



**MARKET RESEARCH
SERVICES**

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ABOUT US



Who are we?



Our Vision

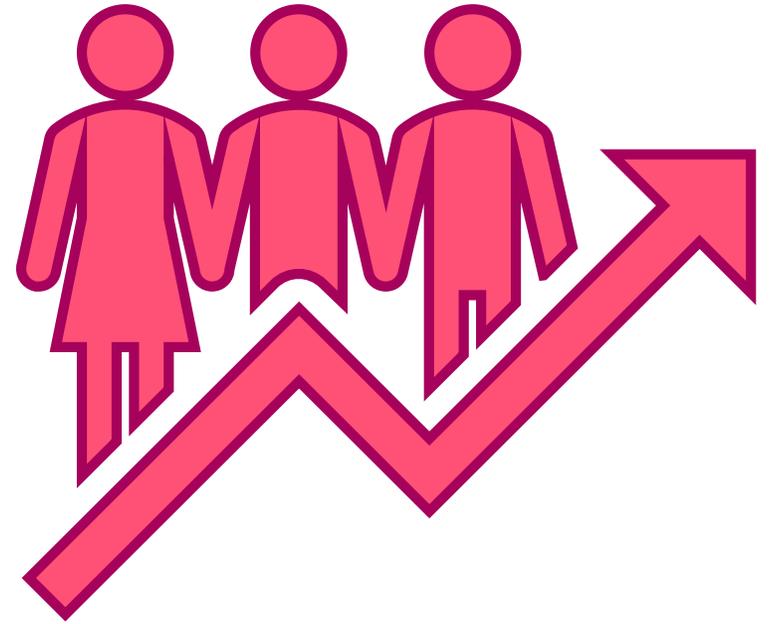


Our Mission

WHO ARE WE?

We are **the first market research agency** that **serves startups and SMEs**. The passion that drew us to this step was the market gap existing in this segment while earning research industry expertise , either due to their lack of affordability or due to their very special nature. In addition, this segment has lack of awareness of how market research can enlighten their path.

All of this has urged Unica to partner with key incubators and field agencies, management consultancies & marketing agencies locally, regionally, and globally offering the best combination of research practices in the industry, trainings and consultations that can enlighten startups' & SMEs' path





VISION

We aim to be the
**main market
research
consultancy** that
serves **startups
& SMEs globally**

MISSION

1

Enlightening
Entrepreneurs', Startups
& SMEs' path globally

2

Partnering with
incubators, accelerators
as well as **management**
consultancies &
marketing agencies that
serve startups & SMEs
globally

EXPERIENCE

1. Key Achievements

- Market Research Consultant & Trainer for Egypt's & GCC's Key Incubators, VCs, Marketing Agencies, Management Consultancies, Financial Advisories, Training Academies & Entrepreneurship Events supporting startups & SMEs.
- Market Research Provider for EBRD' SMEs.
- Judging in Nuah Semi-Finals Competition, E-youth & EBI Entrepreneurship Cycle Competition & Xproject Pitching Event
- Community Sponsor for Qualiphi summit

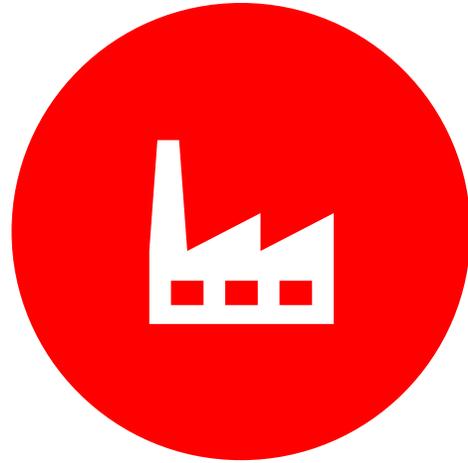
2. Coverage

- Across the Middle East, the US, the EU & Asia-Pacific

3. Articles and Papers

- "Expected Impact of Covid19 on Consumer Behavior & Businesses"
Published by Idea space & BUE Business Incubator

CLIENT EXAMPLES



INDUSTRIES



CLIENT SAMPLES

INDUSTRIES

Fast Moving
Consumer
Goods (FMCG)

Financial Services

Information &
Communication
Technology (ICT)

Real Estate &
Hospitality

Social Research

Education

Strategies &
Policy Making

Health & Safety,
Quality & Food
Safety Services

Furniture

E-Commerce

Medical

Agriculture

CLIENTS & PARTNERS SAMPLE



CATEGORIES OF SERVICES OFFERED



Direct Market Research Service
Provision



Sessions & Workshops

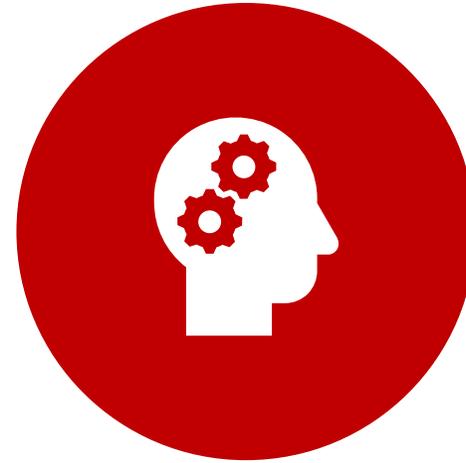


1:1 Consultancy

DIRECT MARKET RESEARCH SERVICE



CATEGORIES OFFERED



EXPERIENCE

CATEGORIES OF DIRECT MARKET RESEARCH SERVICE OFFERED

MARKET ASSESSMENT

- **Context/ PESTEL Analysis**

- Effect of Political, Economic, Environmental, Technological, Social Demographic & Legal Fluctuations on the market.

- **Market Analysis**

- Market Size Determination
- Is the Industry growing or declining?

- **Competitive Analysis**

- Market Players
- Market Shares
- Competitors' Offerings & Pricing

- **Consumer/Customer Analysis/Needs Assessment**

- Awareness, Perception & Usage of Market Players
- What are the most important factors for the target market when selecting a product/service?
- Unmet Needs & Expectations
- Satisfaction Areas from the current supply vs. those unmet needs and expectations

- **Value Chain Analysis:**

- Identify the different types of trade channels; which one is the main one
- Identify the drivers of traders for buying

- **Company Analysis (SWOT Analysis)**

CATEGORIES OF DIRECT MARKET RESEARCH SERVICE OFFERED

Brand Health Study

- Tracking of:
 - **Brand Equity score**
 - **Marketing programs quality/Post Campaign Evaluation**
 - **Share of markets**
- Comprehensive analysis of **brand value, positioning, market drivers, gaps & opportunity**

Marketing Communication Strategy

- Identifying the **optimum messages** to **communicate** with by:
 - Evaluating the **perception/ view** of the target market
 - **Pre-Campaign Evaluation Assessment**
- Identifying the **key communication channels** for reaching the target market

Concept Validation Test

- Evaluation of the **target market acceptance** regarding various **expected services/products (While they're still in the concept phase, i.e., not a product yet) before being offered**
- Providing the **optimum pricing scenario** for the services/products expected to be offered.

Customer Satisfaction

- **Evaluate** customers **touch points**, through professional evaluation system for:
 - Offered Product/Service Quality
 - Customer Service & Logistics
- Utilize the data gathered to **identify gaps** to provide the optimum customer experience

CATEGORIES OF DIRECT MARKET RESEARCH SERVICE OFFERED

Taste Test

- Evaluation of the **target market acceptance** regarding **products' new taste before being launched**
- Providing the **optimum pricing scenario** for the products' new taste expected to be offered.

Package Test

- Evaluation of the **target market acceptance** regarding **products' package before being launched**
 - Evaluating the **perception/view** of the target market
 - Identifying its impact on **brand value & positioning**

Product Test

- Evaluation of the **target market acceptance** regarding various **services/products before being offered**
- Providing the **optimum pricing scenario** for the services/products expected to be offered.

Mystery Shopping

- **Evaluate** customers **touch points**, through professional evaluation system **compared to the supposed system** for:
 - Offered Product/Service Quality
 - Customer Service & Logistics
 - Utilize the data gathered to **identify gaps** to provide the optimum customer experience/system

MARKET RESEARCH EXAMPLES

Economic & Financial
Evaluation for Resort
Investment at Half Moon
Bay in KSA

Market Study on
Contactless Dining Apps in
the US, GCC, EU & Egypt

Behavioral Determinants of
Stakeholders' Attitude on
the Willingness to Pay Value
of the Cultural Heritage for
Architectural Buildings.

Market Study on E-
commerce Business in the
UAE

Market Study on Health &
Safety, Quality & Food
Safety Services
(Consultation, Training,
Outsourcing, Field
Inspections) in Egypt

Marketing Communication
Strategy for BC Furniture
Category in Egypt

Brand Health Study for a
Thermos Brand in KSA

Market Study for Real Estate
Resort in Sedi Heneish in
Egypt

Market Study for Hotel
Development Services
Market in Egypt

Market Study & Product
Test for an I-note Product in
Egypt

Market Study Healthy &
Organic Supermarkets in
Egypt

U&A, Product Test &
Marketing Communication
Strategy for a Fintech Card
Payment product in Egypt
on Micro & Small
Businesses

U&A, Product Test &
Marketing Communication
Strategy for a Fintech Wallet
in Egypt on Micro & Small
Businesses

U&A, Product Test &
Marketing Communication
Strategy for a Fintech Wallet
in Egypt on End-Consumers

U&A, Product Test &
Marketing Communication
Strategy for a Fintech Wallet
in Egypt on freelancers &
Social Media Sellers

U&A, Product Test &
Marketing Communication
Strategy for a Fintech Wallet
in Egypt on Students

Brand Health Study for a
Hospital in Egypt

Brand Health Study for a
Food Mobile Application in
Egypt

Competitive Analysis for
Application/Marketplace for
Photographers in the Arab
Region

Market Study on
Professional Development
Services Market (B2B &
B2C)

SESSIONS & WORKSHOPS

- Categories offered
- Experience



CATEGORIES OF SESSIONS & WORKSHOPS OFFERED

Session/Workshop Content:

- What's meant by the study?
- When do businesses need it?
- How can it benefit businesses?
- How to conduct this study?
- Case Studies



SESSIONS & WORKSHOPS EXPERIENCE EXAMPLES



<p>"How can Market Research Support Startups? Snapshot on Market Assessment & Concept Test Studies"</p> <p>"How can Market Research Support Startups? Snapshot on Brand Health Study"</p>	<p>Riseup Summit Event Startup Land Summit Techne Summit Egypt Entrepreneurship Summit Startup Grind</p>
<p>Market Research Career Advising Session</p>	<p>Qualiphi Summit</p>
<p>"Market Size Estimation Tools"</p>	<p>Rally Competition- Arab Academy Entrepreneurship Center</p>
<p>"How can Market Research support Startups?"</p> <p>"Introduction to Market Research- Market Assessment Study- Brand Health Study- Concept Test- Package Test- Product Test- Needs Assessment- Market Size Estimation- Qualitative Module- Quantitative Module- SWOT Analysis"</p>	<ul style="list-style-type: none"> ● Itqan Academy ● BUE Business Incubator ● Ideaspace ● EBNI Incubator ● Etisal NGO ● Gen Egypt ● The Collective Hub ● Masar Masr Online Platform ● Om Habiba Foundation ● Zedny ● Etisal Assiut ● E youth ● Nubiavest ● YouthWaveMENA ● Success Hunters ● Mint EG Bank
	<ul style="list-style-type: none"> ● Hult Prize Foundation ● Xproject ● Galaxy & Tankeen Academies ● Fekretak Sherketak ● Talk Startup Community

1:1 CONSULTANCY

**1 : 1
CONSULTANCY
EXPERIENCE
EXAMPLES**



ABOUT THE FOUNDER

ABOUT THE FOUNDER

- Key Experiences
- Clients
- Projects Sample



Key Achievements

Head of Exploration at UNDP Accelerator Lab

7 Years of Experience Across the US, the EU, Middle East & Africa

Had the honor of co-working on updating Egypt's 2030 Sustainable Development Strategy.

Developed Exports strategy that aims at making Egypt a top exporter in Tomato Concentrate Industry

Double MA in Law and Economics from Hamburg and Cairo Universities and BS in Economics and Statistics from Cairo University - English Section

Articles & Papers

SDGS Good Implementation Practices: MSMEDA Microfinance Projects & Rowad 2030

The Effect of Banks Competition on SMEs in Egypt: Empirical Evidence

The Effect of Competition on Economic Growth in Egypt

Presentations & Awards

The Egyptian Case Study of Constitution-Making; with Best Egyptian Presenter Award from a Tunisian Seminar in Souse

The Institutional Framework of Refugees in Egypt; with Letter of Appreciation from Hamburg University

EXPERIENCE

CLIENTS & PARTNERS SAMPLE



PROJECTS SAMPLE



PROJECTS SAMPLE

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- Market Study for HR Service Providers for Blue/Grey collar in Egypt
 - Market Research Study on Schools & Universities in Egypt
 - Innovation Test Study for Potato Chips in Jordan, KSA & Egypt
 - Mystery Shopping Market Research Study for Cheese Industry in Cairo, Alex, Elminya & Tanta
 - Economic Feasibility Study for 8 Intersections Project in Dar Es Salam, Tanzania, using HDM4 software

PROJECTS SAMPLE



**GET IN
CONTACT**

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THANKYOU

THANKS FOR YOUR TIME WE LOOK FORWARD TO HEARING
FROM YOU

