



# Dimensions

Research & Marketing Consultancy  
Empowerment through knowledge

## CREDENTIALS



ASSOCIATIONS: **ESOMAR**  **FocusVision**



# Who Are We?



Research Specialists who **EMPOWER** brands and clients through **KNOWLEDGE**.

## OUR HISTORY

- **Established in 2002** and operating in Middle East with its Head Quarters in UAE.
- From its inception, Dimensions has been a **Full Service** Agency offering its customized Qualitative & Quantitative Services to the world.
- Dimensions has emerged as **Boutique Agency** with experienced specialists.

## WHAT DO WE DO?

We have been assisting clients design the research surveys, carry out the fieldwork to collect, analyze and interpret the data to provide actionable insights.

## OUR CORE VALUES



### Flexibility

Develop FLEXIBLE research design



### Creativity

Address core issue of research being CREATIVE



### Global Standards

Practice GLOBAL quality standards



### Reliability

Provide RELIABLE Actionable findings

## OUR MISSION

To empower managers by equipping them with the latest knowledge of their consumers, competitors & markets

## OUR VISION

**Empowerment through Knowledge**

# Clients & Brands we have Serviced?



## Automotive & Auto Parts



## Electronics



## Real estate



## Food & Beverage



## Others



## Government & Education



## Pharmaceutical & Healthcare



## Perfumes & Cosmetics



## Retail Group



## Agencies



## Banking & Finance





# Our Coverage (MENAP)



Rest of the World is covered through our Strong NETWORK of PARTNERS .

## Key Markets Covered Frequently

- Headquarters: United Arab Emirates; Regional Office: Saudi Arabia
- Associate Offices: Qatar, Kuwait, Oman, Bahrain, Egypt, Jordan, Lebanon, Algeria, Morocco

## Other Markets Covered

- Niger, Nigeria, Tunisia, Libya, Sudan, South Sudan, Syria, Palestine, Iraq, Iran, Yemen, Afghanistan, Pakistan



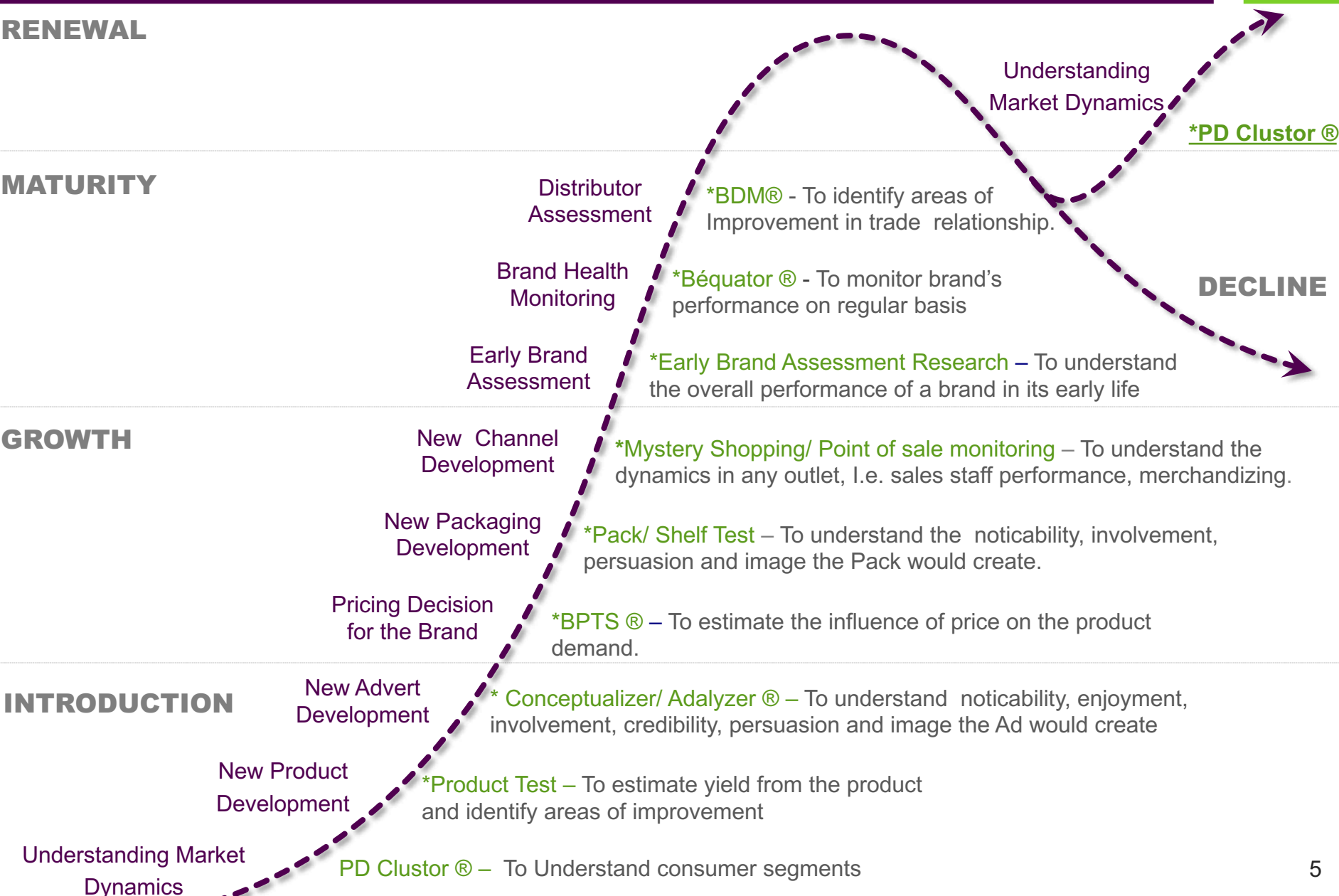
# Our Client Service Model?

## RENEWAL

## MATURITY

## GROWTH

## INTRODUCTION



# Our Methodology Experience?



# of Interviews that Dimensions has handled in the past 3 years



## F2F / CAPI

Interviews  
176,958



## IDI

In Depth Interview  
2,278



## OBSERVATIONS

Observational Research  
1,216

## CATI

Computer Assisted  
Telephone Interview  
52,626



## CAWI

Computer Assisted  
Web Interview  
1,110



## FGD

Focus Group Discussions  
3,710



## Mystery Calls & Visits

2,262



## Home Visits

2,340

## CLT

Central  
Location Test  
7,066



# Our Studies and Industry Experiences?

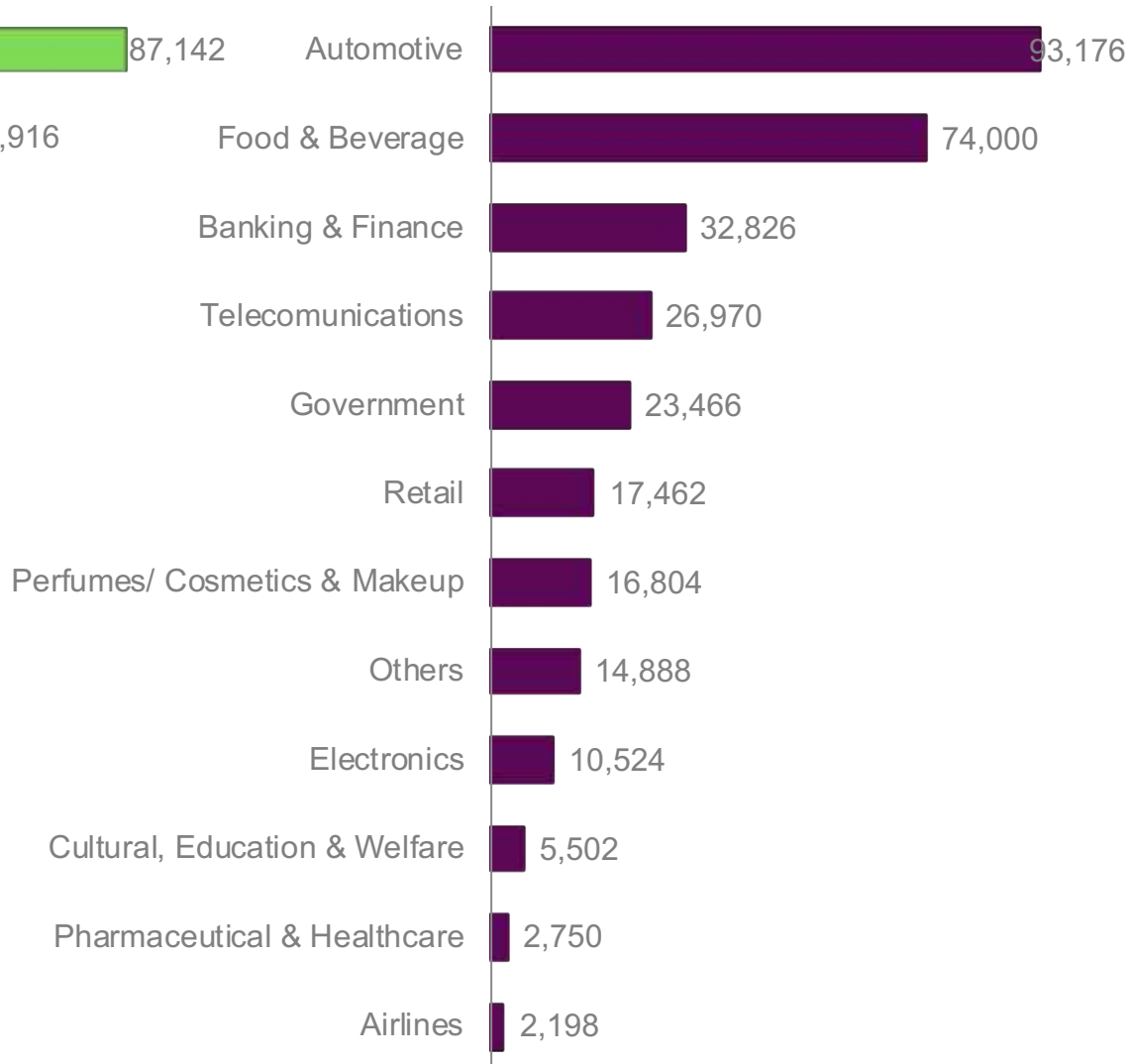


# of Interviews that Dimensions has handled in the past 3 years

## Types Of Research Studies



## Types of Industry



# What Our Clients Say About Our Work?



Clients' Appreciation

**Impressed by Preparation**

**Quality Moderators Impressive**

**Creative and Efficient Methods.**

**Extremely Transparent**

**Understanding Local Consumers**

**Best Practices**

**Understand Local Consumers**

**Best Memories & Practices**

**Committed to Quality**

**Data Quality**

**Rapid in Reacting**

**Always available**

**Professional Execution**

**Actionable Findings**

**Experienced**

**Trustful, Reliable Partner**

**Understanding local Consumers**

**Committed to timeline**

**Project Managers Enthusiasm**

**Efficient Methods.**

**Quality Standards**

**Efficient in Reporting**

**Creative Methods**

**Quality Translators**

**Impressive**

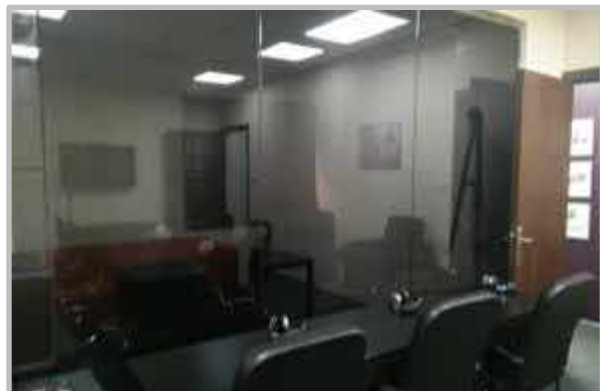




# In-House FGD Facility FocusVision livestream



A fully equipped research studio with traditional one-way mirror and live video streaming options available



# Qualitative Research

Focus Group Discussions, Triads, IDIs...





# Quantitative Research

Face to Face Interviews, CATI, CLT.....



# Telephonic Interviews In Process

Some glimpse on CATI stations and agents at work





# Product Testing Study



# We Understand Arabs Like Arabs





# We Are Experienced With Kids and Teens



# Glimpse of Past Clinics

At the Venue





# Ethnographic Research

Visiting Homes, Offices, Hangout Places.





# Mystery Shopping

Glimpse from Past Visits documented



# PROJECT TEAM

Researchers, Field & Data Processing Personnel

**MALIK SHAMIM**  
Senior Research Director



**RANIA AL TIKARLY**  
Head of Qualitative



**NEAM Y RAOUF**  
Operations Director



**JALAL AL MUHAISEN**  
Operations Manager



**SNEHA GHOSH**  
Research Manager



**HANIEL CALMA**  
Asian Field Supervisor



**MANAR AL RAGEI**  
Arab Field Supervisor



**CRISPIN ABELLAR**  
Data Analyst



# GLAD TO DISCUSS FURTHER

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