

ARUSHA RESEARCH

Company Profile



2023

Mozambique

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About us

History of Arusha Research

Arusha Research is a Mozambican research company, which began in 2013 with the creation of Arusha Media e Serviços, Lda. With the growing demand and needs of the market, Arusha has expanded its methodological opportunities, having reinvented itself with a new approach to better respond to the requirements of its clients and has been renamed Arusha Research from 2020.

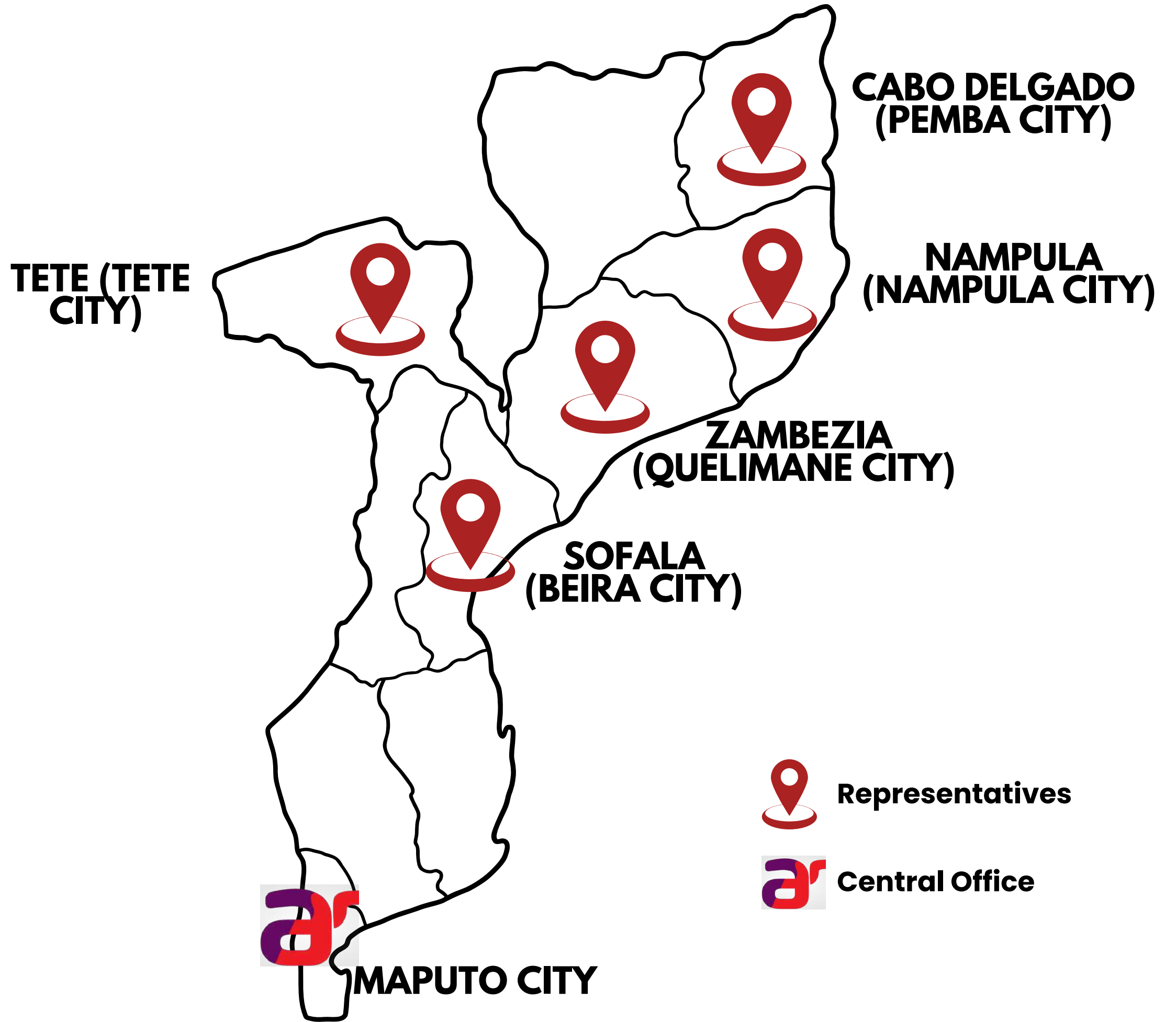


2013 ————
Creation of Arusha Media e
Serviços, Lda

2020 ————
Moving to Arusha
Research

Coverage

Arusha Research covers all provinces in the country. Its office is located in the city of Maputo, with representatives in the cities of Beira, Tete, Quelimane, Nampula and Pemba. The Team has also experience in project management in Luanda-Angola.



Vision, mission e values



Vision

Become a national reference in the world of research.



Mission

Meet the clients needs and exceed the expectations of their objectives, offering quality services and information, with innovations in implementation methodologies.



Values

- Technical knowledge.
- Confidentiality.
- Respect.
- Professional competence.
- Rigorous work team.
- Synergy with the clients.

Services



01 Social Research

02 Consumer understanding and market analysis

03 Data Quality Assessment (DQA)

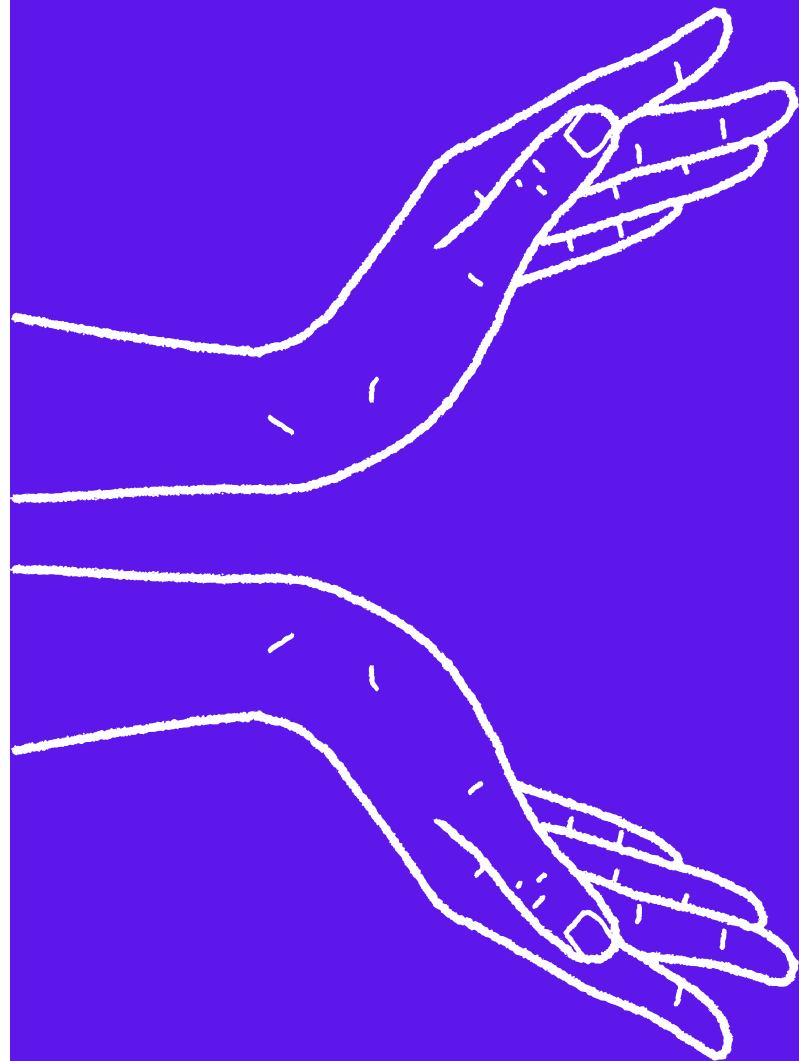
Main intervention areas:

- Climate changes.
- Environment.
- Poverty.
- Gender and Health.
- Nutrition and Food Safety.
- International trade and diplomacy.
- Business environment.
- Economic policy.

Services



Social Research



- KAPB surveys (knowledge, attitude, practice and behavior);
- Program Evaluation (Baseline Study, Mid-Term Evaluation, Final Evaluation);
- Public opinion polls;
- Behavior change studies;
- Studies related to communication; and
- Health-related studies.

Services



Consumer understanding and market analysis

- Consumer satisfaction rating
- Image Study
- Brand Loyalty Study
- Preference Study
- Market Segment Study
- Price Study/Research
- Competition study



- Audit of Retail and Distribution Channels
- Consumer Research;
- Test of Concepts;
- Media Test;
- Brand Test;
- Products Test;

Services



Data Quality Assessment (DQA)

In the Data Quality Assessment (DQA), that has been gaining great importance in the country and in the world, Arusha Research positions itself as one of the pioneering companies for having great experts in its team. Approach includes:

- Definition of indicators;
- Design of Standard Operating Procedures (SOP);
- Implementation of AQD; and
- Presentation of results and report.



**INSTITUTIONAL
CAPACITY
BUILDING**

Methodologies



The methodological approach depends on the diagnosis performed and the client's needs. Among the various research methodologies that the team applies, the following ones stand out:

Quantitative Methodology.

- Census.
- Field test.
- Telephone surveys.
- Mobile data collection.
- Online surveys.
-

Qualitative Methodology.

- Group discussion.
- Individual Interviews.
- In-depth study.
- Mystery shopper.

Qualitative Studies



1. Qualified moderators (More than 20 years of working experience in the field of market research, health sector and humanitarian, education, agricultural and private sector).

2. Additional services:

- Design of recruitment and interview guides.
- Recruitment of target audience.
- Simultaneously translation to main international languages.
- Translation to all local and main international languages.
- Transcription of audios and videos to all local and main international languages.
- Full report.

We have the best team

Our young team has more than 20 years of professional experience, having worked in different national and international organizations.

www.arusharesearch.co.mz



Ainadine Juma
Project Director



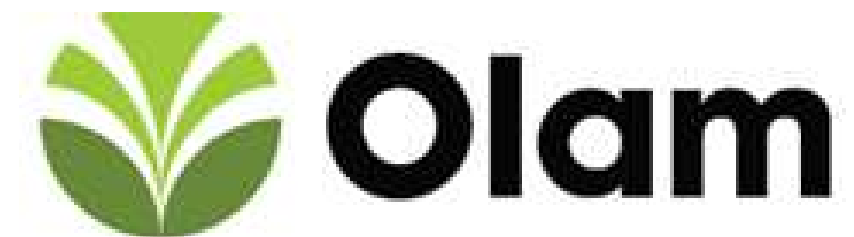
Meldina Valente
Executive Director



Mercino ombe
MEL Director

Clients and Partners

Our existence and journey would not be possible without the invaluable support of our clients and partners.





**Visit our website to know
more**

www.arusharesearch.co.mz

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Thank you for considering our company for your business opportunities. We look forward to serving you with our experience and providing you with high quality services.

