



AFJ CONSULTING

BUSINESS + MARKET RESEARCH SOLUTIONS

CAPABILITIES STATEMENT

AMBIKA McGEE

Founder & CEO



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Contact



Company

COMPANY PROFILE

Founded in 2019, AFJ Consulting is a market research consultancy focused on helping our clients achieve their consumer engagement and/or sales goals. We have nearly two decades of experience in market research and partner with our clients to develop research plans that will best meet their needs and objectives.

Our efforts enhance consumer engagement activities and often lead to increased sales for our clients.

Tax ID: 84-3425238

DUNS: 113283024

CAGE CODE: 8F5D9

N/GMSDC Certification: ATI4696

WBENC Certification: WBE2002073

WOSB Certification: In Progress

SIC 8742

PSC R405, R422

NAICS 541910, 541519, 541720, 561599, 721199

NIGP 96153, 92577, 95605, 92419, 95670, 91725

UNSPC 80141500, 80141506, 80141510, 80141511, 80141512, 80141523, 80141514

SERVICES WE OFFER



Internet
&
Mobile Surveys



Market
Segmentation
Studies



Internet
Focus Groups



Satisfaction
Studies



Intercept
Interviews



VISION + MISSION

Depending on project complexity, many of our client projects are completed in house. To meet the needs of more complex projects, we have a long list of research partners that we work alongside to meet client needs and are also flexible enough to partner with firms our clients request.

We are adept at using current technology tools to enhance the research our clients conduct or can provide cutting edge solutions too.

KEY DIFFERENTIATORS

1. Unlike our competitors, we see technology as a tool allowing us to efficiently gather feedback from those we need to hear from.
2. New technology can be confusing and expensive when not used correctly.
3. We provide our clients with guidance on which tools best meet their needs and preserve their time by locating and evaluating new technology tools in advance.

OUR PORTFOLIO



OUR CREDENTIALS



Minority Business Enterprise (MBE)



Woman Business Enterprise (WBE)



Woman-Owned Small Business Enterprise (WOSB)



Disadvantaged Business Enterprise (DBE)

LEADERSHIP — AMBIKA MCGEE | PRESIDENT



Ambika has nearly 20 years of experience helping state lotteries and companies across the globe reach their marketing research and sales goals.

She holds a Masters degree with a specialization in Research, Evaluation, Measurement, and Statistics from The University of Georgia, and a Bachelors degree in Psychology from Georgia State University.

Before establishing AFJ Consulting, Ambika held positions with Lynx Research Consulting and Scientific Games.

OUR RESEARCH + STUDIES

- Advertising Research
- Audience Feedback Measurement
- Brainstorming Research
- Business to Business Research (B2B)
- Business to Consumer (B2C)
- Business to Government Analysis (B2G)
- Competitive Intelligence
- Concept Testing
- Consumer Research
- Customer Satisfaction
- Data Analysis
- Demographic Studies
- Employee Studies & Verification
- Entertainment Options
- Ethnic Research
- In-Person Interviews
- International Research
- Internet Focus Groups
- Internet Research
- Life-stage Studies
- Mail Surveys
- Mall Interviews
- Market Research
- Online Communities (MROC's)
- Market Studies
- Mystery Shopping
- Observation research
- Online Focus Group
- Moderation & Training
- On-Site Data Collection
- Package Testing
- Panel Studies
- Political Polling
- Product Development Studies
- Product Research
- Promotions Research
- Public Opinion Studies
- Retail Research
- Statistical Analysis
- Survey Development
- Telephone Interviews
- Touchpoint Studies
- Wearables/Sensor Research
- Touchpad Studies