



MARKET RESEARCH

WHY ARE BRANDS UNABLE TO
ACHIEVE THE REQUIRED VALUE FROM
MARKET RESEARCH INITIATIVES?

Muhimma Digital Platform Co.



WHY DOESN'T MARKET RESEARCH DELIVER THE **REQUIRED VALUE?**

Research executives rely on agencies to provide crucial insights to business functions. On the other hand, most research companies struggle to help customers overcome these challenges. Here is why:

CHALLENGES FACED BY MARKET RESEARCH **BUYERS**

Despite their best efforts, research executives fall short of providing crucial insights to business functions because of the following reasons:

1 DATA QUALITY



They cannot verify survey responders' identities and authenticate their responses.

2 COST



With research budget reduced, supporting multiple initiatives gets difficult.

3 SPEED OF EXECUTION



Typical survey projects take long, making it difficult to assist the business with the required insights.

4 BUSINESS INSIGHTS



Interpreting research for business decisions is tough with agencies staffed only by researchers.

DILEMMA FACING MARKET RESEARCH **SUPPLIERS**

Most research companies struggle to help customers overcome these challenges due to the following key reasons:

1 IDENTITY VERIFICATION



They depend on online panels with no means to verify their identity.

2 RESPONSE VALIDATION



They don't have means to validate responses against respondent personalities.

3 ANALYTICAL EXPERTISE



They have limited skills in advanced data analytics and presentation tools.

4 CONTEXTUAL ANALYSIS



They don't have business domain experts to contextualize survey results.

THIS IS WHERE WE COME IN...

MUHIMMA SOLUTION

To help brands and retailers derive real value from their research initiatives, Muhimma's research model rests on 3 pillars.

TECHNOLOGY

Our purpose-built platform collects research data and uses AI, ML and analytics tools to infer business insights.

COMMUNITY OF REAL CONSUMERS

Our 2 million community members participate in surveys, focus groups, IDIs and store-related tasks.

TEAM OF EXPERTS

Marketing, product development and data analytics experts support our research team to provide a business context.

TYPES OF MARKET RESEARCH WE DO



CONSUMER INSIGHTS

- Usage & Attitudes
- Lifestyle & Aspirations
- Brand Health Tracker
- Behavioral Tracking
- Satisfaction & NPS Studies



MARKET UNDERSTANDING

- Segmentation
- Market Mapping
- Competitive Analysis



BRAND & MARKETING STRATEGY

- Brand Positioning Studies
- Brand Equity Research
- Concept Testing
- Message Testing
- Channel Effectiveness



RETAIL & SHOPPING BEHAVIOR

- Mystery Shopping
- Retail Audit
- Path to Purchase Studies
- Shopping Experience Enhancement



PRODUCT DEVELOPMENT

- New Product Development
- Product Optimization
- Feature Testing
- Packaging Research



STRATEGIC INITIATIVES

- Location Feasibility
- Dip-Stick Studies
- In-Depth Interviews
- Focus Groups



COMMUNICATION & MEDIA

- Advertising Effectiveness
- Media Consumption Habits
- Content Engagement Analysis
- Public Relations Impact



DIGITAL & TECHNOLOGY INTEGRATION

- Digital User Experience Studies
- eCommerce Analysis
- Technology Adoption Research

OUR VALUED CUSTOMERS

التوكيلات ALTAWKILAT	 مزارع أسترا ASTRA FARMS	 alkhafeef Freshly Oven Baked	 Baker's Choice خبز تفوق	 Barakat	 BURGERIZER BURGERIZER	 CARSWITCH	 CHANGAN	 دباب Dabab Fruit Center	 ETHAN ALLEN	 DUBI CARS
 Gandour	 الفرنج الذهبي Golden Chicken	 HOUSE Pops	 KITCO ESTD. 1982	 كودو KUDU	 INFINITI	 LACTALIS	 Lomar	 MHP	 الإلكترونية الحديثة modern electronics	 شركة المثلثان الحديثة MODERN HILLS COMPANY
 nadec	 نايس	 nutella	 الزئيم Othaim	 بنده Panda	 Panasonic	 Qualiko	 قطر	 service market	 شاورمر shawarmer	 شاورمر
 SONY	 مجموعة السنبلة SUNBLAH GROUP	 sun top	 تمكين tamimi markets	 أسواق التميمي tamimi markets	 TOMTOM	 telp	 THE POINTE	 UNBOX	 الأغذية المتحدة United Foods	 VELO

Muhimma Digital Platform Co.

Every day, we collect data from multiple sources, analyze it, and present insights in an easy-to-understand business context so that you can grow your customers, fight competition, launch new products, price them right, market them effectively, and identify growth opportunities.



www.muhimmaapp.com