

Company Profile & Capability Document



Org-Quest Research Limited

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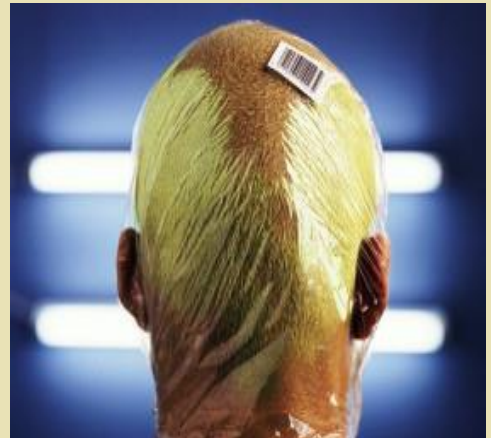
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About Us

A research & consulting firm with strong survey research and analytical skills that brings to bear a blend of insights and Pan-Asian experience of a highly competent team of professionals. We have been providing research services to our valued local and foreign clients since 1994



The journey from QUEST to ORQUEST

- ◆ **Quest Survey Research Ltd.** – A research agency established in Bangladesh in 1994 by Mr. Monzurul Haque, one of the pioneers of survey research in the country.
- ◆ **ORG-MARG QUEST (OMQ)**– JV formed in 1997 between Quest & ORG-MARG of India.
- ◆ **OMQ** acquired by ACNielsen in January 2003.
- ◆ **Quest & Aims** – A research & consulting house set up in February 2003 by Mr. Haque.
- ◆ **OrQuest** – Quest & Aims renamed as Org-Quest Research Limited after forming JV with Org India Pvt. Ltd in 2004.

Our Vision

To be a partner to our valuable clients by providing them with insights to reduce risks in critical decision processes.



Our Mission

To continuously innovate and leverage technology to bring cost effective solutions to clients;

to acquire, retain and build long term relationship with key stakeholders.



Our Bandwidth

- ◆ Social & Development Consulting and Research
- ◆ Market Research
- ◆ M&E Surveys
- ◆ Opinion Polls
- ◆ Tracking Studies
- ◆ Media & Communications Research
- ◆ BDS including B2B studies
- ◆ Management & Marketing Consulting



Clicks & Bricks

- ◆ Pan-Asian network with ORG
- ◆ Research team with multi-country experience
- ◆ Wide network with experienced field team
- ◆ Analytical engines:
INSIGHT/REFLECTOR/SPSS/C++/VB/MapInfo
- ◆ FGD room with viewing and listening facilities
- ◆ State of the art computing network and connectivity



Method & Style

- ◆ Our method is very simple - problem definition, data collection and analysis. It's the client's objectives that determine our methods... not our preferences.
- ◆ We conduct interviews anywhere in the country in any way your problem requires.
- ◆ It's the meaningful solution that we pursue, not just information or techniques.
- ◆ It is essential for our clients to know that close customer relationship is an integral part of our business philosophy. We, therefore, encourage clients' participation in every stage of their requisitioned studies.

We excel in ...

- ◆ Transforming data into customer insights
- ◆ Consulting solutions beyond research by contributing in strategic planning and execution.
- ◆ Availing expertise in cross functional domain
- ◆ Wide range of analytical tools
- ◆ Quick turnaround capability
- ◆ Value for money offerings



Our Manpower Strength

- ◆ Research & Clients service : 10
- ◆ Analysis : 05
- ◆ Field operations : 15
- ◆ Data entry : 10
- ◆ Accounts & Admin : 05
- ◆ Panel of consultants : 50
- ◆ Panel of field investigators : 400 (across the county)

Our Infrastructure

- ◆ Office Space : 3600 Sft.
- ◆ Field operations hub : 30 (across the country)
- ◆ Desktop Computer : 30
- ◆ Printer : 3
- ◆ Photocopier : 1
- ◆ Scanner : 2
- ◆ Multimedia Projector : 1
- ◆ FGD Facility : 1 with viewing provision through one-way mirror.
- ◆ Tablets for CAPI/CATI : 120

Quality Control Measures (PAPI)

Questionnaire/data collection instrument:

- ◆ Questionnaire is the heart of any survey research. We ,therefore, put highest emphasis in preparing it to ensure completeness of the same. In order to do this we generally follow the following steps:
- ◆ Prepare draft questionnaire based on the agreed information checklist
- ◆ Share the questionnaire with the client for its feedback
- ◆ Amend draft questionnaire based on client's feedback
- ◆ Pre-test draft questionnaire in the field
- ◆ Amend questionnaire based on the pre-test result
- ◆ Share amended questionnaire with the client for its approval
- ◆ Print and field the approved questionnaire

Quality Control Measures (PAPI) (Contd.)

Stringent recruitment and training of field personnel:

Required number of field personnel is recruited from our panel of field interviewers (FIs) and supervisors (FSs) across the country. Minimum qualification of the FIs & FSs is graduate. After recruitment FIs and FSs undergo a training program, which includes following steps:

- Detailed briefing on data collection mechanism, art of data collection, questionnaire, sampling rule, etc
- Mock test
- Preliminary selection based on mock test
- Practice field interview (complete two sets of questionnaires)
- Final selection based on practice interview
- Second round of briefing/training after final selection

Quality Control Measures (PAPI) (Contd.)

Thorough supervision and back-check:

A thorough and random back-check procedure is followed to ensure quality of fieldwork in the following manner:

- Accompany call
- Application of sampling plan verification
- Sample verification
- Response verification
- Scrutiny and editing

Corrective actions taken immediately if found any gaps or deviation.

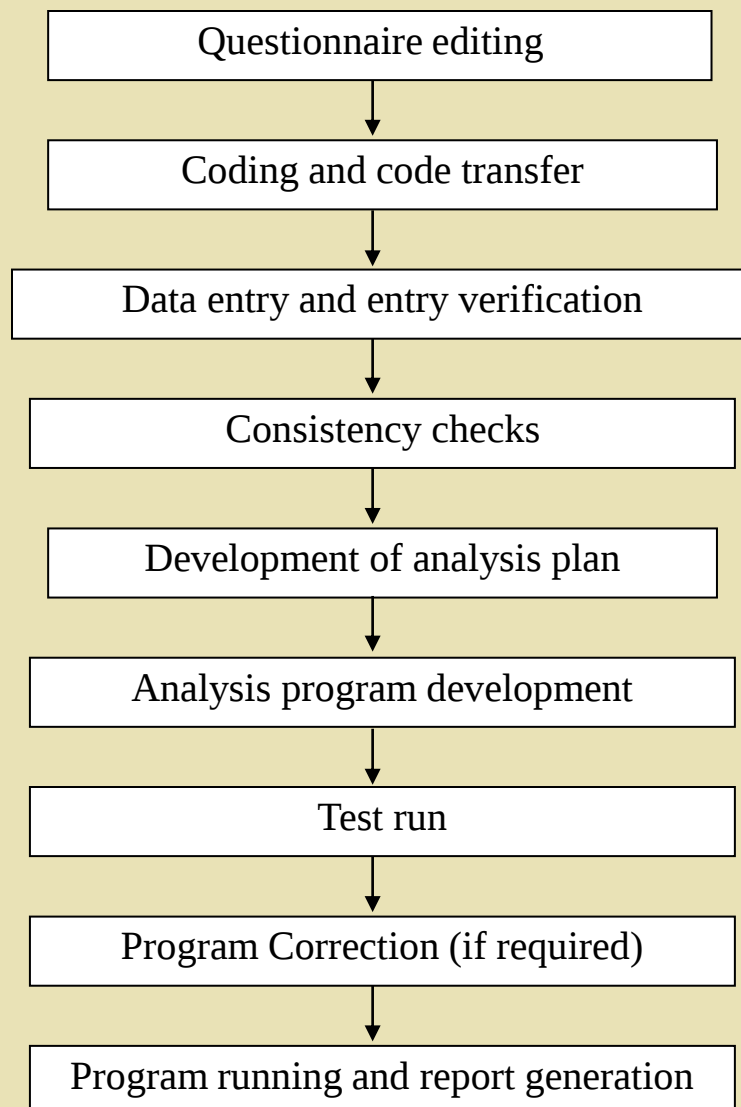
Field log/contact sheet:

Interviewers carry a field log sheet where they record relevant information on what happens in the field, such as contact and call-back details. This supply enough information for an independent observer to locate a selected address and identify the respondent interviewed.

Quality Control Measures (PAPI) (Contd.)

Data entry, processing and analysis:

We follow strict data entry and processing procedure under the guidance of EDP manager as follows:



Quality Control Measures (PAPI) (Contd.)

Quality auditing:

OrQuest has employed a permanent Quality Auditor, who works independent of Field Operations Team, and reports directly to the Managing Director. On top of the normal quality control measures taken by the field team, he and his team back-check and sometimes spot-check field work of data collectors, supervisors and field controller.

Quality Control Measures- CAPI

- ◆ OrQuest uses SurveyCTO Collect for CAPI survey, which can work offline. SurveyCTO Collect has following quality control measure:
 - ◆ Form design includes relevance expression which ensures filtering of questions. Additionally, constraints help to minimize data entry error.
 - ◆ Records start and end times of the interviews automatically. Additionally, it captures on-screen time.
 - ◆ Audio audits provide randomly recorded, strategic audio recordings of interviews which provides great insights of quality of collected data.
 - ◆ Speed violations for flagging signs of rushing through forms that could be suspicious.
 - ◆ Data monitoring using the Data Explorer, or another visualization tool.
 - ◆ Publishing feature enables create Dashboard for data visualization.

Quality Control Measures- CAPI (Contd...)

◆ **Accompany calls and call backs:**

OrQuest field supervisors make 5 percent accompany calls and conduct a minimum of 15 percent call-backs (over phone and physically) A separate QC team led by the QC Manager conducts 15% response verification exercise. The QC team reports directly to the Managing Director. Since SurveyCTO script is used for call-backs, the system administrator can compare original and back-check data and verify accuracy of data recorded and, where deemed necessary, to clarify with respondents any inconsistencies in their answers with that of the enumerator. OrQuest accomplishes this task in the following manner:

- Accompany call: 5% (by Field Supervisor)
- Call back (physical/over phone): 15% (by Field Supervisor)
- Response verification: 15% (by Quality Auditor)
- Audio audit: 10% (by Audio Audit Team at Central Office)
- Data consistency check in database: 100% (by System Administrator)

Quality Control Measures- CATI

Most of the QC measures applicable for CAPI is also applicable for CATI, with few exception. OrQuest follows following QC measures exclusively for CATI

- ◆ OrQuest uses SurveyCTO Collect for CATI survey, which has number of feature to ensure the quality of data, as described below:
 - ◆ Case management feature of SurveyCTO helps to avoid manual inputting of mobile numbers; which minimizes chances of calling wrong respondent.
 - ◆ Automatically schedule calls for not available respondents;
 - ◆ Ensures respondents are called back required number of times at required intervals;
 - ◆ SurveyCTO Collect's call management features includes the most detail-rich phone call log

Quality Control Measures- CATI (Contd...)

- ◆ **Supervising phone Surveys:**
- ◆ Supervisors can remotely accompany enumerators while they make calls, helping to support the team.

CATI interviews often take place at OrQuest office premises, the field supervisors remain present during the CATI survey and monitor at least 25% of the surveys including non-cooperation.

Quality Control Measures- Qualitative Survey

- ◆ In qualitative research, all participants are recruited by means of carefully designed recruitment questionnaires. Only those respondents who fulfill all eligibility criteria are selected to participate in the group discussion/IDI/KII.
- ◆ There is a separate scrutiny team for the selection of the respondents. They carefully review the recruitment questionnaires and refer to the research team. The research team randomly checks the recruitment questionnaire and approve the final list.
- ◆ The surveys conducted at a central location, selected respondents are brought to a central venue. The scrutiny team verifies the respondent list with recruitment questionnaire. In case of any mismatch, the respondent is discarded. OrQuest often keep some buffer respondents in case of any casualty.
- ◆ If the respondents are interviewed at their preferred location, the moderators are asked to bring their business card or any other document as a proof of profile.

Quality Control Measures- Qualitative Survey (Contd...)

- ◆ The researchers or the QC team randomly listens or watches the video or audio recording of the interviews to check the quality of the interview.
- ◆ If the interview is conducted through online platform (e.g. zoom, skype or Ms Teams, the researcher or representative from the QC team observe the online interview to ensure the quality of the interview.
- ◆ The researchers and the QC team check 100% of the transcripts and gives an approval note on the transcript. No transcript is accepted, unless it is approved by QC team or the researcher.

Our Experience

Our research team have worked for the following major clients in Bangladesh (in alphabetical order):

- ◆ ACI Limited
- ◆ Asian Development Bank (ADB)
- ◆ AHZ Agro Industries
- ◆ Arla Foods Ingredients Milco Bangladesh
- ◆ Banglalink
- ◆ Bashundhara Group
- ◆ Bangladesh Center for Communication Programs (BCCP) - USAID
- ◆ Berger Paints Bangladesh Ltd.
- ◆ Beximco Group
- ◆ British American Tobacco Bangladesh Ltd.
- ◆ BBC Media Action
- ◆ BRAC
- ◆ BRAC Bank
- ◆ Canadian High Commission
- ◆ CARE Bangladesh
- ◆ Citibank, N.A.
- ◆ Chiristian Service Society
- ◆ Coca-Cola Far East Ltd.
- ◆ Coats Bangladesh Ltd.
- ◆ Colgate Palmolive
- ◆ Dabur International
- ◆ Dekko Group
- ◆ DFID Bangladesh
- ◆ D3 Systems, Inc.
- ◆ DHL Worldwide Express
- ◆ Dhaka Tobacco Ltd.
- ◆ DJS Research Ltd.
- ◆ Diganta Media Corporation
- ◆ IBN-SINA Trust
- ◆ Embassy of the United States of America
- ◆ Eastern Bank Ltd.
- ◆ ECOTA Fair trade Limited
- ◆ Ericsson AB
- ◆ Electro Mart Ltd
- ◆ Family Planning Association of Bangladesh
- ◆ Ford Foundation
- ◆ Four Corner Froup, Pakistan
- ◆ Gillette India Ltd.
- ◆ Grameen Phone
- ◆ Gallup International
- ◆ Global Alliance for Improved Nutrition (GAIN)

Our Experience (Contd.)

- ◆ GlobeScan Incorporated
- ◆ GQRR, USA
- ◆ Harris Interactive, Singapore
- ◆ Imperial Tobacco
- ◆ InterMedia, USA
- ◆ IPSOS
- ◆ Johns Hopkins University
- ◆ Johnson & Johnson Ltd.
- ◆ Japan Platform
- ◆ KATALYST/Swisscontact
- ◆ KEARI Limited
- ◆ Lafarge Surma Cement
- ◆ Link -3
- ◆ Marico Bangladesh Limited
- ◆ Motorola
- ◆ Mutual Trust Bank Ltd.
- ◆ Nestle Bangladesh Ltd.
- ◆ New Zealand Milk Products
- ◆ Nicare
- ◆ Nokia Cellular Mobile Limited
- ◆ North Carolina State University
- ◆ Nuvista Consumer Healthcare Ltd.
- ◆ Population Council
- ◆ Plan International Bangladesh
- ◆ Procter & Gamble Bangladesh Ltd.
- ◆ Prime Bank Ltd.
- ◆ Prothom Alo
- ◆ Reckitt Benckiser Bangladesh Ltd.
- ◆ Recom Research, USA
- ◆ Royal Danish Embassy
- ◆ Scan Cement
- ◆ Sanofi Aventis Bangladesh
- ◆ Social Marketing Company
- ◆ Sports Marketing Surveys Ltd.
- ◆ IFC-SEDF
- ◆ IFC-BICF
- ◆ Square Group
- ◆ Standard Chartered Bank
- ◆ Technova India
- ◆ The World Bank
- ◆ The City Bank Ltd.
- ◆ The Global Fund
- ◆ Taylor Nelson Sofres (TNS - Singapore)
- ◆ TM International (Bangladesh) Limited/AKTEL/Robi
- ◆ UNICEF
- ◆ UNFPA
- ◆ UNILEVER
- ◆ UNICO?/JICA
- ◆ Uniqlo Company Ltd. Japan
- ◆ USAID
- ◆ US State Department
- ◆ Voice of America
- ◆ Veolia Eau, France
- ◆ The World Bank
- ◆ World Justice Project
- ◆ World Public Opinion
- ◆ WHO

Our Associates

- ◆ ORG India Pvt. Ltd.
- ◆ Aims of Bangladesh Limited (The first private sector mutual fund management company in the country).

Key Sponsors

- ♦ **Monzurul Haque, MA (Econ), MBA (IBA)** with more than 35 years of experience in research and consulting, founder and former Chairman & CEO of OMQ/ACNielsen (Bangladesh).
- ♦ **Amit Roy, BE (Mech), MBA, LLB** with 35 years of experience in consulting & research; former President of ACNielsen (India).
- ♦ **Barenzo Chowdhury, B.Sc, MBA** with 28 years of experience in social research and development consulting, former VP- Social Research, ACNielsen (India).
- ♦ **Faizana Haque M.A, B. Ed.** more than 12 years of experience in focus group moderation and former director of OMQ/ACNielsen.
- ♦ **Prakash Gujarathi, Ph.D (AgriEco)** with 35 years of experience in natural resource management consulting, former VP- Public Systems Research, ACNielsen (India).

Our Capability

Our research team conducted and managed the following notable research projects:

SOCIAL & DEVELOPMENT CONSULTING & RESEARCH

Health and Population

Name of the Assignment	Sponsored/Funded By
Social and Behavioural Networking Exercise for Injecting Drug Users	BCCP- JHU
Baseline Survey on Reproductive Health	CARE-Bangladesh
Social and Behavioral Networking Exercise for Injecting Drug Users	The Global Fund/WHO
Survey on Micronutrient Fortification in Bangladesh	Path Canada/MI Canada
Baseline Survey on Maternal Mortality & Emergency Obstetric Care (EOC)	BCCP-JHU
Evaluation of Thana Managers' Training Program	HL SP/MOHFW, GOB
Maternal Mortality Reduction & Violence Against Women- Process Testing	UNICEF/BCCU
Violence Against Women- Concept Testing	Expressions/UNICEF
Adolescents Survey	ICDDR
Survey of Doctors and Pharmacists	NICARE/British Council
Research on Rice-based ORS	Social Marketing Company (SMC)
Survey of Village Doctors	NICARE/British Council
Baseline Survey on Knowledge, Attitude and Behavior of Target Population of RHIYA Project Sites Bangladesh-2005	UNFPA
Quality definition Study (Quality of Care as perceived by the Patients)	UFHP/John Snow Inc., USA/USAID
Study on Male Clinics	Marie Stopes Clinic Society
Evaluation of TFIPP Training Initiatives	TFIPP, funded by EU Project of DGHS, MOHFW, GOB
Evaluation of Quality Assurance Project	WHO/ DGHS, MOHFW, GOB
Study on Pharmaceutical Marketing Issues	Rhone Poulenc Rorer
KAP Study on Analgesics	Reckitt & Colman
Health Personnel Training Project of DGHS Evaluation	MOHFW, GOB/ WHO
Provision of quality comprehensive primary health care services for displaced population in Cox's Bazar, Bangladesh	Japan Platform

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

Health and Population (contd.)

Name of the Assignment	Sponsored/Funded By
Client Satisfaction Survey and their Perception of Quality of Health Services	MOHFW, GOB/ WHO
Evaluation of Integrated Family Planning Development Program	FPAB
Femicon Contraceptive Positioning Study	USAID
Development of training module on health, flood preparedness and home gardening	CARE Bangladesh
KAP Survey among CSWs (Condom Use)	SMC (USAID)
Base line KAP Study of STD/AIDS and Condom Use among Transport workers and Border Check post Communities	SMC/Population Services International
Safe Motherhood Campaign, Pretesting of Communication Materials	Health & Nutrition/UNICEF
Training Need Assessment Survey	DG of Health Services, MPHFW, GOB
Clinical Achievement Study	NIPHP/UFHP-RSDP (JSI)/USAID
Water and Sanitation Project: Qualitative Assessment	UNICEF
Child Protection & Birth Registration	UNICEF
Social Mobilization/HAPIC	UNICEF
Formative research on "Sprinkles" in Bangladesh (Listing & Baseline Survey)	BRAC
Oral Contraceptive & Condom U & A Study	Nuvista Consumer Healthcare Ltd.
Rural Health Care Baseline Survey	Christian Service Society
Conducting KAPP Study on Drinking Water and Water Purifying Tablets	Social Marketing Company
Knowledge Attitudes Behaviorurs and Practices (KABP) Survey in UPHCP working areas and cost effectiveness assessment of different media.	BCCP
Hospital Market Survey	IBN SINA Trust
Market Assessment Study on Lactacyd	Sanofi Aventis
Animal Bite Management & Market Dynamic Study	Sanofi Aventis
General Population Survey	Intermedia Survey Institute
Role of Chemist on OCP Marketing	Nuvista Pharma Limited
Test Testing of New Eletrolyte Drink	Social Marketing Company
Price Elasticity Study on SMC Products	Social Marketing Company

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

Health and Population (contd.)

Name of the Assignment	Sponsored/Funded By
Evaluation of Adolescent Health Communication programme in Rural Schools	BCCP- JHU
Evaluation of Safe Hygiene Curriculum among school children	UNICEF
Rehabilitation and Community Development	Lafarge
Water and Sanitation Project: An Assessment among school children.	UNICEF
Effectiveness/Impact Assessment Study of Social Mobilization for (SOCMOB-AB) Component on Behavioral Change.	UNICEF
Assessment of Adolescent Reproductive Health Communication Program in Rural School.	BCCP-USAID
Survey on Meena Communication Initiatives in	UNICEF

HIV/AIDS

Name of the Project	Sponsors
National Behavioral Surveillance Survey	Family Health International (FHI)/USAID
HIV/AIDS Advocacy Strategy	SMC/USAID
Situation Analysis of Hotel and Alternative Sex Venue	FHI/USAID
Street Based Sex Workers and their Clients	WHO
KAP Study among Sex Workers and Clients	SMC/USAID
National IEC Study	BCCP-JHU
Study on Male Clinics (also Adolescent Sexual Behavior)	Marie Stopes Clinic Society
KAP Study on HIV/AIDS among Truckers	SMC/USAID
HIV/AIDS and Condom use: KAP Survey	SMC/USAID
KAP Survey among Commercial sex Workers (Follow-up survey)	SMC/USAID
Heterosexual behavior of Students and Truckers	Presented in the Populations Association of America meeting in 1998

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

Other Social Research

Name of the Project	Sponsors
Development of Regional Resource Inventory for Shouhardo program	CARE-Bangladesh
Study of User Friendliness of The Grant Application for The Global Fund –Round V.	The Global Fund- WHO, Geneva
Training Need and Personnel Appraisal Survey	Rhone Poulenc Rorer
Survey of Pesticides: Quality and Safety Aspects	Novartis, Switzerland
National Audience Survey	Voice of America, USA
National Media Survey	UNICEF/JHU/SMC (funded by USAID/UNICEF)
Domestic Child Labour and Birth Registration	UNICEF
Child Rights Process Evaluation	UNICEF
Sabuj Chhata Drama Evaluation	BCCP/JHU
BCC Needs Assessment Study	BCCP
Baseline Survey: Communication Campaign Among Men	Marie Stopes Clinic Society & Radio for Development, UK
Bangladesh National Survey	US Government
Baseline Survey (Opinion poll)	Political Parties
National Media Study	Voice of America
National Media Study	BBC World Service Trust
Communication Activities for the National Network of Union Parishads	BCCP

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

Other Social Research (contd.)

Name of the Project	Sponsors
Gallup World Poll	Pan Arab Research Center
Newspaper Readership Survey	Daily Prothom Alo/Naya Diganta
National Readership Survey	Syndicated
Char Development Survey	DFID
Formative Research for Governance Debates	BBC World Service Trust
Megamind	Hansa Research Group Pvt. Ltd.
Strengthening the maintenance system and improving the WASH environment of WASH facilities at Myanmar refugee camps in Cox's Bazar, Bangladesh	Japan Platform
Project for enhancement of protection mechanism and community resilience against Gender Based Violence (JPF-4)	Japan Platform
Protection Support for Myanmar Refugees and WASH support for Host Communities	Japan Platform
:Covid-19-related changes in the relation between women's empowerment in the household and women's diet	International Food Policy Research Institute
Quarterly Post Distribution Monitoring of the Integrated Case Management Programme	UNICEF
Assessment on the Situation of Rohingya and Host Community Adolescents and Youth	UNICEF
SURVEY OF UNION SOCIAL WORKERS IN BANGLADESH	The Workd Bank
Mapping of Services and Programs for Persons with Disabilities	The Workd Bank
COVID-19 Business Pulse Survey for MSMEs in Bangladesh	The Workd Bank

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

Other Social Research (contd.)

Business Development / Enterprise Research:

Name of the Project	Sponsors
BDS Survey (SME)	Swisscontact /KATALYST
Listing of Enterprises	NOKIA
Listing of Enterprises	DHL Worldwide
Listing of Retail Outlets	Own Use to Develop Database
Need Assessment & Client Satisfaction Survey	Citibank NA
Need Assessment & Client satisfaction Survey	Dekko Airnet
Outcome and Impact Level Assessment of Interventions in the Poultry Sector	South Asia Enterprise Development Facility
Old Textile Machinery Demand Study	US Embassy
SME Baseline Survey	Inter-Plan/SEDF
Thread Market Demand Study	Coats Bangladesh Ltd.
Baseline Survey on Poultry Sector	South Asia Enterprise Development Facility
Maize Farming Assessment Study	KATALYST
Usage Attitude & Image Survey	ECOTA Forum/DFID
Baseline Survey on Fisheries.	KATALYST
Mid-line Assessment of the Field Activities of the Agri-SEED	IFC-BICF

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

Business Development / Enterprise Research (contd.):

Name of the Project	Sponsors
Usage Attitude & Image Survey	BASC/DFID
Healthcare Sector Study	Canadian High Commission
Demand Assessment Study	Scan Cement
Assessing Access to Information for Female Farmers in Rangpur	KATALYST
Vegetable Market Survey	KATALYST
Baseline Survey on Seeds	South Asia Enterprise Development Facility
Automation of the Office of RJSC: Baseline Survey	IFC-BICF
Women's Access to Finance Survey	IFC-SEDF
Private Sector Development (PSD) Agency Scorecard Baseline Survey	IFC-BICF
Assessment of Implementation of Public Procurement Regulation (PPR)	World Bank/CPTU
Courier Mystery Shopping	Nagy Research
Internet Market Survey	Multinet Group
Tax Perception and Compliance Cost Survey	
Beneficiary Survey on the Registrar of Joint Stock Companies and Firms (RJSC) Automation Project	IFC-BICF
Time Release Study – Chittagong Customs House	IFC-BICF
Time Release Study – Benapole Customs House	IFC-BICF
Time Release Study – Dhaka Customs House	IFC-BICF
Time Release Study – ICD, Dhaka	IFC-BICF
Survey of Merchants and Digital Payments in Bangladesh	The World bank
Micro – Merchant Mapping Assessment	UNCDF (UNDP)

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

M&E Surveys:

Project Name/Type	Client Name
1. Bangladesh SME Baseline Survey	Enterplan Limited, U.K. /IFC-SEDF
2. Baseline Survey of RMG Sector	IFC-SEDF
3. Development of Regional resource Inventory	CARE Bangladesh
4. Baseline Survey on Seeds	IFC-SEDF
5. Assessment of Market Changes in the Rangpur Vegetable Sector	Katalyst/ Swisscontact
6. Assessing Access to Information for Female Farmers in Rangpur	Katalyst/ Swisscontact
7. Maize Farming Assessment Study in greater Bogra district	Katalyst/ Swisscontact
8. Evaluation of Unregistered Children Project (UCP)	Plan Bangladesh
9. Impact Assessment of Interventions in the Poultry Sector	IFC-SEDF
10. Baseline Survey of Poultry Sector	IFC-SEDF
11. Impact Assessment Survey for Urban ICT Services Market	KATALYST
12. Automation of the Office of RJSC: Baseline Survey	IFC-BICF
13. Women's access to Finance Survey - Baseline	IFC-BICF
14. Private Sector Development (PSD) Agency Scorecard Baseline Survey	IFC-BICF
15. Assessment of Implementation of Public Procurement Regulation (PPR) – Baseline Survey	The World Bank
16. KABP Survey in UPHCP Working Areas – Baseline and End-line	BCCP/ Local Government, GoB
17. National Baseline Communication Survey	GQR, USA/ IFC-BICF
18. Stakeholder Perception and Attitude/Behavior Survey on Private Sector Development Issues in Bangladesh	GQR, USA/ IFC-BICF
19. Baseline Survey for Rural health Center (RHC) Project	Christian Service Society (CSS)

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

M&E Surveys (Continued):

Project Name/Type	Client Name
20. The World Justice Project - Rule of Law Index	The World Justice Project
21. Impact Evaluation for BBC Janala Amar Engreji Course for “English in Action” Project – Baseline and End-line	BBC Media in Action
22. Midline-II Study for Project “English in Action”	BBC Media in Action
23. Understanding Information Seeking Behaviour and Media Habit of the Rural Poor focusing on Key Economic Sectors	KATALYS/Swisscontact
24. Mid-line Assessment Survey of the Field Activities of the Agri-SEED Program	IFC-SEDF
25. Bangladesh Longitudinal Survey of Social Behavior	University of Nebraska, USA
26. Impact assessment of the Bangladesh Leadership Development Program (LDP	Counterpart International (Funded by USAID).
27. Evaluation of the Integrated Community Development Project (ICDP) Supported by UNICEF in the Chittagong Hill Tract (CHT) Districts	UNICEF
28. Monitoring of Media (television, radio and mobile film show) Component of Multi-media Campaign	UNICEF
29. Strengthening Democratic Local Governance – End-line Survey-2014 (Tabulation, analysis and report writing)	Tetra Tech/SLLG Project, funded by USAID
30. Baseline Study on Resilience through Economic Empowerment, Climate Adaptation, Leadership and Learning (REE-CALL).	Oxfam Bangladesh
31. Social Awareness, Campaign and Communication (SACC) Component of PPRP II - End-Line Evaluation	Bangladesh Center for Communication Programs (BCCP)
32. The Communication Based Assessment and Perception Study on NID Card and NID System	Bangladesh Center for Communication Programs (BCCP)

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

Digital Financial Surveys:

Sl	Name of the project	Client Name
01	Mobile Commerce for Bangladesh	Majestic Market Research
02	Mobile Banking Segmentation Survey	MicroSave
03	Ericsson Mobile Commerce Survey	SIS International Research
04	Telenor Mobile Data Usage	IPSOS
05	Mobile Financial Services	MicroSave
06	Study on Mobile Financial Services	Katalyst
07	Girl Effect	Fieldglobal
08	M-Payment - Bangladesh Market Survey,	GFG Group Limited, Australia
09	Mobile money usage survey among customers	BFA/Rockefeller Foundation
10	Micro – Merchant Mapping Assessment	UNCDF
11	Survey of Merchants and Digital Payments in Bangladesh	The World Bank

Value Chain Surveys:

Name of Project	Client Name
1. Impact assessment of packaging sector	KATALYST
2. Mobile Financial Services for benefitting male and female farmers in agro business	KATALYST/Swis scontact
3. Bangladesh LPG Market Survey	Karnaphuli Gas
4. WASH Remittance Market Research	Water.org, USA
5. Market Survey on Solar Water Pump for Household	IDCOL
6. Conducting Survey for Assessing the SHS Market	IDCOL
7. Market Research on Bio-slurry based Organic Fertilizer covering total value chain	IDCOL
8. Market Survey of Sulfuric Acid Manufacturing Industry in Bangladesh	Anan Chemical Industries Ltd.
9. Jobs in Value Chains Survey in Bangladesh	The World Bank

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

MARKET RESEARCH

Product & Brand Related Research

Name of the Project	Sponsors
Product and concept tests	Unilever Bangladesh Ltd., Coca-Cola Far East Ltd, Marico Bangladesh Ltd., Imperial Tobacco Bangladesh Ltd., New Zealand Milk Products, Reckitt Benckiser Bangladesh Ltd., British American Tobacco Bangladesh Ltd., Imperial Tobacco, Johnson & Johnson Ltd., Nestle Bangladesh Ltd., Proctor & Gamble Bangladesh Ltd., etc.
Pricing study	Coca-Cola Far East Ltd., Unilever Bangladesh Ltd., Reckitt Benckiser Bangladesh Ltd., British American Tobacco Bangladesh Ltd., Imperial Tobacco, etc.
Marketing mix tests	Unilever Bangladesh Ltd., Reckitt Benckiser Bangladesh Ltd., Coca-Cola Far East Ltd , British American Tobacco Bangladesh Ltd., Imperial Tobacco, etc.
Post launch monitoring (PLM)	Colgate Palmolive, Unilever Bangladesh Ltd., Johnson & Johnson Ltd., Reckitt Benckiser Bangladesh Ltd., New Zealand Milk Products, Coca-Cola Far East Ltd., etc.
Brand positioning study	Reckitt Benckiser Bangladesh Limited, Unilever Bangladesh Limited etc.
Name test	Coca-Cola Far East Ltd., Reckitt Benckiser Bangladesh Ltd., Unilever Bangladesh Ltd., British American Tobacco Bangladesh Ltd., Imperial Tobacco, etc.
Brand image study	Sanofi Aventis Bangladesh, Reckitt Benckiser Bangladesh Ltd., New Zealand Milk Products, Nestle Bangladesh Ltd., Berger Paints Bangladesh Ltd., Unilever Bangladesh Ltd., Arla Foods Ingredients Milco Bangladesh etc.

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

Advertising Research

Name of the Project	Sponsors
Advertising pre-and-post-testing.	Coca-Cola Far East Ltd, Marico Bangladesh Ltd., New Zealand Milk Products, Reckitt Benckiser Bangladesh Ltd., British American Tobacco Bangladesh Ltd., Unilever Bangladesh Ltd., Proctor & Gamble Bangladesh Ltd., Imperial Tobacco, etc.
Post evaluation of communication campaign/ Advertising and other tracking studies	Grameen Phone, Unilever Bangladesh Ltd., DHL Worldwide Express, Coca-Cola Far East Ltd., Nestle Bangladesh Ltd., Proctor & Gamble Bangladesh Ltd., Nestle Bangladesh Ltd., BBC Media Action, Counterpart International, etc.

Media Studies

Name of the Project	Sponsors
TV day after recall study	Syndicated research
National media study and other media/communications related studies	Voice of America, BBC Media Action, Naya Diganta (a national daily), Bangladesh center for Communications (BCCP), Katalyst, UNICEF, Daily Prothom Alo, etc.

Market Segmentation and Feasibility Studies

Name of the Project	Sponsors
Market potentiality assessment study/ Market feasibility study	Square Group (On Health Care Sector), Beximco Group (on Real Estate Industry), UNICEF, etc.
Usage & attitude / Habits & practice study	Johnson & Johnson Ltd., Berger Paints Bangladesh Ltd., Coca-Cola Far East Ltd., Unilever Bangladesh Ltd., DFID (BEMAP Project), Hempel Coatings (Singapore) Pte. Ltd., Reckitt Benckiser Bangladesh Ltd., Novartis Bangladesh Ltd., Marico Bangladesh Ltd., Godrej Sara Lee, BATBC, Imperial Tobacco, etc

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

OTHER RESEARCH

Name of the Project	Sponsors
Customer satisfaction study (CSS)	Opsonin Pharmaceutical Company Ltd., Grameen Phone, Novartis Bangladesh Ltd., Citibank, N.A., Nestle Bangladesh Ltd., Gallup Korea, Standard & Chartered Bank, etc.
Mystery shopper survey	Standard Chartered Bank, The Hong Kong and Shanghai Banking Corporation, BRAC Bank Ltd., TM International Bangladesh Ltd. Eastern Bank Ltd. The City Bank Ltd. etc
Opinion poll	US State Department, Political Parties, Occidental USA, Daily Prothom Alo, D3 Systems Inc., US Institute of Peace, etc
Industrial research	Intertek Testing Services, Market Share, etc
Financial research	Standard Chartered Bank, Citibank, N.A., The Hong Kong and Shanghai Banking Corporation Limited, BRAC Bank, EBL, MTBL, The City Bank, etc.
Research on Health sector	Novartis Bangladesh Ltd., Sanofy Aventis Bangladesh, ACI Limited, Square Pharmaceuticals, Ibn-Sina Trust, etc.
Research on Auto industry	Navana Group, Partex Group, etc.
Telecommunication /IT research	Grameen Group, Ericsson AB, Motorola Inc., Strategis Group, TNS, AKTEL, Banglalink, Harris Interactive, KATALYST
Research on Food & Drink	Coca-Cola Far East Ltd., New Zealand Milk Products, Nestle Bangladesh Ltd., etc.
Consumer Panel	Syndicated
Retail Audit	Syndicated
Random Weight Survey : a socio-economic and Demographic Survey	Syndicated
Research on Cement	Cement Market Survey: ScanCement Price Tracking, Customer Satisfaction Survey, Countrywide Retail Census, Pulse Survey and Application Mapping Survey: Lafarge Surma

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

MANAGEMENT & MARKETING CONSULTING

- ◆ Evaluation of SME Coordination Committees in the districts of Faridpur, Rangpur, Rajshai & Bogra, Swisscontact /Katalyst
- ◆ Development & Implementation of Communications Strategy for Private Sector Development Issues: Implications & Solutions, SEDF
- ◆ Project Preparation Technical Assistance (PPTA) for SME Development and Export Expansion Program (SMEDEEP), Asian Development Bank (ADB), 2003 (as Institutional Development Specialist).
- ◆ Market Study for Flexible SME Training Materials in Bangladesh, 2003, for SEDF, World Bank.
- ◆ Market evaluation study on behalf of DFID for Business Advisory Service Centre (BASC) a DFID funded BDS project aimed at providing services to SMEs, 2002.
- ◆ A Comparative Analysis of Corporate Governance in South Asia: Charting a Roadmap for Bangladesh, 2002 sponsored by DFID.
- ◆ Market Dynamics Study of the Chars areas in Tangail, Sirajganj, Bogra, Rangpur and Dinajpur for the DFID funded Chars Livelihood Programme, 2002.

Our Capability (contd.)

Our research team conducted and managed the following notable research projects:

MANAGEMENT & MARKETING CONSULTING (Contd.)

- ◆ Market evaluation study and development of a business plan on behalf of DFID for ECOTA Forum, a DFID funded BDS project that promotes FAIR TRDAE in and outside Bangladesh, helping small and medium handicrafts manufacturers and exporter (SMEs) of Bangladesh in accessing market abroad, 2002.
- ◆ Evaluation study of BDS market, Business Development Services Programme, Swisscontact – Bangladesh, 2001
- ◆ Sericulture Sub-sector Review and Project Identification Mission (as Marketing Expert), FAO/World Bank: Report No. 78/94 CP-87, 1994.
- ◆ Study on “Bangladesh Healthcare Sector: Opportunities for Canadian Companies”, Department of Foreign Affairs and International Trade (DFAIT), Canadian High Commission, 2005.

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