

DANIKA RESEARCH



Danika Research

“A Trustable Fieldwork Partner for your Research Needs”
Leading Fieldwork Agency

CAPABILITIES PRESENTATION

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www.danikaresearch.com

About Danika Research

WHO WE ARE?

We are the foremost independent and reliable market research company which offers end-to-end marketing solutions in various sectors. Our full service and effective market research firm provide superior quality research services that range from exactly 'Research design' to the 'Report presentation'.

We have a brilliant team of research professionals who bring clients most reliable and fine quality market research services. Our experts are using highly advanced and most effective research techniques in order to bring clients complete satisfaction.

We offer highly affordable market research solutions to our customers with great accuracy. Apart from that, we also have lots of customized solutions and services in order to solve the specific business issues and provide competitive benefit to the clients. These are the specialized and superior services which make our market research company a perfect solution for various business problems.

WHY US?

Our market research company comes with a reliable of highly talented market research professionals. We are having a better experience in this market research field, so we have the capability to understand all the specific needs of our clients. This is our special service that ensures the delivery of superior quality market research solutions. These specialized features attract lots of clients towards our market research company. If you desire to gather additional details about our market research team, kindly hire our authorized site. Our official website includes all significant information about us and our specialties.

The key features of our market research company include:

- ❖ Full Service Independent market research.
- ❖ Experience of every major sector
- ❖ Team with individuals having a greater level of experience and expertise in the market research field
- ❖ In house experts for data collection
- ❖ High security of the confidential data
- ❖ Integration with the in-house branding and advertising
- ❖ The only firm which offers reliable post execution analysis
- ❖ Special focus to the SMEs

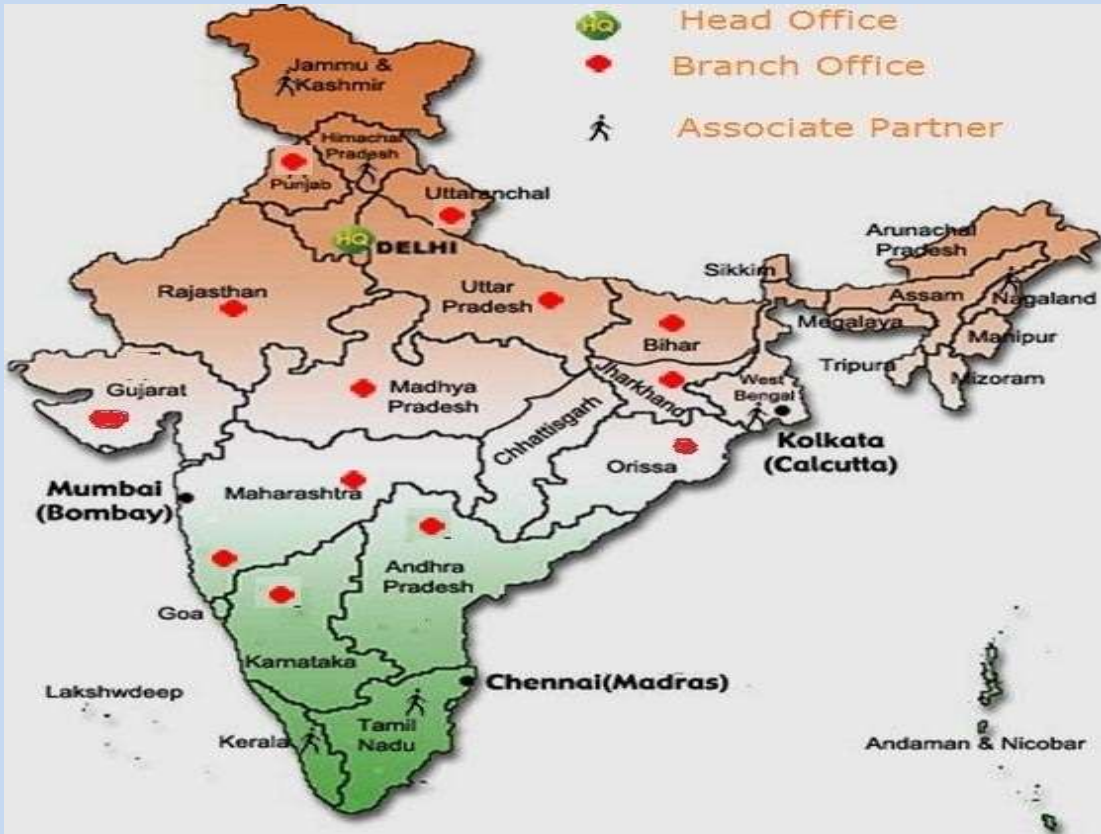
Our Pan India Reach:

Danika Research



BRANCH OFFICES

Head office is in Mumbai, and it has field offices in Uttar Pradesh (Lucknow), Maharashtra (Mumbai & Pune), Bihar (Patna), Jharkhand (Ranchi), Madhya Pradesh (Indore), and Rajasthan (Jaipur) West Bengal (Kolkata) Assam (Guwahati), Delhi & Bangalore.



| Delhi Zone | Patna Zone | Kolkata Zone | Mumbai Zone | AP Zone | Local Network |
|---------------|------------|--------------|----------------|----------------|-------------------|
| Delhi | Bihar | WB | Maharashtra | Andhra Pradesh | Goa |
| Haryana | Orissa | Guwahati | Gujarat | Telangana | Pondicherry |
| Punjab | Ranchi | Sikkim | Madhya Pradesh | Karnataka | J&K |
| Uttar Pradesh | Jamshedpur | Manipur | Chhattisgarh | Kerala | Tripura |
| Rajasthan | Nepal | Meghalaya | | Tamilnadu | Arunachal Pradesh |
| Uttarakhand | | | | | |
| MP | | | | | |

Industry Sectors



Automotive



Banking & Financial services



Chemical manufacturing



Construction & Real Estate



Education



Energy & Utilities



Food & Beverages



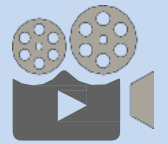
Healthcare and Life Science



Insurance



Logistics & Transportation



Media & Entertainment



Public sector



Retail & E-Commerce



Resources



Telecomm & IT

Our Fieldwork Methodology

Qualitative Data Collection

- ❖ Focus Group Discussion (FGD)
- ❖ Tele Depth Interviews
- ❖ Ethnography
- ❖ Shop Along
- ❖ Online Focus Groups
- ❖ In Depth Interviews (IDI)
- ❖ Online Bulletin Boards
- ❖ Video Diaries
- ❖ Cognitive DeBriefing
- ❖ Home Visits
- ❖ Store Visits
- ❖ Intercepts
- ❖ Triads/Dyad

Online Survey

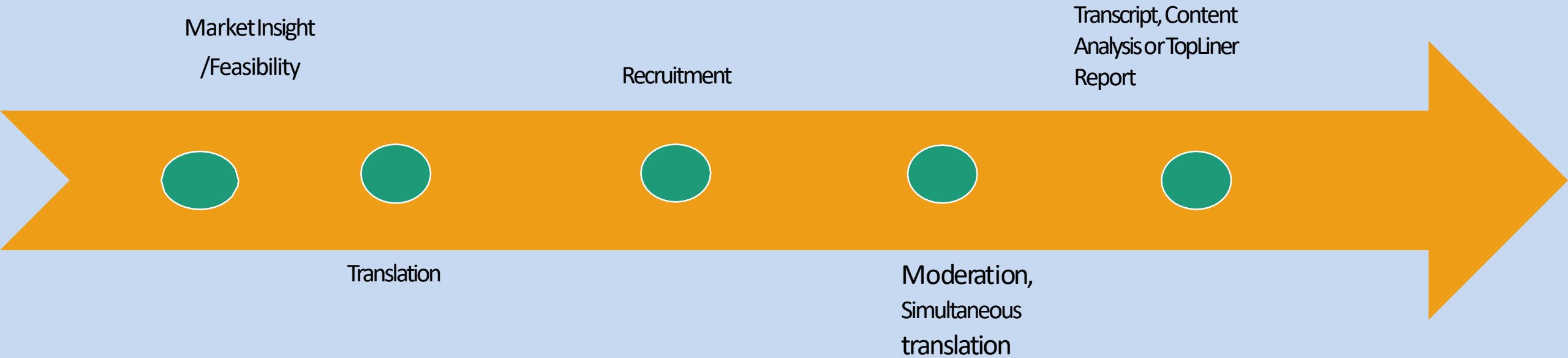
- ❖ Online Interviews
- ❖ Online Group Discussion
- ❖ Online CLT
- ❖ Video Conferencing
- ❖ Online Panels
- ❖ Email Surveys
- ❖ Pop-Up Surveys
- ❖ Online Qualitative Research
- ❖ Mobile Phone Research
- ❖ Cyber-ethnography
- ❖ Online content analysis
- ❖ Online focus groups
- ❖ Online interviews
- ❖ Online questionnaires
- ❖ Social network analysis
- ❖ Web-based experiments
- ❖ Online clinical trials

Quantitative Data Collection

- ❖ Tracking study
- ❖ CAPI (Computer Aided Personal Interviews)
- ❖ CATI (Computer Aided Personal Interviews)
- ❖ CAWI (Computer Aided Personal Interviews)
- ❖ PAPI (Pen and Paper Interviews)
- ❖ Mystery shopping
- ❖ Product Testing
- ❖ Healthcare/ Doctors Study (Pharma)
- ❖ Social research
- ❖ Rural Research/Agriculture Research
- ❖ Political Research/Opinion Poll/Exit Poll
- ❖ Street Play/Door Knock Survey
- ❖ Online / Offline CLTs
- ❖ Customer Satisfaction Survey

Danika Research Project Cycle

Our Qualitative Project Life Cycle



Our Quantitative Project Life Cycle



Market Insight
/Feasibility

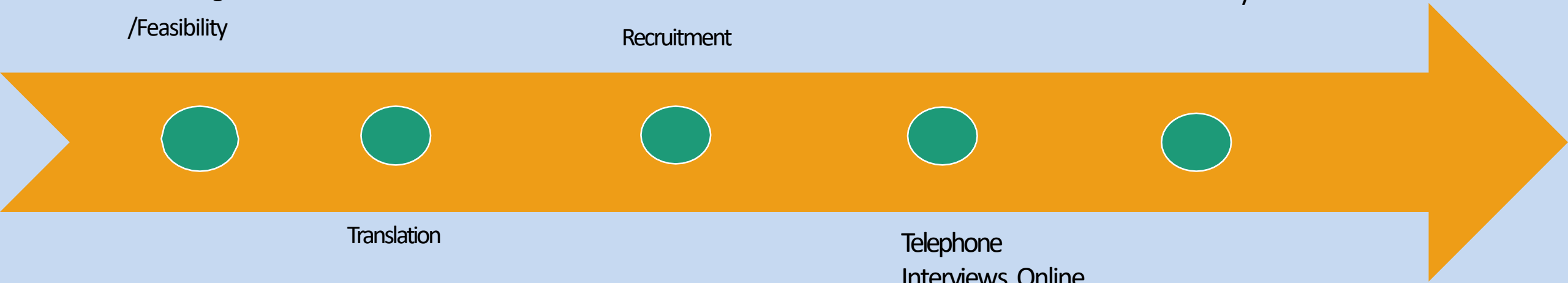
Recruitment

Data Delivery



Translation

Telephone
Interviews, Online,
or F2F
Interviews



Danika Research MR Expertise

Our Research Expertise



➤ Automobile

We have successfully conducted over 50 Market Research Projects for automotive giants from industries ranging from tractors, commercial cars, premium cars, sports bike, trucks and tippers, etc. Various Market Research Activities ranging from Mystery Audit Dealer evaluations, Purchase Behavior studies, Service satisfaction studies, Post purchase & Customer satisfaction Feedback and Car/Bike clinics have been conducted throughout India. We also possess dedicated team of experts and over 60 expert mystery auditors exclusively for Automobile sector.

➤ Media

Indian Media industry has experienced a mammoth growth over last few years and our research capabilities within industry has experienced parallel progress. Market Research studies such as audience measurement, rating, awareness, pre launch program test, FGDs and consumer preference towards media & Imagery have been conducted Pan-India are also one of the pioneers to provide media companies with social media listening tools and online/mobile panels to measure their brand/product reach on social media.

➤ FMCG

FMCG industry is one of the most dynamic and competitive industry requiring Market Research services at regular interval to experience and field gaps, Concept Testing, Satisfaction studies, Supply chain evaluation, etc. We have been associated with FMCG giants all over India conducting majority of Market Research services be it quantitative or Qualitative. We have diverse network of 1000 field executives throughout the country to conduct FMCG studies at National level be it data collection or analysis.

➤ Healthcare

Pharmaceutical companies operate in an industry having truly unique challenges like long product development life cycles, regulated environment of different countries, Complex market dynamics. However our experience research team with over 10 years of experience has created a network of health care specialist in 10 cities, which is spread throughout the globe ranging from general physicians to specialist surgeons, optician, nurse, pharmacist and patient. We have successfully conducted CATI, CAPI, Focus Group, F2F Interview, Online Survey, CLT in healthcare Industry across India, UK, Australia & US.

Our Expertise



Consumer Quantitative Research

Brand Image Studies
Buying Behavior / Buying Process Studies
End User Attitude Surveys
Customer Satisfaction Surveys
Face-to-face Interviews
Internet / E-Commerce Research
New Product Development
Observation Research
Panel Research
Postal Surveys
Pricing Checks
Telephone Interviews
Web based Research

Consumer Qualitative Research

Brand Evaluation Studies
Brainstorming Consultancy
Executive Telephone Interviews
Face-to-face Depth Interviews
Group Research (Focus Groups)
Dyads / Triads
Product Development / Testing (Qual / Quant)
Strategy Development
Trade Advertising Concept Research

B2B & Industrial Research

Corporate
Semi Corporate
Retail Audit
Manufacturing Unit Survey

Healthcare Research

Health Outcome Studies
Physician and Employee Engagement
Health Behavior Research
Patient Satisfaction
Brand/Image Price Study
Pathology Equipment, Surgical Products, Imagine Equipment, Medical Equipment
Clinic Satisfaction
Healthcare Brand Pulse Surveys
Usage & Attitude Survey
Physician, Nurse, and Dentist Research
Community Studies
Medicare and Medicaid Research
Health Care CSR Research
Medical Product Research
Medical Services Research
Pharmaceutical Research
Concept Testing Research

Social Research

Types of Studies

Baseline Studies / Benchmark Studies
Needs Assessment Studies
End Line Survey
Mapping & Listing Studies
Knowledge Attitude and Practice Studies
User Satisfaction Studies
Nutritional Assessment Studies
Mid-Day Meal Survey
Mid Term Evaluation Studies
Monitoring & Evaluation Studies
Impact Assessment Studies

Sectors / Groups

Public Health
HIV / AIDS
Water & Sanitation
Elementary Education Poverty
& Livelihood Studies Tribal
Development Vulnerable
Populations Gender Studies
Governance & e-Governance Studies
DLHS
NFHS
National Health and Nutrition Survey
PMFBY (Pradhan Mantri Fasal Bima Yojna)

Political Research

Political Survey

Political Survey-Complete Comprehensive Survey of leaders Constituency Primary Research Data Collection
Opinion/Exit Poll-Access the Present situation of the leader of party in the constituency.
Political Election Campaign Management- Complete campaign Management and Strategy Formation.
Door To Door Survey- Each and every household touched for gathering the data. Door To Door Campaigning- Campaigning is done in the whole Constituency.
Missed Call Management- Each and Every Constituency.
War Room & Call Centre- Awar room is conceptualized with a competent team.

Danika Research Quality Control

Our Quality Assurance Measures

PRE

PRE-FIELDWORK

- ❖ Briefing and de-briefing Sessions
- ❖ Providing and explaining briefing manual and project materials
- ❖ Question and answer session
- ❖ Pilot interviews

SCRUTINY

- ❖ 50% scrutiny of each interviewer's work by Supervisor and, 10% scrutiny of each interviewer by its coordinator.
- ❖ Evaluation of initial interviews of each project.

DURING

DURING FIELDWORK

- ❖ Ongoing back checks of interviewers.
- ❖ Scrutiny & monitoring
- ❖ Initial questionnaire feedback
- ❖ Flexibility for Client attendance

MULTIPLE CHECKPOINTS

- ❖ Managing and monitoring sample quota on daily basis.
- ❖ Total 30% of fieldwork is back-checked; 20% via telephone and 10% personally
- ❖ Auditors randomly back-check the fieldwork.

POST

POST FIELDWORK

- ❖ Workshop for analysis-added value insights.
- ❖ Ensure Data Consistency
- ❖ Internal and external data validation
- ❖ Top Liner Report

DATA VALIDATION

- ❖ Built-in logical checks to prevent mistakes 10% work of each data entry operator is checked on daily basis.
- ❖ In case of more than 3 errors in the checked lot, 100% of that operator's work is checked
- ❖ Statistical tables are generated as per analysis plan.

Quality Control Certification



Certificate of Registration

*This is to certify that
the Quality Management System of*

DANIKA RESEARCH LLP

2, GRD- FLOOR, PLOT - 146, MANKAR CHAWL,
NEW PRABHADEVI ROAD, PRABHADEVI TEMPLE,
MUMBAI CITY, MAHARASHTRA - 400025, INDIA

*has been assessed and found to conform
to the requirement of*

ISO 9001:2015

for the following scope


SERVICE PROVIDER OF MARKETING RESEARCH
AND ADVERTISING

| | | | |
|---------------------------|--------------|-----------------|--------------|
| Certificate No | 18DQE055 | Issuance Date | : 29/11/2018 |
| Initial Registration Date | : 29/11/2018 | Date of Expiry* | : 28/11/2021 |
| 1st Surve. Due | : 29/10/2019 | 2nd Surve. Due | : 29/10/2020 |

ISO 9001:2015

ROHS


DIRECTOR

ROHS Certification Pvt. Ltd.

101, Marolhati Building, 21, Sakinaka, Near DADA - 400 045, India | +91 22 45220322 | e-mail: info@rohs-certification.co.in, www.rohs-certification.co.in
*Subject to successful completion of surveillance audits. Visit for registration at www.rohs-certification.co.in
Certification is the property of ROHS and others where demanded

Danika Research Clients

National & International Clientele



DANIKA RESEARCH



KANTAR
TNS

mind **»** flow partners
growth catalyst



MACTION CONSULTING

Kadence
International

P&G

 NOVARTIS

KANTAR
IMRB



Business Mind Social Heart

nielsen
.....

Danika Research Team

Danika Research Team



JITENDRA YADAV

Managing Partner

20+ years experience in Market Research
Held senior post in both Qual & Quant
Research for well-known companies.



MANOJ UPADHYAY

Operation Manager

Manoj is an experienced market research
professional. He has been in the industry for
more than 25 years.



ASHISH KALAMKAR

Field Management

15+ years' experience in Market
Research. Held senior post in both
Qual/Quant Research for well-known
companies.



RAGHURAJ SINGH

Project Manager

Manage all correspondence related to the
organization, Carries out data collection
research and analysis to improve customer
satisfaction.



SAROJ YADAV

HR Manager

Saroj comes in with an experience into HR
and office administration.



RAHUL GAUD

Project Executive

Rahul comes in with 5+ years of industry
experience. He is responsible for project
management across India, coordinating with
local field teams and regularly updating
clients about the progress.



Thank You

Danika Research

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