

# COMPANY PROFILE

"Actionable And Strategic Information For Timely Decision Making"

**PARS** Research  
Pan African Research Services Ltd

[www.pars.co.ke](http://www.pars.co.ke)



# Introduction to PARS



- PARS is a private research consultancy company.
- It offers market and social research services.
- The company adopts a collaborative and participatory approach to research issues, working in partnership with client organizations to help them make informed and timely decisions.
- The senior staff are members of the European Society for Opinion and Market Research (ESOMAR) and are bound by the worldwide code for research practitioners.
- They are also members of the local Marketing and Social Research Association (MSRA).
- Pars has a robust capability to conduct research across Africa  
We have a presence in four (4) region; Eastern, Western, Southern and central Africa.



# Consultancy services

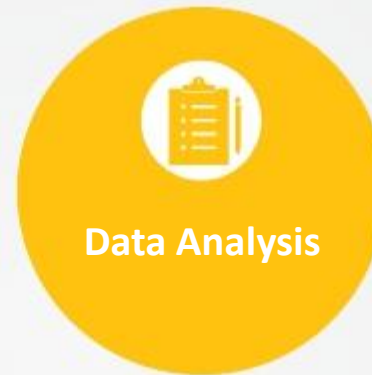
**PARS Research** specializes in full research consultancy services including;



**Survey Design**



**Data Collection**



**Data Analysis**



**Reporting Of  
Findings**

**We also offer any part of research services for those companies that do not need the whole research process.**

**We endeavor to interpret findings and add value through observations and suggestions.**

**Pars is committed to working with our clients to improve their ability to make informed timely decisions.**





# Mission and vision

## Our Mission

*“To provide clients with actionable and strategic information to aid informed and timely decision making”*

*We therefore approach every aspect of our work with the highest sense of commitment, honesty and integrity.*

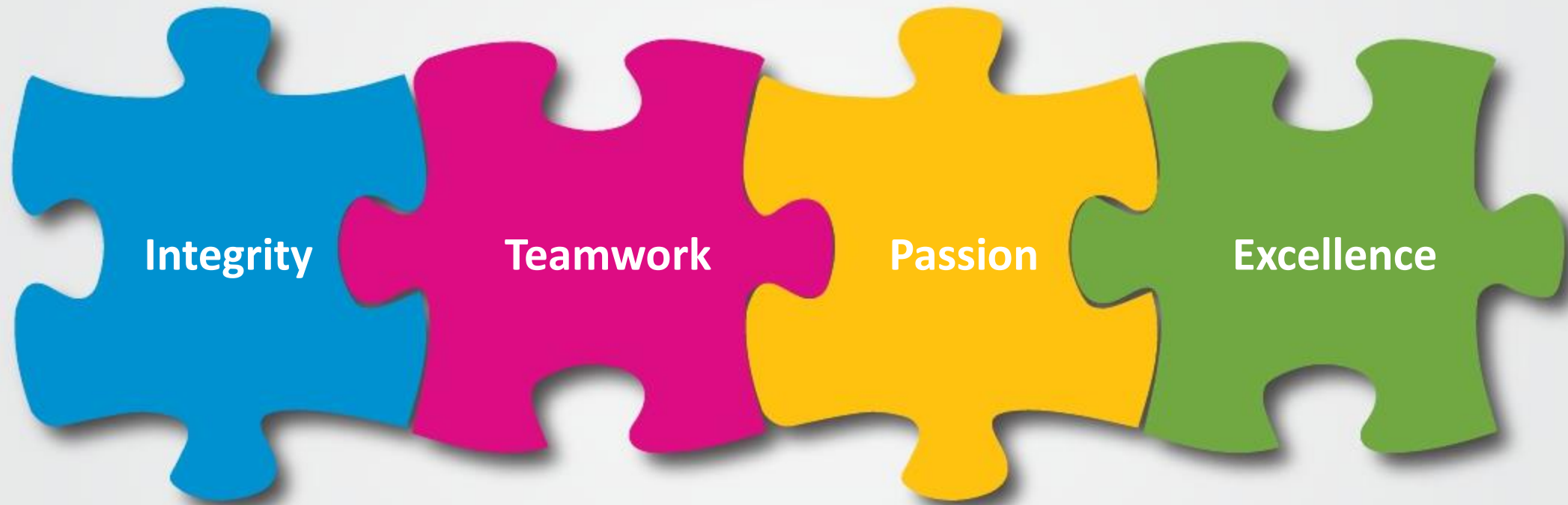
*“To be a market leader in the provision of quality participatory information in Africa”*

## Our Vision





# Pars core values





# Pars core values

## Integrity

### **Confidentiality**

Research remains the property of the client and is not to be divulged without prior written consent

### **Quality Controls**

We ensure the data collected is a true & fair representation of the target group's opinions

### **Honesty**

We are reliable and trustworthy and we deliver

## Teamwork

### **Relationships**

Committed to building a long-term partnership with our clients.

### **Respect**

We actively consider the needs and culture of the clients and fit our methods accordingly

### **Sharing**

We are happy to readily share our research knowledge and experience

## Passion

We are passionate about research and therefore provide more than just figures. We strive to provide actionable insights

Also passionate about our profession and the support that the right information can provide in decision making,

## Excellence

### **Customer Care**

We listen carefully to the clients problems and develop custom made solutions.

### **Learning**

We strive to continuously develop the knowledge of our business and the expertise of everyone in it

### **Quality**





We ensure that we deliver accurate and relevant information



# Quality control measures

We continuously invest in our quality control teams

We monitor the research process continually to ensure the quality standards are adhered to. Our standard quality checks are:

	100% of questionnaires are checked for logic and completeness
	20% of fieldwork accompanied by a supervisor
	20% of fieldwork back checked by a supervisor
	A double-entry data capture system that assures 100% accuracy in data entry



# Regions of operation

PARS Operates In Following Regions & Countries :



- ♥ Angola
- ♥ Botswana
- ♥ Central African Republic
- ♥ Congo Brazzaville
- ♥ Democratic Republic of Congo(DRC)
- ♥ Ethiopia
- ♥ Ghana
- ♥ Ivory coast
- ♥ Kenya
- ♥ Malawi
- ♥ Nigeria
- ♥ Republic of South Africa
- ♥ Sierra Leone
- ♥ Tanzania
- ♥ South Sudan
- ♥ Somalia
- ♥ Uganda
- ♥ Zambia





# Research methods

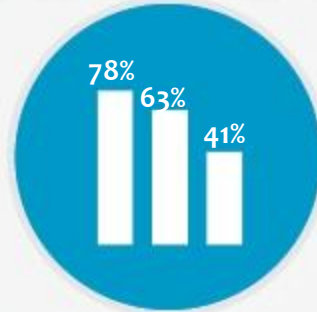
PARS specializes in developing custom made solutions to address specific questions facing clients, as such it does not offer off the shelf information.

PARS Research mainly conducts primary research but where necessary PARS is able to source for secondary information. The methods that we use for data collection include;



## **Desk Research**

Desk Research involves gathering data that already exists either from internal or external sources.



## **Quantitative Research**

Data can be collected in a number of ways including:

- Face To Face/ Questionnaire
- Telephone / Skype interviews
- Online questionnaires
- Self Completion
- Mobile phone Data collection



## **Qualitative Research**

Qualitative research helps the researcher understand the 'why' rather than 'how many'. Both In-Depth Interviews (IDIs) and Focus Group Discussions (FGDs)



# SOCIAL RESEARCH

**PARS** Research

Pan African Research Services Ltd

[www.pars.co.ke](http://www.pars.co.ke)



# Social Research

This type of work evaluates the performance of projects. It is necessitated by the enormous amount of work done by NGO's.

## ***Baseline Surveys***

They are often done to collect basic information to get demographic and other baseline data before the introduction of particular community services or projects.

## ***Midterm Evaluations***

Aim to assess the continued relevance of an intervention and the progress made towards achieving its planned objectives. They provide an opportunity to make modifications in order to achieve the set objectives within the lifetime of the project.

## ***End Of Term Studies***

Aimed at determining the outcomes, expected or unexpected as measured by answering to its Relevance, Effectiveness, Sustainability and External Utility

## ***Monitoring and Evaluation***





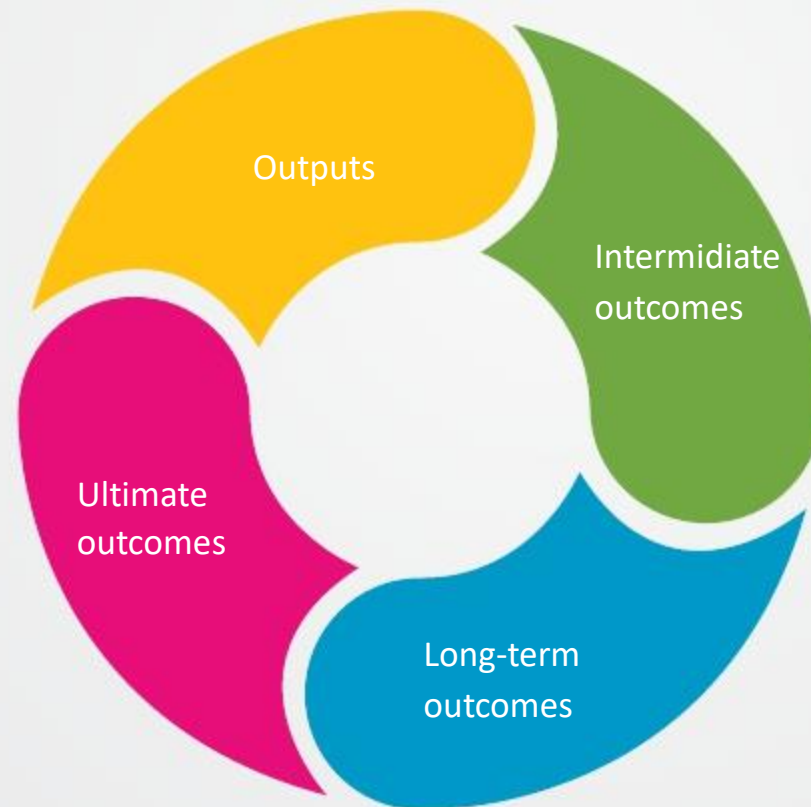


# PARS unique selling proposition

## Social Research

### *Theory Of Change*

This is essentially a comprehensive description and illustration of how and why a desired change is expected to happen in a particular context. It focuses on mapping what a programme or change initiative does and how these lead to anticipated goals being achieved.







# PARS unique selling proposition

## ***OECD DAC Evaluation Criteria***

The OECD is a unique forum where the governments of around 30 democracies work together to address the economic, social and environmental challenges of globalization.

The OECD DAC criteria refers to the defined set of parameters for best practice in evaluation; against which the performance of a Programme/project is measured against.

The evaluation criteria is carried out according to a set of International evaluation principles and standards; Relevance, Effectiveness, Efficiency, Impact and Sustainability; internationally recognized for best practice in evaluation.

These measurement parameters aim to improve quality and ultimately to reinforce the contribution of evaluation to improving development outcomes.

Other aspects additionally measured include: Mutual reinforcement (coherence), Equity and lessons learnt

## ***Most Significant Change (MSC)***

MSC technique is a form of participatory monitoring and evaluation. It involves the collection of significant change (SC) stories emanating from the field level, and the systematic selection of the most important of these by panels of designated stakeholders or staff.



# PARS unique selling proposition

Porters Value Chain Model to answer questions on what works, why, how and at what cost.





# PARS unique selling proposition

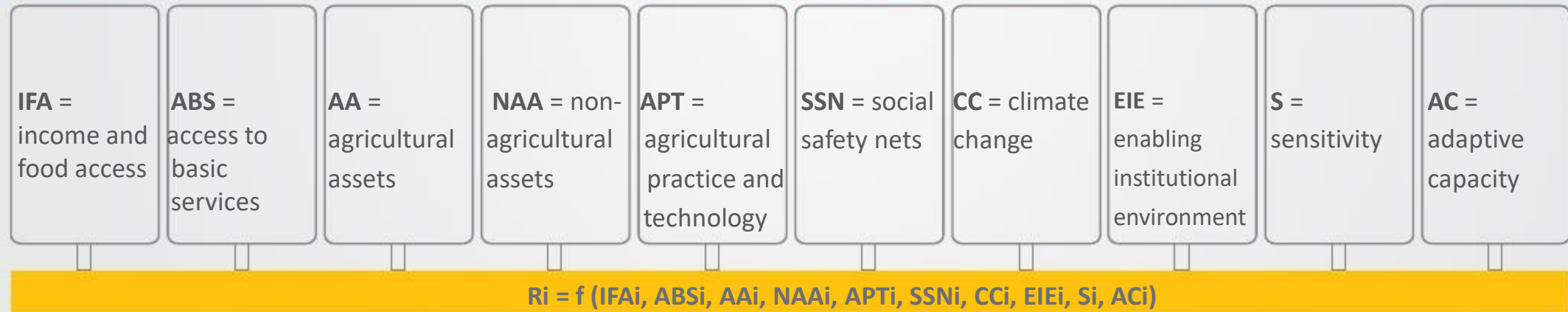
## RESILIENCE INDEX MEASUREMENT AND ANALYSIS MODEL

Resilience is the capacity of a household to adapt to a changing environment: The overall household index can be expressed as follows:

The determinants of the resilience are categorized into:

1. **Physical dimensions** (i.e. income and food access; access to basic services; assets; social safety nets; agricultural assests; non-agricultural assets; agricultural practices and technology climate change; and enabling institutional environment) and
2. **Capacity dimensions** (adaptive capacity; and sensitivity)

$R_i$  = resilience

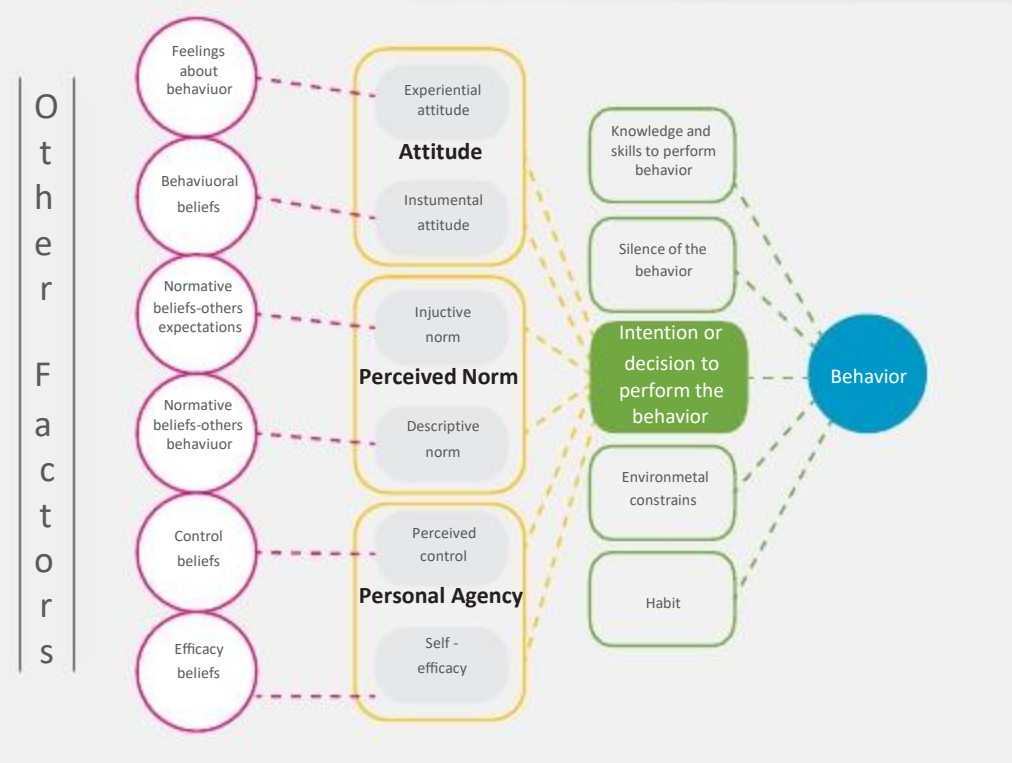




# PARS unique selling proposition

## **IBM Wash**

The Integrated Behavioral Model for Water, Sanitation, and Hygiene is a systematic review of behavioral models and a framework for designing and evaluating behaviour change interventions in infrastructure-restricted settings. It mainly provides viable solutions for reducing high rates of morbidity and mortality due to enteric illnesses (cholera, typhoid etc.) in low-income countries.



## **Other models in social research include**

### **Food Consumption Score**

Food Consumption Score (FCS) is a composite score based on dietary diversity, food frequency, and the relative nutritional importance of different food groups. The FCS is calculated using the frequency of consumption of different food groups consumed by a household during the 7 days before the survey. Scores are clustered into three groups; the results of the analysis categorize each household as having either poor, borderline, or acceptable food consumption.





# Our clients





# MARKET RESEARCH

**PARS** Research

Pan African Research Services Ltd

[www.pars.co.ke](http://www.pars.co.ke)



# Market research

The scope of products we offer under market research include:



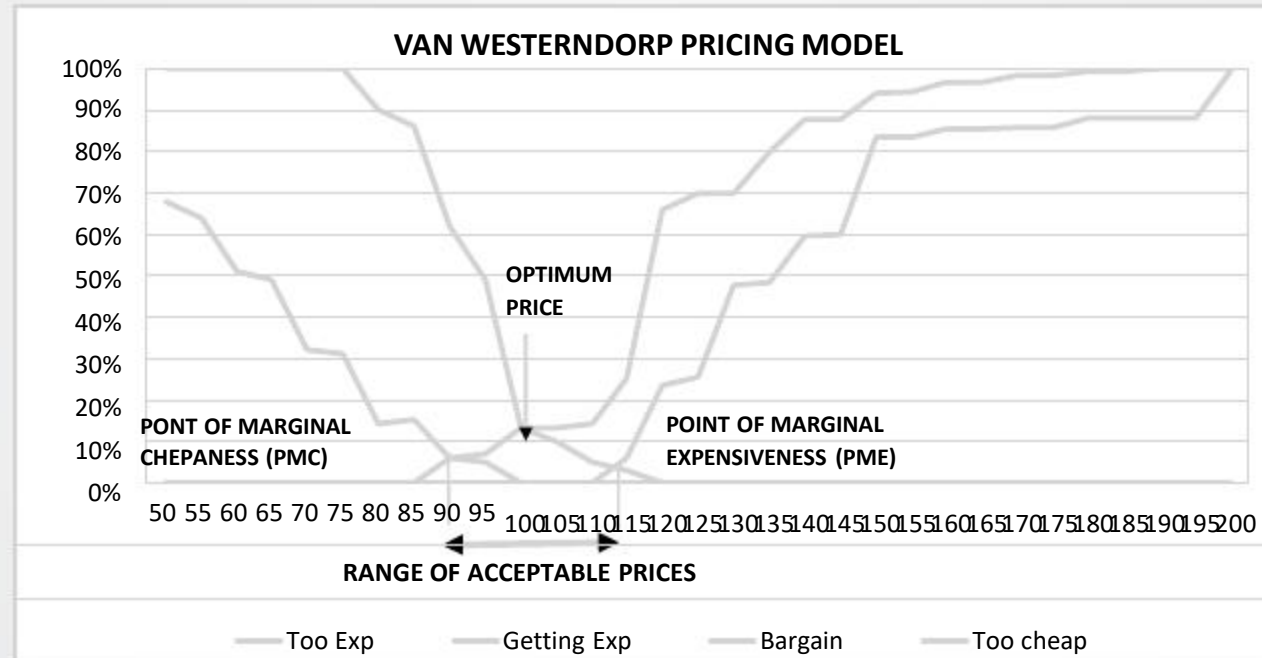


# PARS unique selling proposition

## Market Research

### Pricing Models

Marketing function of pricing is an art as well as a science. In order to acquire new customers, increase the CLV (customer lifetime value) over time, and reduce customer churn, you need to actively build and monetize your customer relationships through pricing and packaging - and marketing needs to take an active role in this pricing exercise. Pricing should be dynamic as it tends to be "cost plus."



*Example of pricing model*





# PARS unique selling proposition

## Conjoint Analysis

Products and services normally have various features and as a business it is critical to know what your customers value most about your product. PARS normally conducts conjoint analysis to help business get a better grasp.

						Desirability Index
Option Number	Price Level	Model	Feature 1	Feature 2	Feature 3	
1	P1	M1	Y	Y	N	
2	P2	M2	Y	N	Y	
3	P3	M1	N	Y	Y	
4	P4	M2	N	N	N	

In a Simulated Test Market study, PARS employs **C3D model** and **Stochastic Multiplicative Ratio Method** to arrive at Sales Volume Prediction at different prices for a test product that has not yet been launched

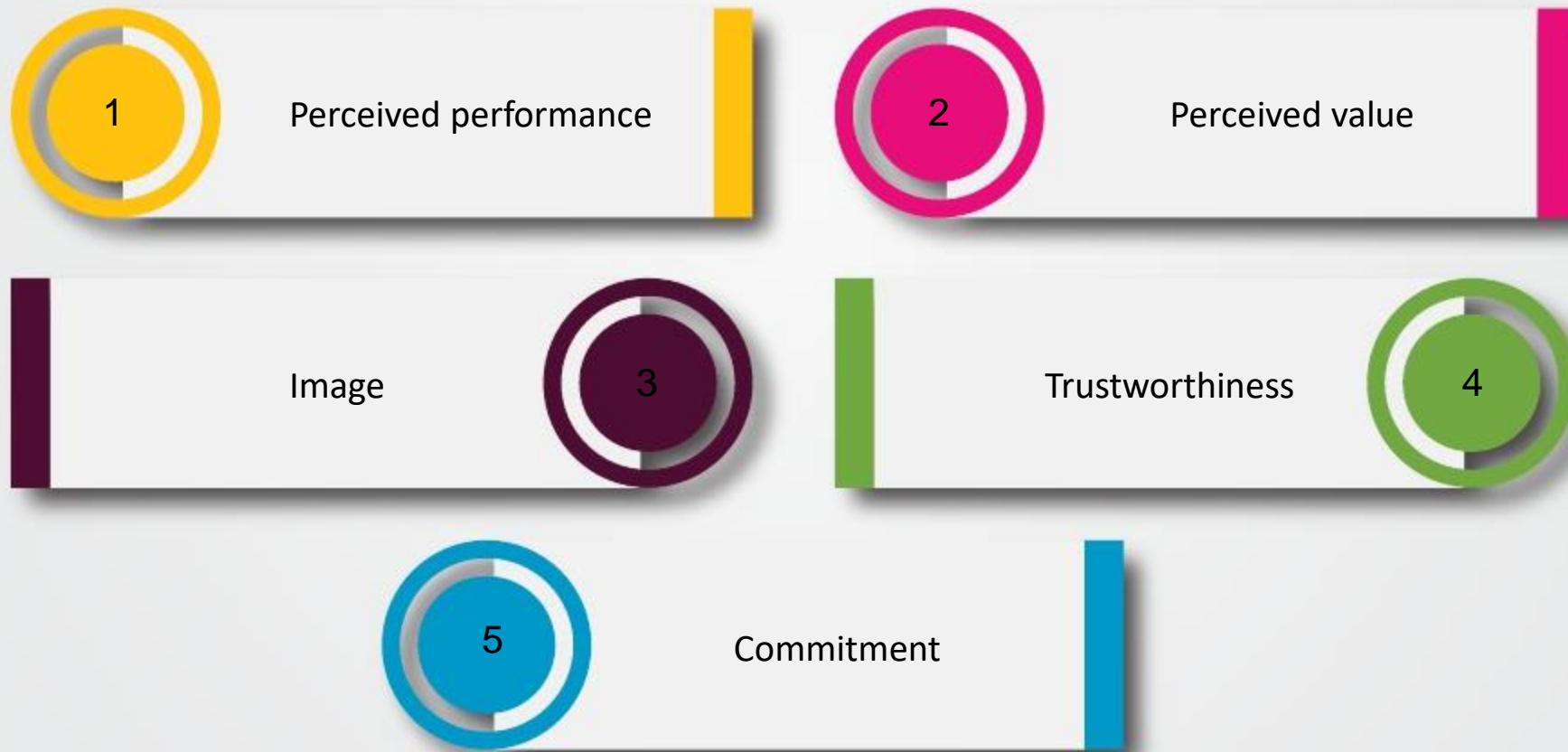



# PARS unique selling proposition

## ***Metriquity***

The Metriquity Model normally reveals the best areas to grow and secure competitive advantage by establishing your total brand value, your brand's strengths and weaknesses relative to others, and growth predictions based on promotional activity.

**Metriquity** consists of five dimensions namely;





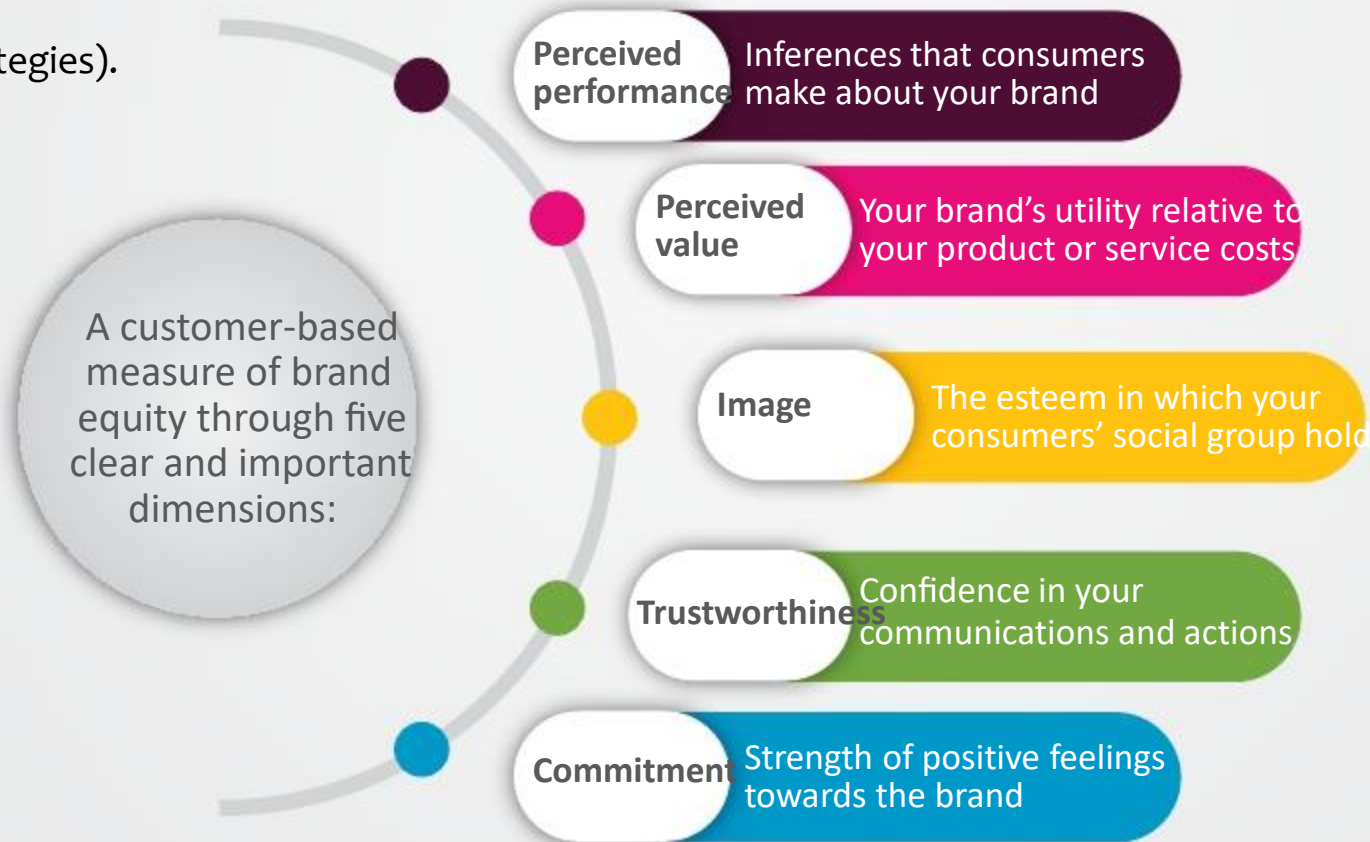
# OUR PROPOSED BRAND HEALTH MODELS



# Market research

## 1. Metriquity

**Metriquity Brand tracking tool** reveals the best areas to grow and secure the competitive advantage by establishing total brand values, strengths and weaknesses relative to others, and growth predictions based on promotional activity. The measures are created and displayed in a comprehensive (and easy to follow) hierarchical model which then enables mapping of your brand power and brand presence, to generate action points for your positioning and promotional strategies).



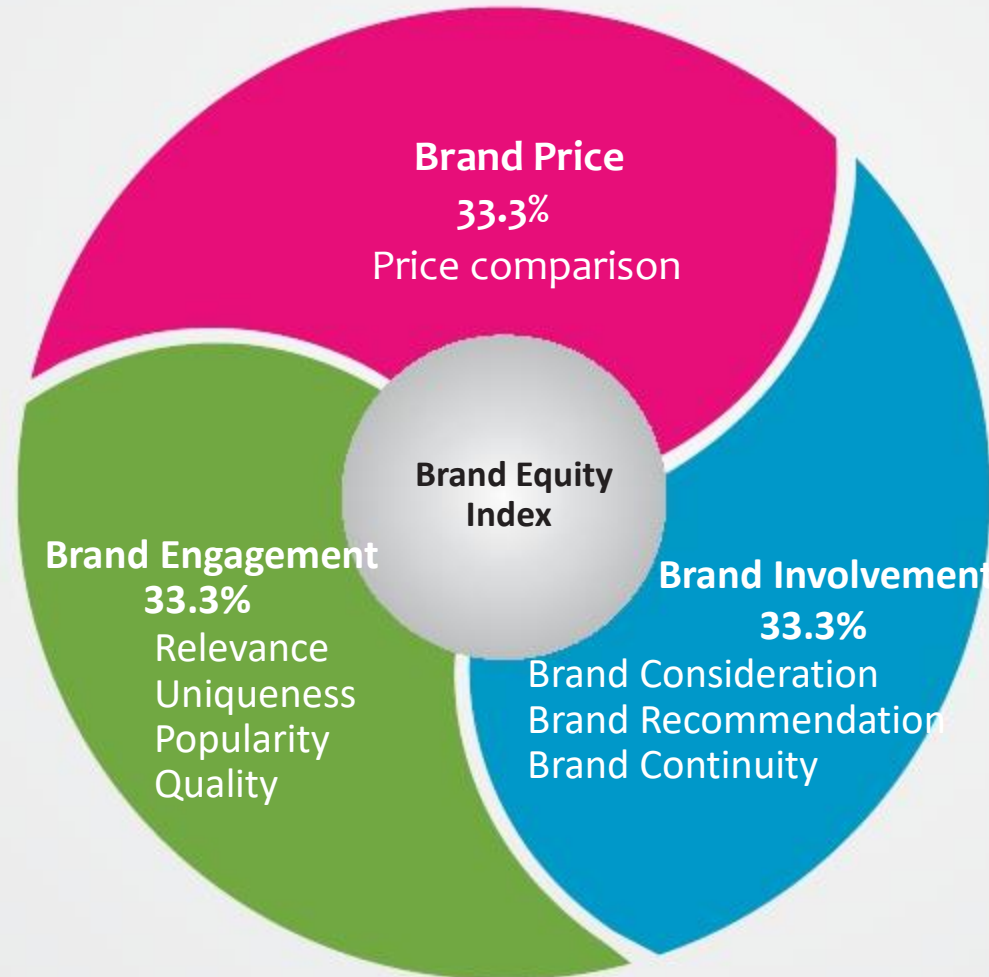




# Market research

## 2. BRAND EQUITY

The Brand Equity Index is a aggregated score which includes composite measure of Brand Engagement, Brand Involvement and Brand Price





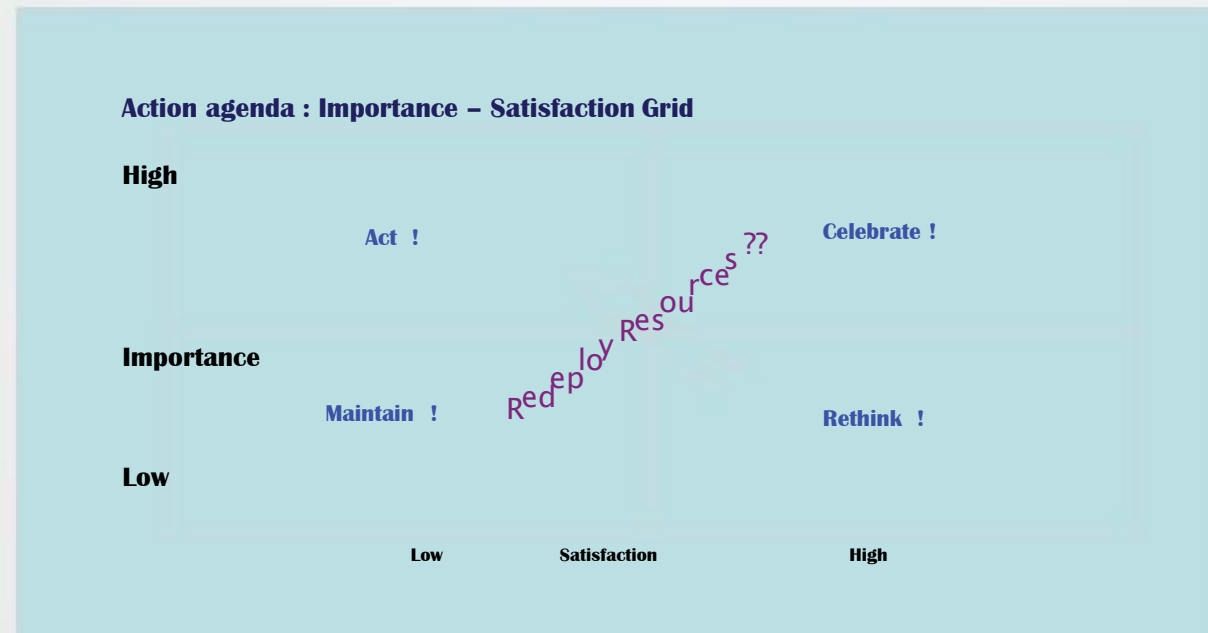
# PARS unique selling proposition

*Other models in the market research include*

## **Perception Models**

Perceptual Models are techniques that essentially visualizes the core marketing activity of segmentation, targeting and positioning (which is often referred to as the **STP process**)

**MOSTER (Monitoring Satisfaction to Ensure Retention)** and **SERVQUAL models** used in customer and employee satisfaction surveys,





# PARS unique selling proposition

## **Social Media Analytics Tools**

Analytics tools such as Facebooks Analytics, Twitter Analytics and Buffer Analytics to measure:

Online brand visibility (OBV) which is the degree of awareness of a particular brand by its customer base within the social media web through observing conversations naturally occurring around a brand on social media (more of qualitative). Examples of OBV may focus on brand mentions, share of voice and sentiments.

Engagement i.e. audience interaction with a brand through the posts in the SM. The metrics to be observed may include the number of shares, likes, comments, reactions etc.

Engagement is more quantitative and as such demographical analysis is possible.

## **Cluster and Factor Analysis**

These analysis are mostly used in market segmentation as they help business determine the extent to which specific variables influence choice and behaviour in the marketplace

**Eye and Emotional Tracking** for advertisement and product package testing among others



# Our clients

## Market research clients



**KRUA**





In **Tough** Times

Know Your Are Making

**Smart** Decisions





(Office line) +254 20 8331131, +254 20 3546307,  
(Office Mobile) +254716555388, +254738856848, +254722339725  
P.O. Box 66765 – 00800 NAIROBI.  
Website: [www.pars.co.ke](http://www.pars.co.ke)