

**CANDINO**  
WEST AFRICA LTD.

◆ **THINKING IMPROVEMENT**

◆ **THINK OF MARKET RESEARCH**

◆ **THINK CANDINO GLOBAL**

*... Your Local - Global Research Partner*

# Company Summary

## A Dependable Market Insight

Candino is full-service market research company specializing in Quantitative and Qualitative with diverse methodologies and expert in data collection. We work throughout Sub Saharan Africa markets and other global emerging markets.

We cover the broadest spectrum of markets and technologies to provide you with the ability to look outside the box and discover new and innovative ideas by using our Step-by-Step market research guidelines to get started by Identifying, researching, developing opportunities, growth models, and strategies that enables you to accelerate the growth of your business.

Our core research experience include:

- Marketing Research
- Social Research
- Media Research
- Advertising Research
- Opinion Research

# Mission, Vision & Values

## Mission

- Our mission is to provide our clients with reliable data and dependable insights to accelerate growth.
- We value long-term relationships with our clients. Therefore, we invest in a strategic understanding of each client's business, so as to exceed our clients' expectations and anticipate their changing needs.

## Vision

- To exceed our clients' expectations and anticipate their changing needs.
- To form a lasting relationships with our clients.
- To put in place state-of-the-heart research facilities in enhancing our services.

## Values

- Professionalism: We strive to develop professionally each member team on a continuous basis and operate strictly in line with rules and standards of WINGIA, ESOMAR and International Code of Marketing and Social Research practices.
- Commitment: Research is our passion and we are always committed doing what we understand most how to do.
- Integrity: We stay focus to the requirements of our clients and avoid conflicts of interest.

# Why Us

- Access to industry trained registered interviewers.
- Only Research Directors (10 years+ experience) from start to finish.
- Ability to select and tailor research methods to the requirements of the study.
- Insightful and value-added research.
- Extensive knowledge of information sources and established industry contacts.
- Flexible charges to suit your requirements.
- Competitive costs due to low overheads.
- Friendly and enjoyable services.
- Professional member of WIN-GIA & ESOMAR.

# Research Solutions



# Research Strategy

We embark on different strategies depending on client's needs and tailor their briefs with our experience in realizing the same objectives.

- **Customer Experience**
- **Product Experience**
- **Employee Experience**
- **Brand Experience**
- **Public Opinion Experience**

We are flexible in the way we work. For your market research, you might require a full-service approach or require a resource for a particular aspect of your market research project. Whichever, we will be happy to tailor our services accordingly.

We look forward to working in partnership with our client to sustain Continuous Professional Development (CPD).

# Data Collection Methods

Our data collection services are conducted via the following methodologies;

## Quantitative Research:

Offline Surveys

Online Surveys

Online-Face2Face Surveys

CATI, Web-CATI Surveys

CAPI, CAWI Surveys

## Qualitative Research:

In-depth Interviews

Focus Groups

Ethnographic Interviews

Immersion Interviews

Online Bulletin Board

We deliver ethically and to standard.

# Industry Verticals

Our expertise covers diverse and emerging business industries by using customer experience in solving brands' challenges. We carry out research with both consumers and businesses in several industry sectors. We are experienced in a range of business industries and not limited to the following;

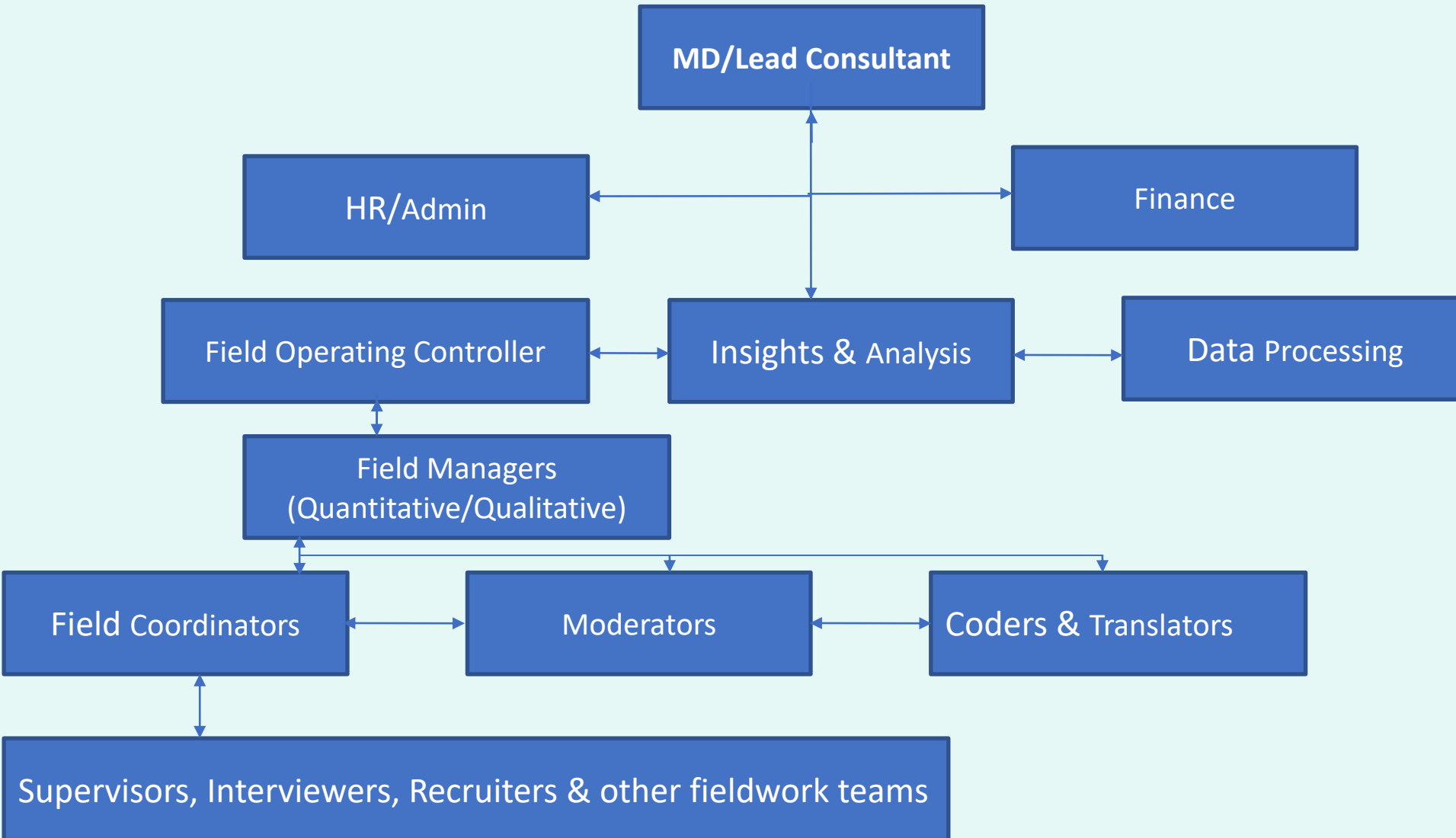
<b>FMCG</b>	<b>Pharmaceuticals</b>	<b>ICT &amp; Computer Services</b>	<b>Financial / Banking / Insurance Services</b>
<b>Health/Medical care</b>	<b>Telecommunication</b>	<b>Food and Staples Retailing</b>	<b>Tobacco</b>
<b>Agriculture &amp; Commercial Farming</b>	<b>Equipment and Services</b>	<b>Brewery and Carbonated Soft Drinks</b>	<b>Building, Construction and Engineering</b>
<b>Oil and Gas</b>	<b>Electrical &amp; Electronics</b>	<b>Religious and Ethnicity</b>	<b>Government &amp; Politics</b>
<b>Automobile</b>	<b>Energy &amp; Power</b>	<b>Utilities</b>	<b>Emerging industries</b>



# Company Composition and Market Coverage

<b>Management Profile</b>	<p>Over a decade Market Research experience and consistent professional supports to client services.</p> <p>Permanent: 4</p> <p>Semi-permanent: 5</p> <p>Freelance Staff: Over 5,000 across our network coverage</p>
<b>Executive Team</b>	<p>Mr. Gabriel Akindutire - MD, Operations &amp; Client Services. MBA, Entrepreneurship in Emerging Economies (Harvard University), Data Analysis (Microsoft Corporation), Project Management, and Marketing Analytics.</p> <p>Prof. Kayode Ojo – Associate Professor (Planning and Geography). Head of Qualitative Research.</p> <p>Mrs. Faith Akindutire - PGD (Business Adm. &amp; Mgt.). Field Operating Controller (FOC).</p> <p>Mr. Clement Iriaremena – Bsc (Computer Science). Data Lead.</p>
<b>Market Coverage</b>	<p>Sub-Saharan African Markets:</p> <ul style="list-style-type: none"><li>-West Africa</li><li>-East Africa</li><li>-North Africa</li><li>-Southern Africa</li></ul> <p>and maintain field partner presence in: –APAC –MENA –EUROPE –AMERICAS.</p>

# Organization Chart



# Serviced Brands



# Our Stakeholders



# Testimonial



“Excellent! Many fielding details were sent throughout the project for changes to our on-site interviews. They were accommodating to the changes and were able to get our team what they needed.”

**Jaclyn O’Brien**  
**Project Manager, Fieldwork Network**  
**International.**

# Contact Us

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# Thank You

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