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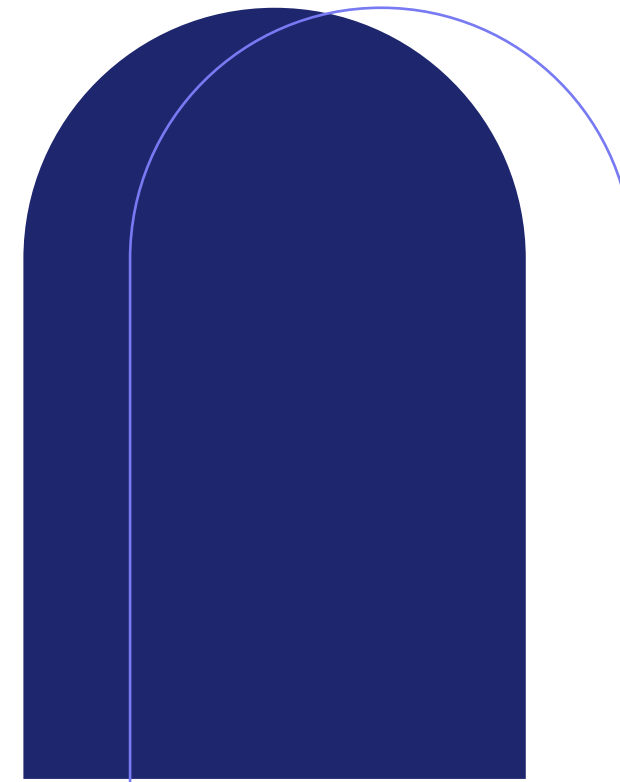
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Global Ideal Intelligence Research and Consulting

The Department of Market research of Shafaq Al-Rafedain company

Be ahead of the rest with us





About Shafaq Al-Rafedain

Shafaq Al-Rafedain is an Iraqi company. This company was established with the aim of providing different export and import services and creating suitable conditions for business development and investment in Iraq, in 2008. All services of this company are defined considering reducing the challenges and concerns of exporting companies to target markets.



About GIIRAC

GIIRAC is the market research department of Shafaq Al-Rafedain Company. We provide clients with quantitative and qualitative research, market plans, and strategies in Iraq. Our aim is to conduct research and offer services in order to assess the voice of customers, review the market situation and provide effective solutions in export markets. Our knowledge and experience in market intelligence allow us to solve the issues of our clients.

Our Market Research Services

We group types of our Market Research Services into Five Categories. The division is based on:

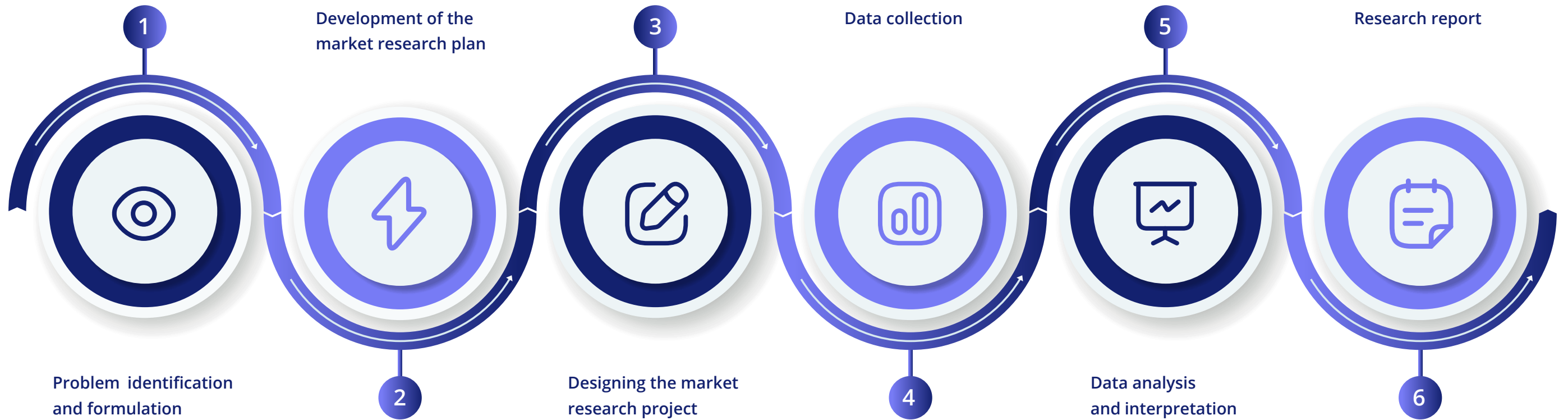
- 1 Consumer and Business-To-Business Market Research
- 2 Market Research Methodology,
- 3 Data Sources,
- 4 Purpose of the Study,
- 5 Research Design.

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Empower your business and brand by discovering why and uncovering how



Our Market Research Process



Consumer and Business-To-Business Market Research

Consumer Market Research

Techniques used to research these markets explore and discover consumer perceptions, motivations, and attitudes. Consumer markets can be further subdivided between fast-moving consumer goods and other markets including media, travel and leisure, financial, consumer durables, and so on.

B2B Market Research

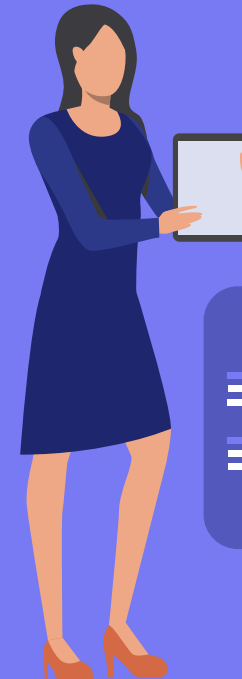
Business-to-business market research employs the same techniques and research methods but in different ways. The business-to-business markets are frequently very variable, including companies in different industries and with huge differences in size.



Market Research Types Based on Research Methodology

Qualitative Research

Qualitative refers to the non-numerical data in the research. It is exploratory research, used to obtain a deeper insight into the underlying motivations and reasons for consumers' behavior.



Quantitative Research

Quantitative research uses numerical data and statistical analysis to quantify and achieve goals. Reliable, standard statistics are the aim of quantitative market research that back up marketing strategies and can answer businesses' questions.



Market Research Types Based on Data Sources



Primary Market Research

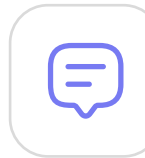
Primary market research refers to first-hand data and information. It involves going directly to a source.



Secondary Market Research

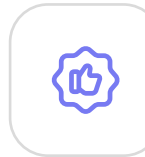
Secondary research uses data and information that is collected, organized, or used by other businesses, companies, or organizations and is what already exists.

Market Research Types Based on the Purpose of the Study



Marketing Message Testing

Marketing Message testing is research that determines marketing messages which create the most impact on target audiences.



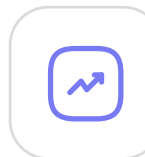
Advertising Effectiveness Testing

This research intends to measure consumers' feedback regarding a set of advertisements. By investigating target audiences' responses and opinions businesses can focus on creating successful and effective advertising.




Feasibility Studies

The feasibility study is usually used for analyzing service launches, new business locations the practicality of a proposed plan, and production or market expansion.



Trend Analysis

Trend analysis helps in forecasting new business entrants by displaying a summary of long-term data.



Market Research Types Based on the Purpose of the Study



Satisfaction and Loyalty Analysis

Customer satisfaction research is aimed at identifying drivers of loyalty, advocacy, and repurchase. The outcomes give suggestions to increase overall satisfaction and loyalty and determine defections that cause emerging gaps between product/service and customers.



Brand Awareness Research

Brand awareness analysis determines whether the target market knows who the business is and considers it a serious option.



Competitive Analysis

This type of market research investigates competitors to gain insight into their products, sales, marketing strategies, strengths and weaknesses, and market share.



Market Segmentation

Market segmentation's aim is to determine market segments that would then become the target market for the business and its marketing strategies.



Product Development Research

Market research for product development includes using customer knowledge and gaining their insights to inform the entire process of creating or improving a product, service, or app, and bringing it to market.



Product and Usability Testing

Product and usability testing is concerned with understanding how customers use products or services in real-time and a detailed understanding of whether products meet (or don't meet) customers' needs.



Pricing Research

Pricing research helps businesses establish an optimal price for new products, in order to maximize revenue and market share.



Customer Decision Journey

This type of market research investigates customers for a particular product or a specific brand, to identify key factors affecting their decision journey.



Enter a New Market

Market entry research can have a large return on investment, either by validating a lucrative opportunity or by finding out that there is no opportunity, meaning that money is not wasted.

Market Research Types Based on the Research Design



Exploratory Research

Exploratory research is open-ended, where a problem is explored by asking open-ended questions. It is often used as an introductory phase of a larger study.



Descriptive Research

Descriptive market research is concerned with describing market characteristics or functions. Descriptive designs, often called observational designs, provide information on groups and phenomena that already exist.



Correlational Research

The correlational market research examines the differences between characteristics or variables of the study group without the researcher controlling or manipulating any of them.



Experimental Research

Experimental market research is the process of carrying out research in an objective and controlled fashion correctly and specific conclusions can be drawn regarding a hypothesis statement.



Causal Research

Causal research investigates the relationships of causal factors to the effects that we are predicting. The outcomes help businesses improve their ability to forecast and control the key effects.

Our Data Collection Methods



Focus Group

The focus group is a group experience comprising a small number of selected people who are actively involved have an experience or interest in common, and provide in-depth qualitative data.

In-depth Interview

An In-depth interview is a personal interaction in the form of an interview, where the researcher asks a series of questions to collect information or data from the participants. The questions are often open-ended.

Online Surveys

Web surveys are designed, programmed, and administered online. The task has been made easier for the researcher through the availability of inexpensive software packages designed especially for Quantitative Research.

Phone Surveys

This form of qualitative or quantitative research centers on collecting deeper feedback from a two-way active communication between the interviewer and respondents.

Mystery Shopping

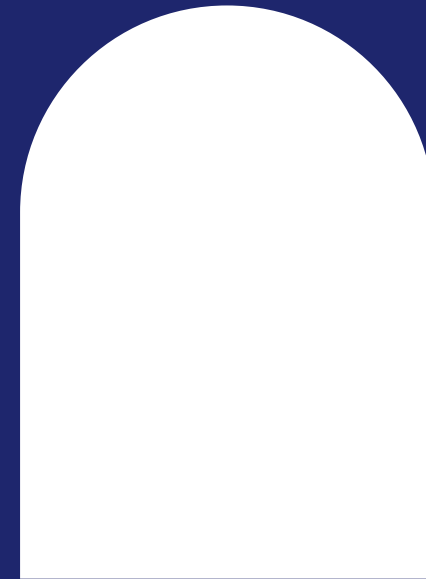
Mystery shopping is a form of ethnographic research in which respondents are unaware that they are part of a research program. In a mystery shopping survey, a fieldworker plays the role of a member of the public buying or enquiring about the product.

Observation and Ethnography

Observation is a way of gathering data by watching behavior, and events, or noting physical characteristics in their natural setting. The ethnography method requires the interviewer to adapt himself/herself to the natural environment of the respondents and must try and act as normally as possible.

Some of our Clients





www.GIIRAC.com