



THE CASE FOR MARKETING INTELLIGENCE

Agenda

2

- Objective
- What is Marketing Intelligence?
- The Process
- Where Does Marketing Research Fit in the Decision Making Processes?
- What is Apex Consulting
- Q&A

Objective

3

- To help you understand the impact of marketing intelligence on your bottom line.

Marketing Research Defined

4

Marketing research is the function that links the consumer, customer, and public to the marketer through information-information used to *identify* and *define* marketing opportunities and problems; *generate*, *refine*, and *evaluate* marketing actions; *monitor* marketing performance; and *improve* understanding of marketing as a process.

Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes, and communicates the findings and their implications.

American Marketing Association's official definition of marketing research.

Marketing Intelligence Defined

5

- Marketing intelligence is a strategic spin on marketing research.
 - ▣ Focusing on information (as opposed to guessing) and use of information as a source of strategic advantage.
 - ▣ The purpose of marketing intelligence is not just to gather data but to *get data that helps make the right decisions.*
 - ▣ Marketing research is defined as an *information input* to decisions, not simply the evaluation of decisions that have been made

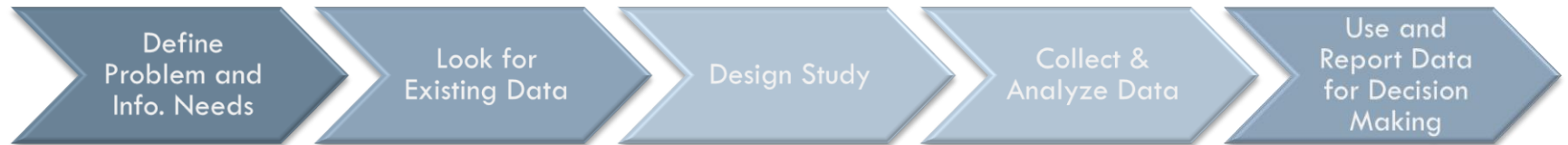
Questions! Questions!

6

- Where should we focus our money, energy, and time?
- Why are my customers leaving to competitors?
- Are we offering the right products/packages?
- Are we focusing on the right markets?
- Is our advertising and marketing budget well spent? Does it really work?
- What is most important to customers?
- Who is our customer?
- Do consumers cluster into groups?
- What areas need improvement?
- What drives satisfaction or sales for customers?
- What are the brand's perceived strengths or weaknesses?

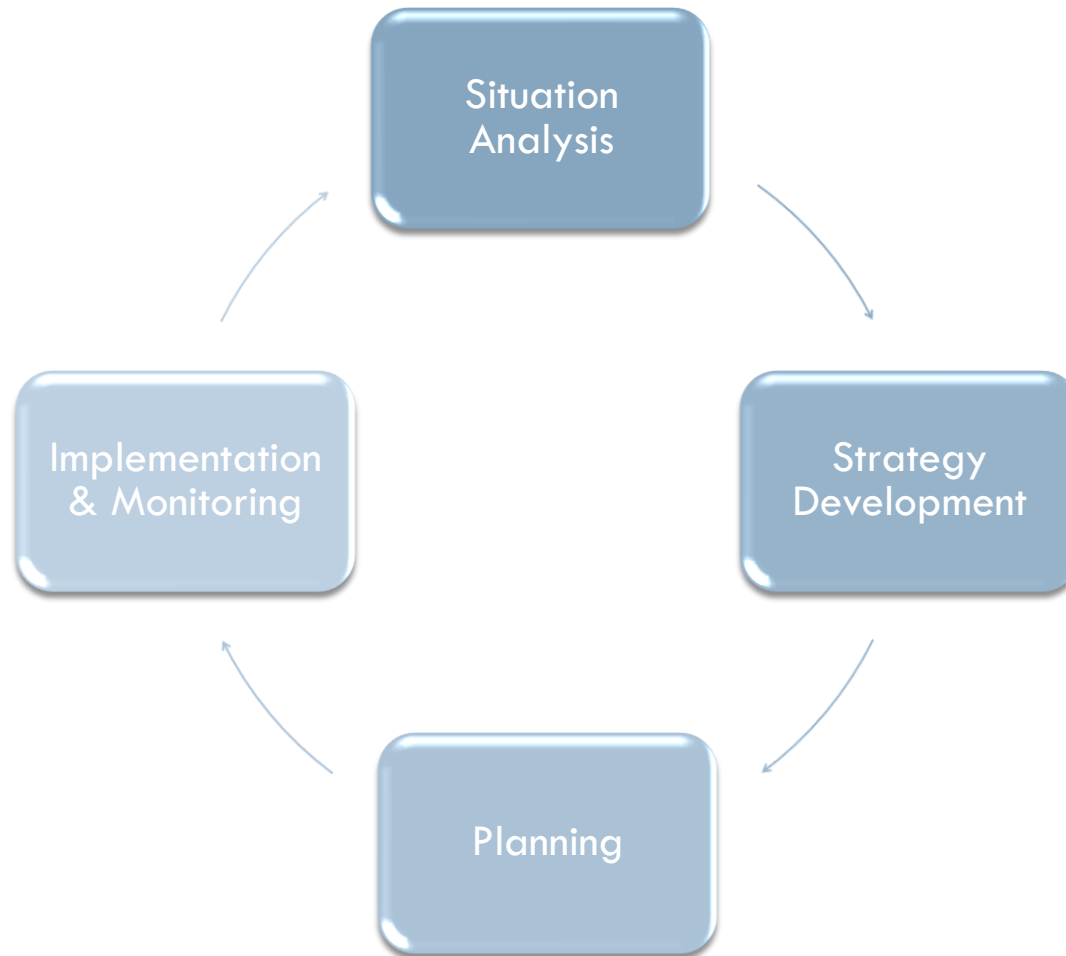
The Process

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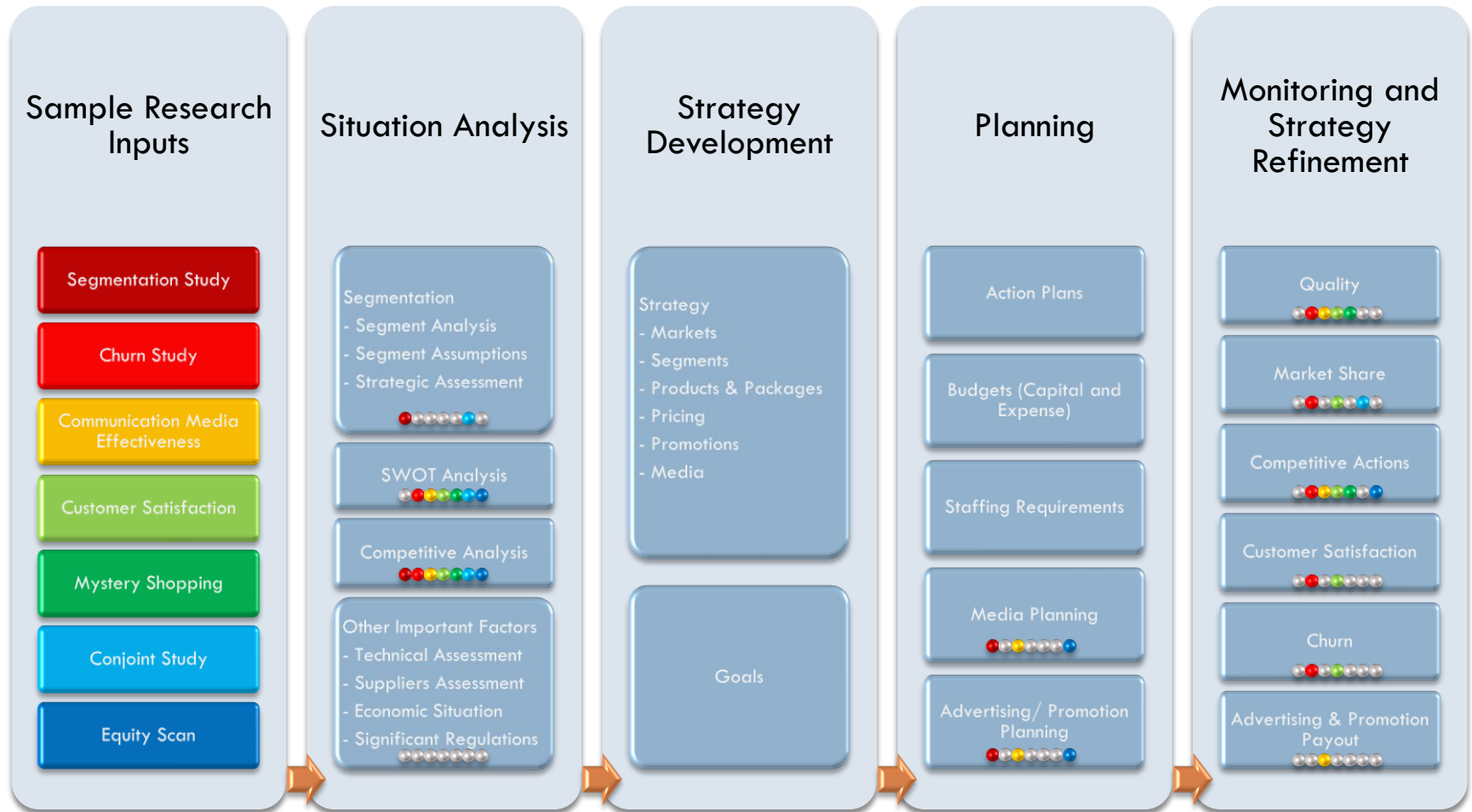
A Decision-Making Perspective

8



Marketing Research in Decision Making

9



What is Apex Consulting

10

- Apex Consulting is a consulting and research firm whose expertise helps organizations maximize their return on their social and business initiatives. Apex was established in 1997 to focus on the Yemeni market. The head office of Apex is in Sana'a-Republic of Yemen.

Our Clients

11

□ Private Sector

- Procter & Gamble - Yemen
- Reckitt Benckiser Arabia FZE - Yemen
- SabaFon GSM Telecom – Yemen
- Y-GSM Telecom - Yemen
- Yemen Liquid Natural Gas (YLNG) - Yemen
- Exxon Mobil - Yemen
- MAM International - Yemen
- Fuchs Lubricants - Yemen
- ENOC Lubricants - Yemen and UAE
- NIIT - Yemen
- Marico Industries India LTD. - UAE
- HasKan – Yemen



Our Clients

12

□ **Multilateral Organizations**

- The World Bank - Yemen, Saudi Arabia and Oman
- International Finance Corporation (The World Bank Group) - Yemen
- Foreign Investment Advisory Service (The World Bank Group) - Yemen
- United Nations Development Program (UNDP) - Yemen
- UNICEF - Yemen

□ **Government**

- Ministry of Foreign Affairs - Yemen
- Shoura (Consultative) Council - Yemen
- The Tax Authority - Yemen
- Ministry of Industry and Trade - Yemen
- Presidency National Information Center - Yemen

□ **Universities**

- University of Science and Technology - Yemen
- New York University - USA
- University of Connecticut - USA

Standards and Professional Codes

13

- The research practice of Apex Consulting is fully compliant with the ISO 20252:2006 international standard.
- Apex Consulting is also fully compliant with the following International Chamber of Commerce (ICC)/ European Society for Opinion and Marketing Research (ESOMAR) Codes of Conduct:
 - ▣ International Code of Marketing and Social Research Practice
 - ▣ International Code of Mystery Shopping Studies
 - ▣ International Code of Customer Satisfaction Studies
 - ▣ International Code of Tape and Video Recording and Client Observation of Interviews and Group Discussions
 - ▣ International Code of Interviewing Children and Young People

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14

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15

Thank you very much!