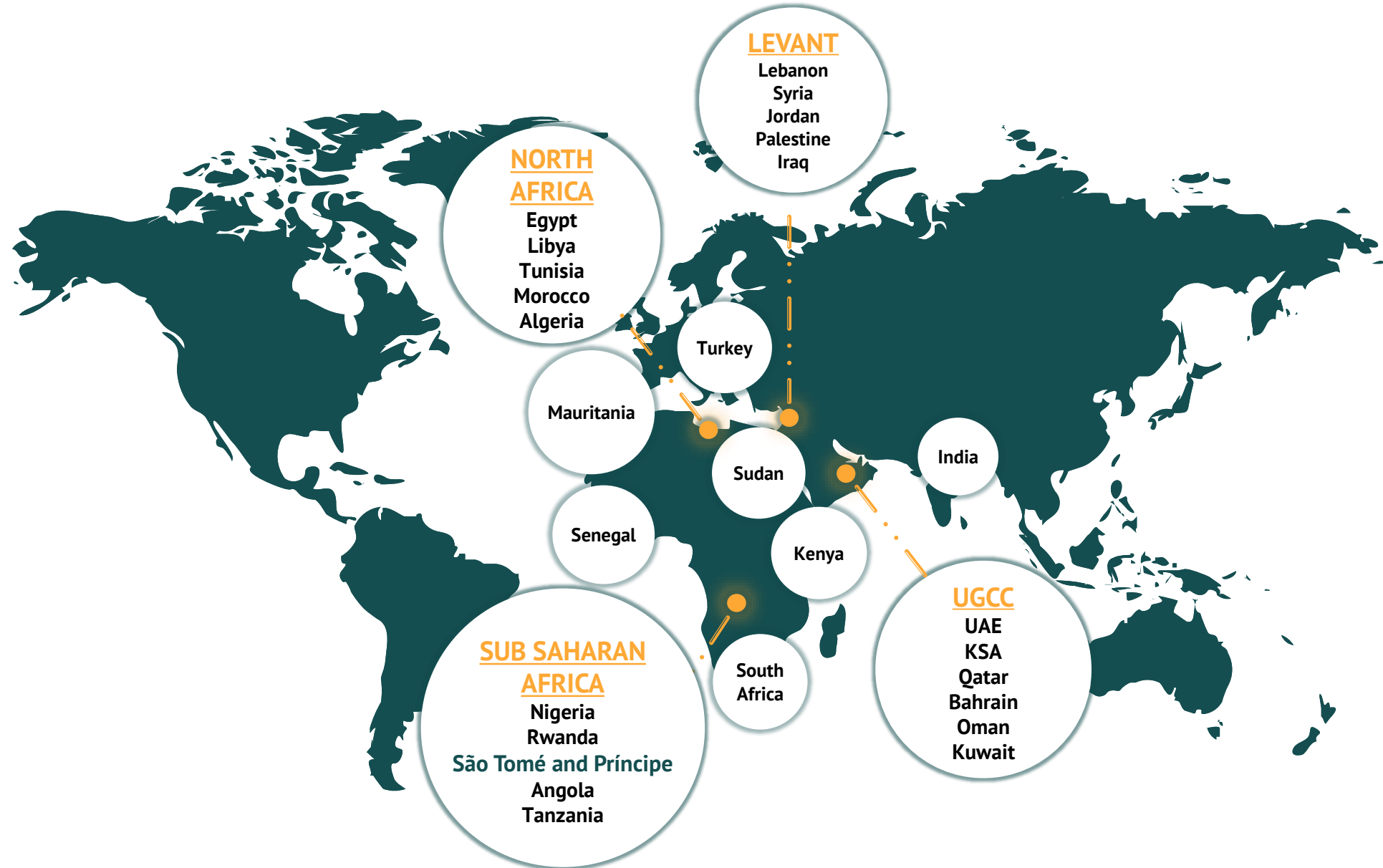


Processing and  
analyzing data



# MA Footprint in Middle East, Turkey and Africa region

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# Our Services



## Quantitative Research

We are Expertise in:

- ▶ Advertising research
- ▶ Product testing
- ▶ Brand research
- ▶ Exit interview
- ▶ Customer satisfaction
- ▶ Mystery Shopper
- ▶ Concept testing
- ▶ Motivational research
- ▶ Banking & Other FMCG
- ▶ central location test (CLT)

## Our Methodology

- ▶ PAPI
- ▶ CAPI
- ▶ CATI
- ▶ Online / CAWI
- ▶ Telephonic





# Qualitative Research

We are Expertise in:

- ▶ Focus groups
- ▶ In-depth interviews
- ▶ Recruiting
- ▶ Consumer shopping accompaniment
- ▶ Home visit
- ▶ Simultaneous translation
- ▶ Transcript & Content Analyses

# Our Methodology

- ▶ Online / Offline FGD / MGD
- ▶ F2F Home Visit & Shopping along
- ▶ IDI / Paired depth interview
- ▶ Online community



# Select References - Clients



**Sadia**

بنك أبوظبي التجاري  
**ADCB**

  
BRITISH AMERICAN  
TOBACCO

**reckitt**®



  
**Sunwhite**™

 standard  
chartered

 **SUZUKI**



 **MAERSK**

شرطة أبوظبي  
ABU DHABI POLICE



**LV**  
LOUIS VUITTON

**SHG**

 **IQVIA**™

  
SINCE 1913  
**NAKHLA**  
MOLASSES TOBACCO

 السعودية  
**SAUDIA**



نيوم  
NEOM

**KANTAR**



**GUERLAIN**  
PARIS



# Get in touch. We'd love to hear from you

Our team of experts is standing by and ready to help you find the right solution for your business's needs.



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