



Sagaci Research
Market intelligence across Africa

Do you struggle to obtain top quality
market data customized to your needs?

Sagaci Omnibus

Your access to quick and cost-efficient representative surveys in Africa

December 2018



What is the Sagaci Omnibus



Top quality
representative face
to face surveys in
Africa



You launch your
own questions to a
sample of 1,500
consumers



You pay by the
question, depending
on the number of
questions proposed



You receive your
results in 5 weeks

Who is it for?

- Consumer goods companies
- Banks and insurers
- Pharmaceutical companies
- Media and advertisement companies
- Consulting firms
- NGOs and institutions

How does it work

What do you do?

1

Propose your questions

Define the set of questions that you want to ask to the population in each country



2

What does Sagaci Research do?

Execute the syndicated survey field work

Include your questions in a larger multi-client syndicated survey
Execute the field work



4

Receive your results

Receive the answers to your questions, cross-tabbed by socio-demographic variables (gender, age, income...)
SPSS and presentation



3

Quality control and data processing

Perform quality control on survey results
Tabulate obtained results
Prepare deliverables



1,500 in-home face-to-face interviews, representative of the adult population (over 18 years old)

- 1,000 urban and peri-urban interviews in the capital
- 500 rural interviews, in areas within 100 km from the capital

Conducted by experienced interviewers, making use of Sagaci Research local teams

Questionnaires administered with automatic survey software, ensuring data accuracy and consistent questionnaires

Available deliverables

- SPSS data file and Excel file with cross-tabulations
- PowerPoint and presentation of results

How will you benefit

Customization

Define your own questions

- Sagaci Research allows you to define the questions that you want to launch and the countries in which to launch them

High quality data

Obtain representative & quality checked results

- Sagaci Omnibus achieves representativeness of all relevant segments (urban and rural) by conducting 1500 interviews per country
- Sagaci Omnibus follows strict quality procedures: all interviews are controlled and 20% of them are back checked

Cost-efficiency

Pay by the question

- Sagaci Omnibus shares the set-up costs with other clients, allowing lower prices than a stand-alone study
- The pricing is based on the number and type of questions included

Speed

Have results in 5 weeks

- Sagaci Omnibus offers a 5 weeks turnaround from questionnaire sign-off to submission of the deliverables

What can you use it for

●
Understand consumer behaviour
Uses & attitudes on products or activities

●
Test brand awareness
Yours and that of your competitors

●
Measure advertisement recall
Of your recent promotion campaigns

●
Poll public opinion
Measure opinions on specific topics

●
Track and evaluate your commercial campaigns
Assess the effectiveness of your actions

●
Enhance your pitches and proposals
Include unique ground data

Where is the Sagaci Omnibus available



Sagaci Omnibus
upcoming
calendar
2018 & 2019

Country	Participation confirmation	Deliverables submitted
Angola	December 21 st	January 25 th
Mozambique	December 21 st	January 25 th
South Africa	January 25 th	March 1 st
Ghana	January 25 th	March 1 st
Egypt	March 8 th	April 12 th
Ethiopia	March 8 th	April 12 th
Morocco	March 8 th	April 12 th
Ivory Coast	April 12 th	May 17 th
Cameroon	April 12 th	May 17 th
DR Congo	April 12 th	May 17 th
Tanzania	May 17 th	June 7 th
Nigeria	May 17 th	June 7 th
Kenya	May 17 th	June 7 th

* Omnibus surveys for other locations are available upon request

* Omnibus surveys are conducted throughout the year, and each country runs twice per year

How to participate in the Sagaci Omnibus

3 elements to define your participation in the Sagaci Omnibus

Rate per country (US\$)

1

Entry fee: covers all demographic questions: location, gender, age, education, working status, household income, socio-economic class

1,000

2

Proprietary questions: Define the number and type of questions that you want to include

- Yes / No question
- Standard closed question¹
- Open ended question

300

1,000

2,000

3

Deliverable type

- SPSS data file and Excel file with up to 5 demographic cross-tabs
- PowerPoint and/or presentation of results

Included

Included

For inquiries and to confirm participation, please contact

omnibus@sagaciresearch.com

+254 202 400 046

¹ Standard questions allow up to 8 answer options, or 4 statements answered against a scale.

Annual Omnibus Packages

With the annual packages you get unrestricted access to Omnibus surveys across all countries at a preferential rate

Number of closed questions*	25	55	100	150
Discount vs tariff	20%	30%	40%	50%
Total annual price USD	20,000	40,000	60,000	75,000
Price per question USD	800	725	600	500

* Standard closed questions allow up to 8 answer options, or 4 statements answered against a scale.

Terms and conditions:

- 50% payment upon signature of contract. Monthly invoices of balance
- Credit to be used in the following 12 months after signature of contract



About Sagaci Research

Sagaci Research is the leading independent market research and market intelligence firm dedicated to African markets.

Founded in 2012 by former consultants from The Boston Consulting Group (BCG), the company has offices in all key African cities, and operates across more than 20 countries in the continent. Sagaci Research conducts field research studies and publishes reports and databases on retail and consumer goods topics that provide an up-to-date in-depth understanding of the main sectors in the region.

Sagaci Research is the exclusive supplier of high-quality data and information on African economies for leading multinational companies and investors.

