

# ABOUT THE COMPANY

Since its inception in 1998, Business Insight has been providing local and foreign companies, organizations with high quality services in the field of marketing, social research and promotional campaigns. Business Insight was first to implement Consumer Panel Research in Azerbaijan.

Business Insight International Research Group (Hereinafter Business Insight) was founded as a foreign investment company under the name of "PROCON GFK" In Azerbaijan In 1998.

Having undertaken internal structural changes, Business Insight has been operating as a local private company in Azerbaijan since may 2004.





# ABOUT THE COMPANY

Business Insight holds QUALITY on the first place in conduction of any project. business insight approaches each of its projects creatively, walking a fine line between objectives set and necessities to be faced. this requires contribution of the company's best practices and resources, thus enabling Business Insight to deliver HIGH QUALITY, RELIABLE and ON-TIME RESULTS To its clients.



Business Insight is distinguished among its competitors for its extensive expertise and know-how it has obtained working since 1998 in a variety of industries, its highly qualified personnel and state-of-the-art facilities. In order to ensure continuous professional development of its personnel, Business Insight hires consultants from foreign countries with expertise in respective fields. At the same time, Business Insight ensures its specialists take part in training, seminars and work groups held both in foreign countries and in Azerbaijan.





# STAFF

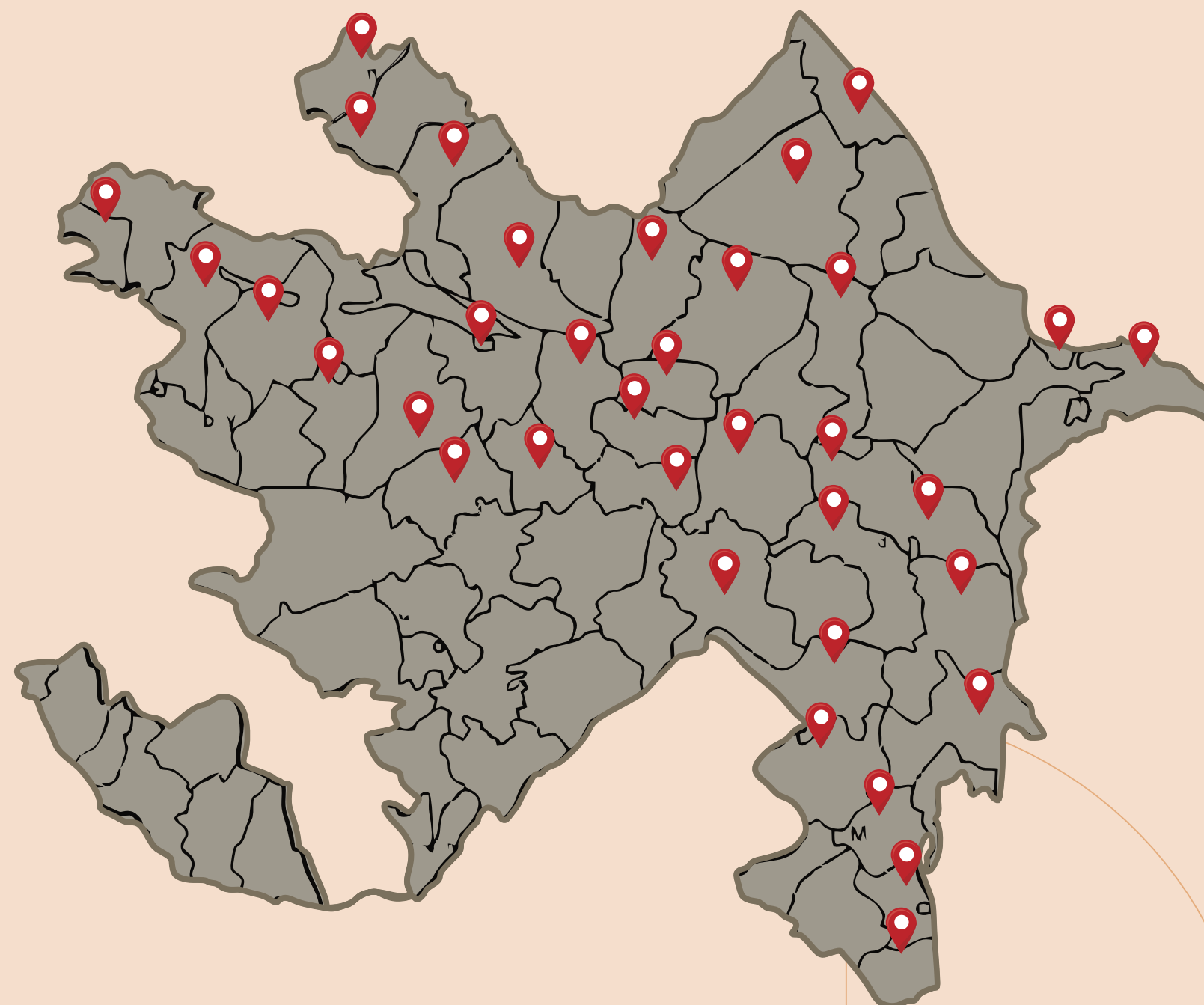
Business Insight is a company that continuously develops and involving high experienced experts to their staff for marketing, social research and promo campaigns.

- ✓ 2600 INTERVIEWERS
- ✓ 3500 MYSTERY SHOPPERS
- ✓ 260 B2B INTERVIEWERS
- ✓ 51 REGIONAL REPRESENTATIVES
- ✓ 3 MODERATOR
- ✓ 4 EXPERT-SOCIOLOGISTS
- ✓ 2 INFORMATION ASSISTANTS
- ✓ 3 ANALYSTS
- ✓ 3 CUSTOMER CARE EXECUTIVES
- ✓ 76 FULL-TIME EMPLOYEES

# REGIONAL COVERAGE

Through permanent regional representatives in 52 different cities and district of Azerbaijan, Business Insight enjoys the capacity to successfully undertake any marketing, social research projects and promotional campaigns throughout the country. The cities and regions where Business Insight have regional representatives are:

**Baku, Sumgait, Ganja, Aghdash, Astara, Bilasuvar, Gazakh, Goychay, Hajigabul, Ismailli, Jalilabad, Khachmaz, Kurdamir, Lenkaran, Masalli, Mingachevir, Neftchala, Gabala, Guba, Sabirabad, Salyan, Shaki, Shamakhi, Shamkir, Shirvan, Tartar, Tovuz, Ujar...**

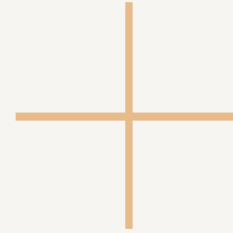




# WHY Business Insight?



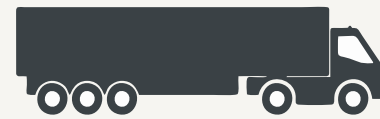
# MARKETING RESEARCH SECTORS



HEALTH



SOCIAL / PUBLIC  
ORGANIZATIONS



TRANSPORT /  
LOGISTICS



TOURISM /  
TRADE



IT /  
TELECOMMUNICATION



CLOTHING /  
FASHION



FINANCE



INDUSTRIAL  
GOODS



AUTOMOBILE  
INDUSTRY



FAST MOVING  
CONSUMER  
GOODS (FMCG)



DURABLES



RETAIL



# MARKETING RESEARCH PROJECTS

PUBLIC AND SOCIAL RESEARCH 

BUSINESS-TO-BUSINESS 

CONSUMER BEHAVIOR 

CUSTOMER SATISFACTION 

PRODUCT TEST 

USAGE & ATTITUDE 

ADVERTISING 

TEENS / THE YOUTH 

DEMOGRAPHY 

 EMPLOYEE SATISFACTION SURVEY

 BRAND IMAGE RESEARCH

 BRAND PROMOTIONS

 PANELS

 OMNIBUS RESEARCH

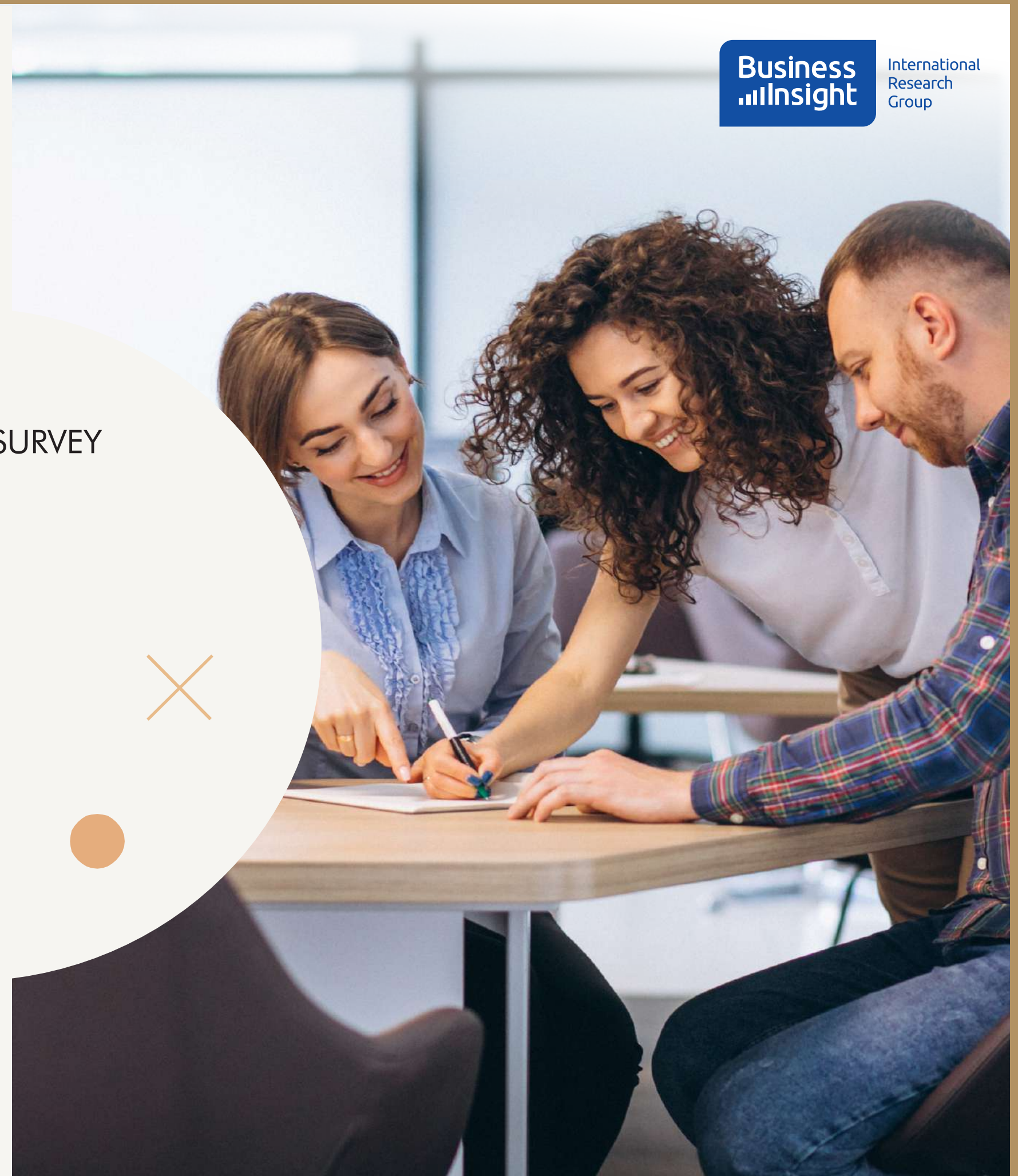
 PACKAGING / DESIGN

 SEGMENTATION

 CONCEPT TEST

Business  
Insight

International  
Research  
Group





# MARKETING RESEARCH METHODS



## QUANTITATIVE RESEARCH

FACE-TO-FACE INTERVIEWS



CLASSIC TELEPHONE INTERVIEWS



MAIL SURVEY



E-MAIL SURVEY



ONLINE SURVEY



## QUALITATIVE RESEARCH

FOCUS GROUP DISCUSSIONS



ONLINE FOCUS GROUP DISCUSSIONS



IN-DEPTH INTERVIEWS

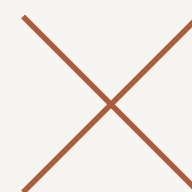


## DESK RESEARCH



# QUALITATIVE RESEARCH UNIT

Located in its office, Business Insight has a qualitative research unit, equipped with modern devices facilitating conduction of qualitative research projects of high quality, including Focus Group Discussions. The facilities and services of this qualitative research unit are as follows:



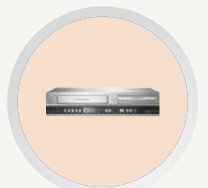
VIDEO CAMERA



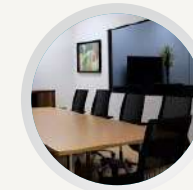
AUDIO AND  
DIGITAL VOICE DEVICES



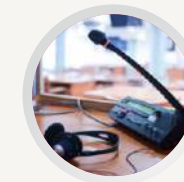
DVD AND  
VHS RECORDERS



ONE-WAY  
MIRROR



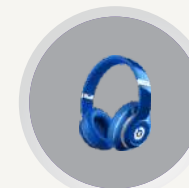
SIMULTANEOUS  
INTERPRETATION



COMMUNICATION WITH  
THE MODERATOR  
VIA INTERNET



HEADPHONES



POSSIBILITY OF OBSERVING  
ONGOING DISCUSSIONS  
VIA INTERNET





# Mystery Shopping Research

This research project is conducted to ensure evaluation of performance of a company's dealers/distributors from customers' standpoint in order to become aware of the compliance of the dealers/distributors' service provision to standards set by the company. Observers go to dealers/distributors as actual buyers to purchase products from them and in this period they determine physical conditions of their objects, the way sales personnel approach clients, methods used to promote products.



**MSPA**<sup>®</sup> MYSTERY SHOPPING  
PROFESSIONALS ASSOCIATION

2020

THIS IS TO CERTIFY THAT

Business Insight IRG

IS A MEMBER IN GOOD STANDING AND IS ENTITLED TO THE RIGHTS  
AND PRIVILEGES OFFERED BY **MSPA**



PRESIDENT

2020





# OUR CUSTOMERS

## TV, INFORMATION AND COMMUNICATION TECHNOLOGIES

 narmobile

 Azercell

 AzerTelecom

 xəzər

INTEGRAL PLUS

 AKHUNDOFF  
NETWORKS

 bəkcell

 AzeriCard

## HOME APPLIANCES AND CLOTHES

 baku electronics

 ideal  
perfumery & cosmetics

soliton

 arçelik

LC Waikiki

 MYERONDS  
FASHION RETAIL

 impuls

Romantic

SİNTEKS

 MOXI.OZ

 MADAME  
COCO

 TOP servis  
TEKİR DÜNYASI

BOOL  
BOOL  
DOG

# OUR CUSTOMERS

## CONSTRUCTION AND FURNITURE COMPANIES

## FMCG/ADVERTISING





# OUR CUSTOMERS

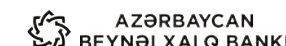
Business  
Insight

International  
Research  
Group

## INTERNATIONAL ORGANISATIONS



## LOCAL AND INTERNATIONAL FINANCIAL INSTITUTIONS



# OUR CUSTOMERS

## LOCAL ORGANIZATIONS AND TOURISM COMPANIES

 Azərbaycan Respublikası  
Mədəniyyət və Turizm Nazirliyi

 AZƏRBAYCAN  
GƏNCLƏR FONDU

 AZƏRBAYCAN RESPUBLİKASININ  
İQTİSADİYYAT NAZİRLİYİ

  
azpromo

  
zdtravel

 **AZERBAIJAN**  
STATE TOURISM AGENCY



**ESOMAR**  
member

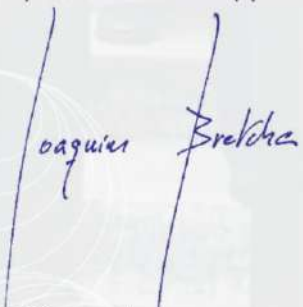
## MEMBERSHIP CERTIFICATE

We hereby confirm that the following person is a member of ESOMAR, the global voice of the data, research and insights community.

**REKAM BAGHIROV**

BUSINESS INSIGHT INTERNATIONAL  
RESEARCH GROUP  
AZERBAIJAN  
JOINED AUGUST 2019  
VALID UNTIL JULY 2020

ESOMAR Membership reflects the member's commitment to the highest standards of professional practice as enshrined in the ICC/ESOMAR Code on Market, Opinion and Social Research and Data Analytics, and ESOMAR World Research Guidelines. Within the industry it is a promise to uphold the highest level of professional conduct and to implement best practices that support effective decision-making.

  
Sincerely,  
ESOMAR President  
Joaquim Bretcha

All ESOMAR members are listed in the directory 'Who's Who' at [www.esomar.org](http://www.esomar.org)  
ESOMAR is the global voice of the data, research and insights community.

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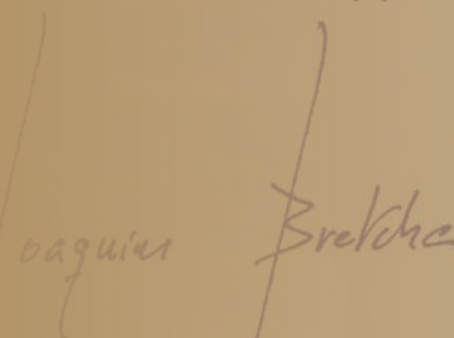
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No research budget is more expensive  
than the wrong investment



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