

We Develop Revolutionary Business Marketing Solutions

About Kestrel & Buzzard

Vision

To become best internationally trusted & ethical marketing consultancy firm bound to measure its achievements with client's success.

Mission

Build long term business relationships with clients through knowledge, innovation and strategic approach of top class marketing professionals on board, and deliver clients with the most appropriate tailored solutions to achieve sustainable growth.

About Kestrel & Buzzard

Incorporated in 2006, Kestrel & Buzzard (K&B) is an energetic, entrepreneurial and friendly Marketing consulting company with strong customer relationship element. All our services are originated around understanding of client needs. We serve our clients with fairness, trust and honor, combining expertise of local and global perspective whenever opportunities arise. Services we provide to our clients, help them better market their products and services along with achievement of competitive advantage.

K & B offers a complete range of research services, related to the study of products, services, concepts, advertising, communication and pricing strategies, as well as the evaluation and tracking of customer satisfaction, brand health, loyalty and the drivers behind them.

K & B is operational with its client services offices in different Metros i.e. Karachi, Lahore & Islamabad/Rawalpindi. K & B is also mandated to operate in Dubai while having its coordination offshoot in USA. With a network of its satellite offices in all major cities, K & B is fully capable to execute study of any scale across the country with minimum turnaround time. The integration of global resources and local expertise enables K & B to provide high quality data, strategic ideas and feasible solutions.



Survey Method



Population and Sampling

Before you choose a survey method, you need to point out the characteristics of people who belong to your target population. Literacy levels, language issues, geographic restrictions must be analyzed first. If the target population is composed of college students, you may choose the online survey method. However, if the target population is comprised of homeless people, online, telephone or mail surveys are not suitable, but a personal interview survey is.

In terms of sampling issues, consider the number of respondents in the sample when choosing a survey method. Online surveys are best for surveys requiring a hundred or a thousand responses, while telephone surveys are ideal for 10 to 20 responses.

a. Questions

The types of questions that will be asked matter in choosing the right survey method. A survey that asks mostly closed-ended questions needs paper-and-pencil survey, online survey or telephone survey, whereas a survey containing more open-ended questions requires a focus group survey or a personal interview survey. The length and type of the response scales to be used are also considered along with the question types.

b. Bias Issues

One of the bias issues that you need to look at is social desirability. Many respondents might answer questions that make them look good even when their responses are not really true. Social desirability is a serious concern when conducting a personal interview survey or a focus group survey, but can also be present in self-administered online or mail surveys.

Another bias issue is concerned with how the interviewer asks the questions. Judgments may be created if the interviewer already has strong opinions about the topic and might not listen to what the respondent has to say.

Personal interview survey makes sure that you are getting the responses from the very person that is included in the sample. On the other hand, false respondent bias may come to fore when using a mail survey or an online survey, as it is more difficult to verify the person who really gave the responses with these methods. Counter measure often include that a each participant get a token or a code which they enter in the beginning of the survey and researchers may match to the individual.

c. Resources

Other factors that you need to consider when choosing a survey method include the costs and budget for the survey, the facilities and equipment needed to conduct and process the survey, the time allotted, and the manpower the survey demands.

Personal Interview Survey

The Face-to-Face Method

A personal interview survey, also called as a face-to-face survey, is a survey method that is utilized when a specific target population is involved. The purpose of conducting a personal interview survey is to explore the responses of the people to gather more and deeper information. Personal interview surveys are used to probe the answers of the respondents and at the same time, to observe the behavior of the respondents, either individually or as a group. The personal interview method is preferred by researchers for a couple of advantages. In addition, you must be able to understand the types of personal or face-to-face surveys.

Types of Personal Interview Survey

Basically, there are two-types of personal interview survey according to how the interviewer approaches the respondents.

a. Intercept

In an intercept approach, the interviewer usually conducts a short but concise survey by means of getting the sample from public places such as malls, theaters, food courts, or tourist spots.

b. Door-to-door interviews.

A door-to-door interview survey involves going directly to the house of the respondent and conduct the interview either on-the-spot or at a scheduled date.

Advantages of Personal Interview Survey

a. High Response Rates

One of the main reasons why researchers achieve good response rates through this method is the face-to-face nature of the personal interview survey. Unlike administering questionnaires, people are more likely to readily answer live questions about the subject (for instance, a product) simply because they can actually see, touch, feel or even taste the product.

b. Tolerable Longer Interviews

If you wish to probe the answers of the respondents, you may do so using a personal interview approach. Open-ended questions are more tolerated through interviews due to the fact that the respondents would be more convenient at expressing their long answers orally than in writing.

c. Better Observation of Behavior

Market researchers can benefit from personal interview survey because it presents a greater opportunity to observe the attitude and behavior of the respondents / consumers toward a product.

Past Experience of K & B Experience

WHY K&B?

K & B has privilege to possess one of the largest research network in Karachi holding more than 150 direct employees on field, having offices in each district of Karachi. One of the most organized structure for monitoring all districts independently. All data collected from each district is transferred safely to one centralized office. Where data is monitored and evaluation of collected concise data is reported. All correspondence is kept confidential.

JICA Survey:

It is one of the largest door to door surveys ever held commercially in collaboration of CDGK and K & B, Where Japanese multinational company decided to build an underground railway network (mass transit) in Karachi city. Almost all houses in Karachi are door to door surveyed for opinion and response. All data collected is confidentially reported to CDGK and Japanese over defined time line. Report generated was one of best and appreciated by CDGK & JETRO Karachi.

K-Electric:

K & B has given best efforts to monitor Debt collection and recoveries of K-Electric all over Karachi with best our structure network and biggest team for last 4 years. Research for evaluation of consumer issues through Door to Door Survey of non paid consumer, had made remarkable success, as result non - Paid consumers write-off has dropped by 60% in most of district.

Bake Parlor:

K & B has also performed for last 3 Years product surveys for collecting information through interception survey. Analyze house hold consumer opinion over current market to identify improvement areas like taste, appearances, pricing and availability of product in local market. Research was also conducted by comparing Bake parlor products with other market competitors for analyzing market share. Sales of different outlets on sample base in almost all districts in Karachi were monitored for a year at different laps of time for identification of variation and its ground reasons. Analyzing market product consumption saturation level, its factors and providing solutions.

NOKIA Pakistan:

K & B is honored to manage all offices of Nokia in Pakistan, to do all market product surveys for past four years. Collect and compile all data through interception survey for identification of different products strength and identification of time to launch new product.

Evaluate current market consumer's trend for Brand orient v/s Opportunity research were also performed for Nokia all around Pakistan in almost all biggest cities in Pakistan.

SSGC:

K & B has given best efforts to monitor Debt collection and recoveries of SSGC all over Karachi with best our structure network and biggest team for last 4 year. Research for evaluation of consumer issues through Door to Door Survey of non paid commercial consumer, had made remarkable success, as result non - Paid consumers write-off has dropped by 30% in most of district.

ABOUT TAG GROUP

TAG Group has successfully developed its image as a team of thorough professionals in diversified business segments including Accounts, Finance, Marketing, Information Technology and Human Resource within and outside the geographical limits of Pakistan. The Group strives to become a one source solution provider to the multi-sector companies and continuously seek expansion into challenging & profitable business markets. The range of our diversified services is reflected in our group members, which include

GROUP COMPANIES & SERVICES

Tariq Abdul Ghani Maqbool & Co. Chartered Accountants
Business Assurance, Tax & Advisory Services

TAG Consulting (Private) Limited
Management Consultancy Services

TAG Consulting LLC,
USA Accounting, Tax and Business Process Outsourcing

ICON Consultants (Private) Limited
Comprehensive HR Management Consultancy & Outsourcing

Kestrel & Buzzard (Private) Limited
Marketing management & consultancy

Evaluation Grid (Private) Limited
Data management and record warehousing (Physical & Digital)

QUALIFICATION STRENGTH

| | |
|---------------------------------|-----|
| ▶ Chartered Accountants (FCAs) | 4 |
| ▶ Chartered Accountants (ACAs) | 9 |
| ▶ CPAs | 5 |
| ▶ ACCAs | 15 |
| ▶ Cost & Management Accountants | 3 |
| ▶ Field Executive | 126 |
| ▶ Research Analyze Managers | 12 |
| ▶ Software Engineers | 30 |
| ▶ Software support team members | 5 |
| ▶ MBAs | 9 |
| ▶ Legal Advisors | 3 |
| ▶ Other Professional Staff | 123 |
| ▶ Field Supervisors | 26 |

Clientele



Our Presence

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