



HIGHEST QUALITY STANDARDS

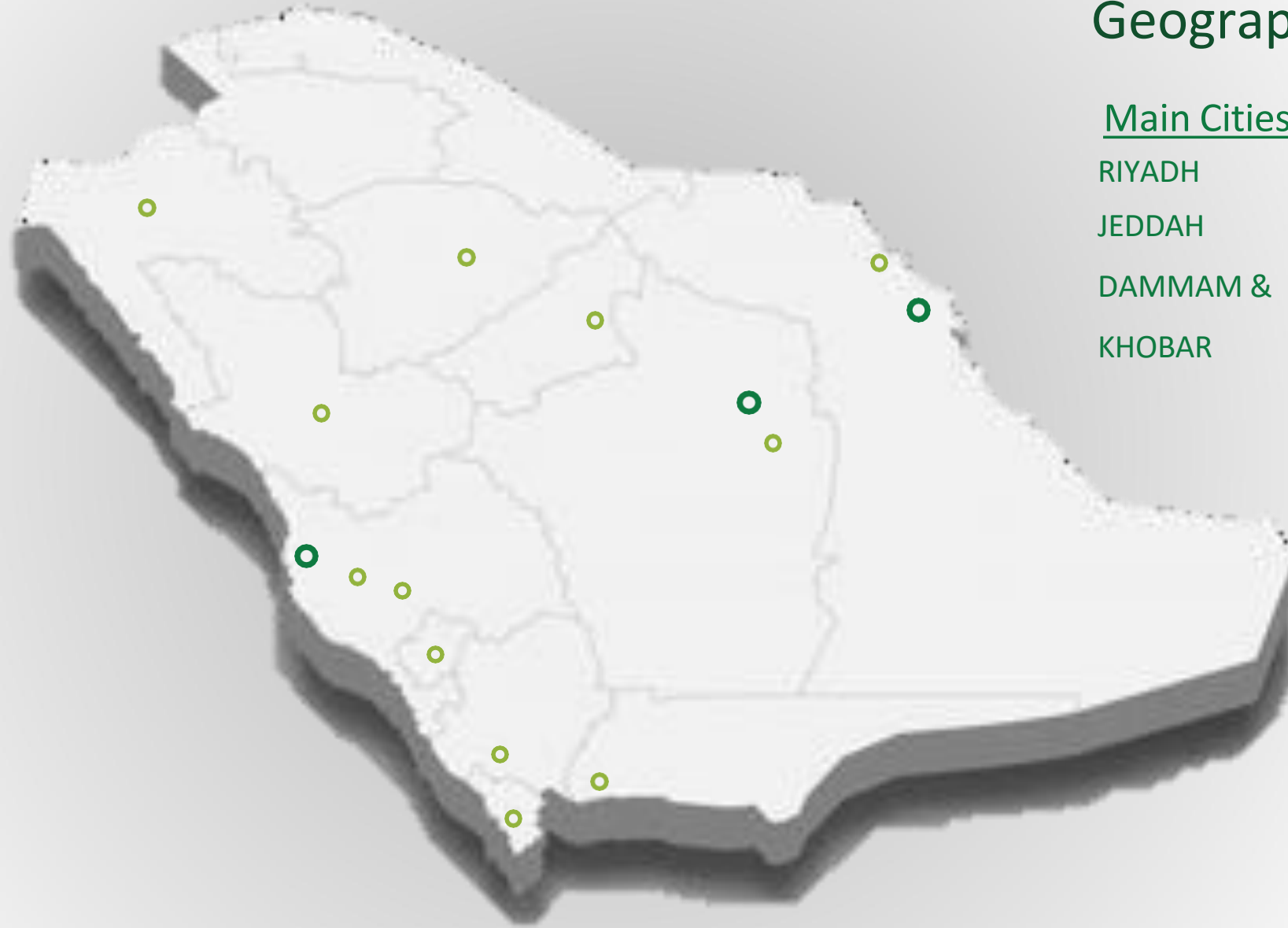




Who We Are

- We are a Saudi company specializing in data acquisition for market research. We rely on a team of professionals with a minimum experience of 15 years in the top market research companies in KSA. Our team has been carefully selected to be the driving force of the company, as we believe that our strength comes from the strength of each member and his belief in our goals.
- Since the establishment of the company, we have been dominating the competition by one goal, which is to be the leader of data acquisition companies in KSA, driven by our ambition to achieve this goal.
- Our company was established since first of 2021 and we offer a data acquisition service in marketing research like qual, quant and CATI.
- Since we established the company, we are working with some well-known companies (locally and globally)
- We are registered in the Saudi market as an independent sole proprietorship that provides services to third parties such as doing market research and opinion polls.

Geographical Coverage



Main Cities

RIYADH

JEDDAH

DAMMAM &

KHOBAR

Provincial Cities

ABHA & KHAMIS MISHUT

TAIF

MAKKAH

AL MADINA

JIZAN

NAJRAN

AL BAHA

BURAIDAH

HAIL

TABUK

AL KHARJ

AL JUBAIL

Geographical Coverage

Countries

Jordan

Lebanon

Syria

Egypt

UAE

Qatar

Bahrain

Kuwait

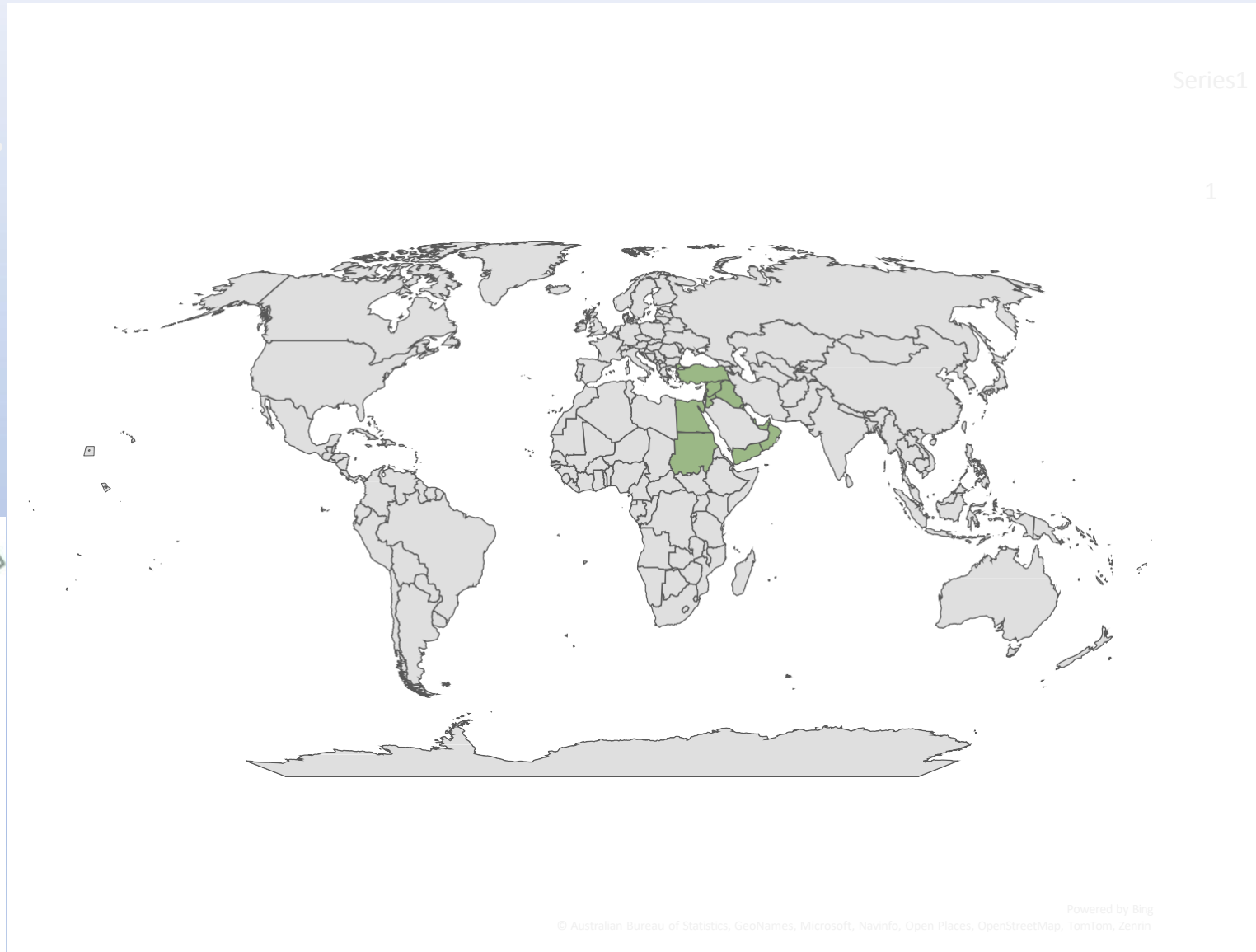
Sudan

Yemen

Oman

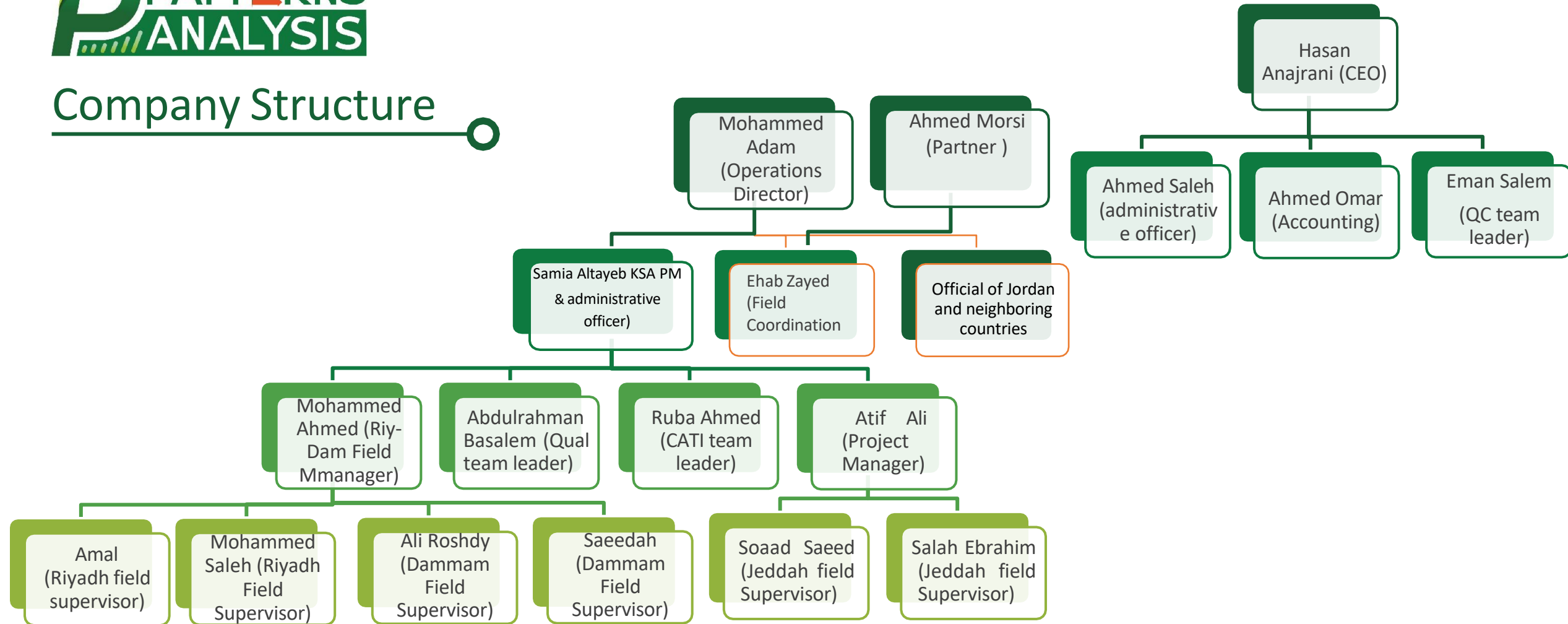
Türkiye

Palestine





Company Structure



Operation Process



Receiving RFQ and Field Materials

Field team Training

Interviewers' training

Pilot (Mock) interviews

Fieldwork process

Quality control

Delivering the data

Quantitative Team

Center name	No.of Field manager	No.of Project in charge	No.of Fieldsupervisor	No.of interviewers
Jeddah	1	1	2	40
Riyadh	1	1	2	40
Dammam & Khobar	1	1	2	20
Abha & Khamis Mishute	0	1	1	23
Taif	0	1	1	10
Makkah	0	1	1	8
Al Madinah	0	1	1	17
Hail	0	1	1	5
Burydah	0	1	1	6
Tabuk	0	1	1	8
Jizan	0	1	1	3
Nagran	0	1	1	4
Al Baha	0	1	1	4
Al Kharj	0	1	1	7
Al Jubail	0	1	1	2

Quality Procedures

Quant

Our independent quality control department assures detailed supervision on all processes that can be illustrated in the below 2 steps:

- Before fieldwork:
 - ✓ Interviewer selection to best fit project purpose.
 - ✓ Training of the interviewers.
 - ✓ Each interviewer does a maximum of 7% of the sample.
 - ✓ Pilot interviews.
- During fieldwork:
 - ✓ Accompanied interviews by supervisor 10% of sample size.
 - ✓ Call back check.
 - ✓ Recording interviews for some samples as per agreement with the client.
 - ✓ Data validation.

Quality Procedures

Qual

Project management:

- One dedicated project manager assigned for monitoring and managing each running project
- Full Briefing is conducted by the senior field management level.

Recruitment procedures:

- Face to Face validation for all respondents by the project Manager to approve the respondents
- Ensure the eligibility of respondents and recruitment through:
 - ✓ Updating the respondents' database.
 - ✓ Formal IDs are required to ensure the validity of the Target Audience and profile.
 - ✓ Diverse avenues for recruitment covering different geographical regions.
 - ✓ Continuous updating and filtration of recruiters' network.
 - ✓ Implementing strict processes to ensure integrity credibility of recruiters.
 - ✓ Standardized screening process through recruitment screener.
- Quality control team is Independent and reports directly to MD to ensure neutrality and objectivity.

IT Procedures

- **Empower employees:** By defining the importance of your IT policy for your company, as well as clarifying rules and disciplinary actions, we make it easier for everyone in the company to responsibly use their technology with minimal confusion.
- **Protect company information:** Clear policies reduce the likelihood of breaches due to cyberattacks by outlining vulnerabilities and how they're protected for your IT team, as well as explaining common security risks and how to defend against them to your other employees.
- **Improve business and employee performance:** IT policies streamline protocols, address obstacles to compliance and make it easier for employees to understand and follow IT best practices to support efficient business operations and growth.
- **Identify IT opportunities:** Great policies outline key IT resources and procedures for maintaining and upgrading them to save costs, improve security and optimize your workflows.
- **Work towards company-wide consistency:** Clear IT policies streamline operations by providing one set of dos and don'ts for everyone in the company.
- **Minimize IT error:** By making equipment usage, implementation and training processes and IT risks clearer. Documented IT policies reduce the risk and effects of human error.
- **Maintain IT over time:** Great IT policies incorporate guidelines for reviewing IT equipment, software and procedures regularly to keep your company up and running and provide opportunities for IT managers to recommend and implement upgrades.

Data Protection

- Processed lawfully, fairly and in a transparent manner.
- Collected only for specified, explicit and legitimate purposes (“purpose limitation”).
- Adequate, relevant and limited to what is necessary to the purposes for which it is processed (“data minimization”).
- Accurate, and where necessary, kept up to date (“accuracy”).
- Not kept in a form that permits identification of data subjects for longer than is necessary (“storage limitation”).
- Processed in a way that ensures its security, using appropriate technical and organizational measures to protect against unauthorized or unlawful processing, accidental loss, destruction or damage (“integrity and confidentiality”).

- FMCG
- Automotive
- Beverages
- Catering / Hospitality
- Advertising / Public Relations
- Chemicals
- Cosmetics / Hygiene
- Detergents
- Petrol

- Banking service
- Fragrance Industry
- Healthcare / Pharmaceutical
- IT
- Logistic / Transportation
- Media / Entertainment

- Public Sector / Government
- Retail / Wholesale
- Social & Economic
- Telecommunications
- Textile / Fashion / Clothing
- Tobacco
- Toys / Games
- Tourism

Online Data Collection

- Online consumer Surveys
- Online IDI's
- Online Focus Groups
- Public place Intercepts
- In-depth Interviews

Off Site - Field Services

- CAPI – Computer Assisted Personal Interviews
- CAWI – Computer Assisted Web Interviews
- CATI – Computer Assisted Telephonic Interviews
- CAVI – Computer Assisted Virtual Interviews
- CASI – Computer Assisted Self Interviews

On Site – Field Services

- Public place Intercepts
- In-depth Interviews
- Exit Interviews
- Focus Groups
- Central Location Testing
- Car Clinic

Recruitment Services

- Central Product Testing
- Online Focus Group
- Mystery Shopping
- Online IDI's
- Product Placement





Hasan Al-Najrani

CEO

Experience: 4 Years

- Hasan started in the field of research as an interviewer in mystery shopper projects, and from this moment he began to shine in the field, where he progressed to a supervisor, then a project in charge, and then became a field manager until he reached his current position.
- Involved with a wide variety of research types such as Usage & Attitude, Habits and Practices, Pricing, Concept tests, Product tests, and segmentation.
- Acquired great experience from working with Nielsen/ AMRB in different projects for NCB, STC, etc.

Academic Background

Bachelor of Public Relations and Media.



Mohamed Adam
Operations Director

Experience: 28 Years

- Mohamed is in charge of managing major accounts within Kantar/ Merac. His experience spans many research sectors such as telecom, FMCG, Public and government, media, etc. Work experience with major clients such as MOBILY, STC, ZAIN, Pepsi, Unilever, Kraft, Philip Morris, BAT, Almarai, Nadec, Sunbullah, ALSAFI, Nissan, Ford, Hyundai, AL RIYADH Bank, NCB, etc.
- Service Specialties: Telecom, Banking, Public and Government and Automotive.
- Involved with a wide variety of research types such as Usage & Attitude, Habits and Practices, Pricing, Concept tests, Product tests, and segmentation.

Academic Background

Bachelor's degree in Business Administration.



Ahmed Morai
Partner

Experience : More than 30 Year Market research in Gulf and North Africa .

- July 2025 on Going Partner at Patterns analysis field agency .
- June 2023 to May 2025 Visionone Managing Director, Owner Partner.
- May 2008 to May 2023 : Owner Partner Spectrum field agency – First field agency in KSA (Quantitative & Qualitative).
- October 2006 To 2008: Gulf Operation Manager – Owner Partner - Saudi Arabia - (Quantitative & Qualitative) Marketing Solution & Associates with (DNA) Marketing.
- June 2003 – September 2006: TNS Operation Director- Saudi Arabia & YEMEN MERAC ARABIA (NFO & TNS) Marketing Research Saudi Arabia.
- September 98 - May 2003 : Synovate Operation Director Qualitative - Quantitative MEMRB, International Market Research Bureau in Association with Synovate , Saudi Arabia.
- October1994 - September 98: Savola Groups Senior Project Manager KSA, Strategic Marketing Services Savola Company, Saudi Arabia.

Academic Background

- AUC University Cairo Sep. 1990 To Aug. 1992.
- Business Challenges - Part One and Part Two November. 1996 and 1997.
- Business Letters, February 1998.
- London Chamber of Commerce Examination Course,(Business Management) July 1998.



English Language Courses:

- AUC University Cairo Sep. 1990 To Aug. 1992.
- Business Challenges - Part One and Part Two November. 1996 and 1997.
- Business Letters, February 1998.
- London Chamber of Commerce Examination Course,(Business Management) July 1998.

Market Research Courses:

- Qualitative Research in Savola KSA June 1995 To July 1995.
- Quantitative Research in Savola KSA.August 1995 To December 1995.
- Qualitative Research in Nicosia (Cyprus) April. 1999.
- Quantitative Research in Nicosia (Cyprus) Sep. 1999.
- Management still in Dubai 2003.
- Immps study in Dubai Feb. 2004.
- Needscope study in Dubai October 2004.
- MCA (Managing Change in Attitudes) Training International Course, Dubai Feb 2005
- Market Research Intensive Training program (ITP) in KSA, December 2006



DR:- Samia Altayeb

PM & Healthcare department
leader

Specialized medical projects

Experience: 18 Years

- DR. Samia is KSA project manager, She has many experiences in market research, especially medical research, With nearly 15 years of diverse administrative experience, including a significant one-and-a-half-year tenure in the medical field, along with a strong background in statistical work,
- Service Specialties: medical research
- great experience from handling different projects like, Pfizer , Al Nahdi , and the Saudi German Hospital ...elt

Academic Background

**SUDAN UNIVERSITY FOR SCIENCE AND
TECHNOLGY.**

Bachelor's Degree in Medical laboratory 2007

UNIVERSITY OF KHARTOUM

Master of Hematology 2009



Ehab Zayed

Field Coordination

Experience: 27 Years

- Ehab's last position was Senior Executive Accounts within Nilsen till 2020. His experience spans across most research sectors such as telecom, FMCG, Public and government, media, etc. Major clients that worked with are MOBILY, STC, ZAIN, Pepsi, Unilever, Kraft, Philip Morris, BAT, Almarai, Nadec, Sunbullah, ALSAFI, Nissan, Ford, Hyundai, AL RIYADH Bank, NCB, etc.
- Service Specialties: Telecom, Banking, Public and Government and Automotive.
- He got great experience from handling different projects for NCB, Mobily and Ford mystery shopping. Aye track.
- He has been involved with a wide variety of research types such as Usage & Attitude, Habits and Practices, Pricing, Concept tests, Product tests, and segmentation.

Academic Background

Bachelor's degree in Dentistry with over 32 courses in marketing research.



Abdulrehman Basalem

Qual Team Leader

Experience: 26 Years

- Abdulrahman last position with Spectrum Qual Field till 2018.
- Marketing Research training courses Qualitative 2002 TNS – KSA.
- Moderation: making moderation according to the requirements of the project using different methodologies like IDI and focus groups – Ethno – Home Visit – Car Clinic.

Worked for below industries and Brands:

- Lubricants, Sugar, Chocolate, Ice Cream, soft drink, Juices, cookies, Cakes, Milk, Yoghurt, Cheese, Biscuits, Fast food, Detergents, Haircare, Banks, MBC, Show Time, Cars, Car Clinic, Car Oil, STC, Mobile, Zain, Nokia, BlackBerry, Water, Toyota, Nissan, All Tobacco study (PMI Cigarettes and BAT), Governments Projects, Fast Food.

Academic Background

Bachelor's degree in Psychology in 1999.



Atif Ali

Project Manager

Experience: 8 Years

- Atif is in charge of managing major accounts within AMRB/KANTAR.
- His experience spans across most research sectors such as telecom, FMCG, media, Banking, etc. Major clients that worked with are Philip Morris, BAT, Nadec, ALMARAI, Jarir, Nokia, Americana, Nissan, Abdulatif Jameel, GM, etc.
- He has extensive experience in conducting personal interviews, selecting human samples, selecting the right audience, being able to design and apply measures, drawing quantitative and qualitative results, interpreting results and formulating recommendations.

Academic Background

Bachelor of Arts and Humanities in Psychology.



 **PATTERNS
ANALYSIS** FIELDWORK PHOTOS





THANK YOU



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