

# DBI RESEARCH

## Company Profile

DBI RESEARCH PRIVATE LIMITED

# ABOUT US

## *Why we exist...*

DBI (DIGITAL BUSINESS INTELLIGENCE) IS A FULL-FLEDGED MARKET RESEARCH ORGANIZATION ORIGINATED FROM BANGLADESH. WITH OUR EXPERIENCED DOMAIN EXPERTS FROM RESEARCH INDUSTRY, WE CAN ASSURE YOU DATA DRIVEN IMPACTFUL INSIGHTS FOR YOUR BUSINESS GROWTH.



**Digital Business Intelligence**

# ABOUT US

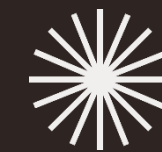
## SPECIALIZATION



### QUANTITATIVE RESEARCH

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Domain experts with 100+  
years of cumulative work  
experience in different  
multinational research  
companies.



### QUALITATIVE RESEARCH

Assorted product offerings  
across Client Business  
Lifecycle with digital  
solutions in mind for diverse  
industries.

# OUR STRENGTH

*What makes us special*



1

## CLIENT SERVICING

A DEDICATED TEAM OF CLIENT SERVICING WITH VAST EXPERIENCE TO UNDERSTAND YOUR EXPRESSED AND UNEXPRESSED NEEDS.

2

## SCRIPTING & DATA ANALYSIS

IN-HOUSE SCRIPTING & DATA ANALYSIS TEAM CAPABLE OF HANDLING HIGHER END ANALYSIS WITH RICH UNDERSTANDING OF STATISTICS AND CUSTOMIZED DELIVERY MODEL.

3

## DATA ACQUISITION & QUALITY CONTROL

NATIONWIDE PRESENCE OF OUR TRAINED FIELD FORCE TO ENSURE QUALITY DATA ACQUISITION UNDER THE SUPERVISION OF HIGHLY EXPERIENCED DATA ACQUISITION AND QUALITY CONTROL SPECIALIST.

# OUR STRENGTH

*What makes us special*



# 4

## PROJECT MANAGEMENT

EXPERIENCED PROJECT MANAGEMENT TEAM TO KEEP THE ACTIVITY CYCLE ON CHECK FOR PERFECT EXECUTION OF ANY PROJECT.

# 5

## HUMAN RESOURCES (HR)

WE BELIEVE HR IS THE KEY TO SUCCESS IN OUR INDUSTRY AND WE HAVE THE CONTEMPORARY SYSTEM IN PLACE TO ENSURE PROPER NURTURE AND CARE FOR TALENT DEVELOPMENT.

# 6

## OPERATIONS & COMPLIANCE

WE HAVE ETHICAL CODE OF BUSINESS CONDUCT TO DRIVE OUR BUSINESS AND AN EXPERIENCED OPERATIONS TEAM TO ENSURE EFFICIENCY.





# OUR FIELD STRENGTH

*What makes us special*



## Nationwide Reach

400+ trained field force spread across Bangladesh to ensure data quality within timeline.



## Management

**Data Acquisition & Quality Control Lead with 20+ Years of experience in research field to steer the ship of skilled data acquisition team.**



## Capacity

**Equipped to conduct CAPI, CATI, PAPI, Mobile interviews. Both server based and off-line CAPI available.**



## Capability

Nationwide census capability.  
  
Dedicated team for Quality Control to ensure data quality.



# OUR FIELD STRENGTH

*What makes us special*



FLP arrangement capability across regions and timeline

Option	Center	Timeline	# of FLPs (5 FIs in each team)
Option 1	Dhaka	Within 3/4 days	5 teams
	Chittagong	Within 3/4 days	5 teams
	Khulna	Within 3/4 days	2-3 teams
	Rajshahi	Within 3/4 days	2-3 teams
	Sylhet	Within 3/4 days	2-3 teams
	Barisal	Within 3/4 days	2-3 teams
	Rangpur	Within 3/4 days	2-3 teams
	Mymensingh	Within 3/4 days	2-3 teams
Option 2	Dhaka	Within 7/8 days	10-12 teams
	Chittagong	Within 7/8 days	10-12 teams
	Khulna	Within 7/8 days	4-5 teams
	Rajshahi	Within 7/8 days	4-5 teams
	Sylhet	Within 7/8 days	4-5 teams
	Barisal	Within 7/8 days	4-5 teams
	Rangpur	Within 7/8 days	4-5 teams
	Mymensingh	Within 7/8 days	4-5 teams

## Scripting

In-house scripting team with highly experienced and best in the market talent pool. The team is capable of scripting in multiple platforms including STG.

## Analysis

**A team capable of higher end data analysis with customized delivery model.**  
**Team is very strong in DP and analysis in SPSS. Have our own tabulation tool for smooth and faster tabulation.**

## Management

**Our Scripting & Analysis head comes with 14+ years of experience in similar field with multinational research agencies - Kantar**

## Go digital

We offer client solution in digital space through automation and with modern analysis tools & techniques.

# ANALYSIS & SCRIPTING

*What makes us special*



We have just started our journey in September 2021. Within this very short time we have already completed 30 projects with the following clients -



# CLIENTS

*What makes us special*

*Our Superheroes*

# LEADING FROM THE FRONT



PRONAB  
MONDOL

MANAGING DIRECTOR  
& CEO



MD. ISMILE  
HOSSAIN

DIRECTOR-ANALYSIS &  
AUTOMATION



KHAZA  
SHAHIDUR  
RAHMAN

DIRECTOR-DATA  
ACQUISITION & QC



MOHAMMAD  
ABDUS SAMAD

Director, Financial Advisor



ABDULLAH  
AL MAMUN

DIRECTOR - PROJECT  
MANAGEMENT

MD & CEO



# PRONAB MONDOL

13+ YEARS OF EXPERIENCE IN  
MARKET RESEARCH ACROSS  
MULTINATIONAL AND LOCAL  
ORGANIZATIONS

## EXPERTISE

PRONAB EXCELS IN CLIENT SERVICING AND HE IS THE ICON IN MEDIA & PANEL RESEARCH FIELD OF BANGLADESH. HIS ADEPT UNDERSTANDING OF DATA & ANALYSIS MAKES HIM THE PERFECT DATA DRIVEN EXPERT FOR ENRICHED CONSUMER INSIGHTS IN ANY TYPE OF RESEARCH.

PRONAB DID HIS M.SC. AND B.SC. IN STATISTICS FROM JAHANGIRNAGAR UNIVERSITY OF BANGLADESH.



DIRECTOR-ANALYSIS &  
AUTOMATION



# ISMILE HOSSAIN

14+ YEARS OF EXPERIENCE IN  
SCRIPTING & DATA ANALYSIS

## EXPERTISE

ISMILE HAS WORKED IN MULTINATIONAL RESEARCH COMPANIES THROUGHOUT HIS CAREER AND GAINED SUBSTANTIAL KNOWLEDGE ON GLOBAL PRACTICE OF DATA ANALYSIS.

HIS SKILLS IN NETWORKING & PROGRAMMING WITH DIFFERENT TOOLS MAKES HIM THE GEM IN HIS FIELD.

ISMILE DID HIS M.SC. AND B.SC. IN COMPUTER SCIENCE & ENGINEERING FROM RAJSHAHI UNIVERSITY





DIRECTOR-DATA  
ACQUISITION & QC



# KHAZA RAHMAN

20+ YEARS OF EXPERIENCE IN DATA  
ACQUISITION AND QUALITY CONTROL

## EXPERTISE

THROUGH HIS VAST EXPERIENCE, RANA KNOWS THE NITTY-GRITTY OF FIELD WORK/DATA COLLECTION AND FREELANCER MANAGEMENT. DATA IS THE RAW MATERIAL TO MAKE OUR CLIENTS HAPPY AND WE ARE HAPPY THAT IT IS IN HIS SAFE HANDS.

WHILE WORKING IN MULTINATIONAL RESEARCH ORGANIZATIONS, RANA HAS GAINED EXPERIENCE OF GLOBAL WAYS OF DOING THINGS.

RANA DID HIS BACHELORS IN COMMERCE BACK IN 1996.



DIRECTOR-PROJECT  
MANAGEMENT



# ABDULLAH MAMUN

26+ YEARS OF TOTAL WORK  
EXPERIENCE OUT OF WHICH 18  
YEARS HAS BEEN IN THE MARKET  
RESEARCH DOMAIN

## EXPERTISE

EXPERIENCE OF WORKING IN BOTH FIELD  
DEPARTMENT AND PROJECT MANAGEMENT OF  
MULTIPLE MULTINATIONAL RESERACH  
ORGANIZATIONS.

EXPERT IN COST EFFICIENT MANAGEMENT OF THE  
PROJECTS, ENSURING TIMELINE & QUALITY  
METRICS ARE MET AND PROJECTS ARE DELIVERED  
AS PER CLIENT KPI'S AND SLA'S.

MAMUN DID HIS MASTER'S AND BACHELOR'S IN  
ENGLISH FROM DHAKA UNIVERSITY.



Financial Advisor



# ABDUS SAMAD

15+ YEARS OF EXPERIENCE IN THE  
FIELD OF ACCOUNTING & FINANCE

## EXPERTISE

SAMAD EXCELS IN REPORTING, BUDGETING, TAXATION, AUTOMATING BUSINESS PROCESSES, IMPROVING INTERNAL CONTROL SYSTEM, LIQUIDITY AND PROFITABILITY, RESOURCES UTILIZATION, CORPORATE TAX AND VAT MANAGEMENT ETC. HE HAS EXPERIENCE OF IMPLEMENTING ERP AND COMPLIANCES IN FINANCIAL TRANSACTIONS.

HE IS PARTLY-QUALIFIED CHARTERED ACCOUNTANT AND NBR REGISTERED INCOME TAX PRACTITIONER.

HE HAS MASTERS DEGREE SPECIALIZING IN ACCOUNTING AND MANAGEMENT CONTROL FROM





# Company SERVICES



USAGE & ATTITUDE



SEGMENTATION



CONCEPT TEST



PRODUCT TEST



COMMUNICATIONS  
TESTING



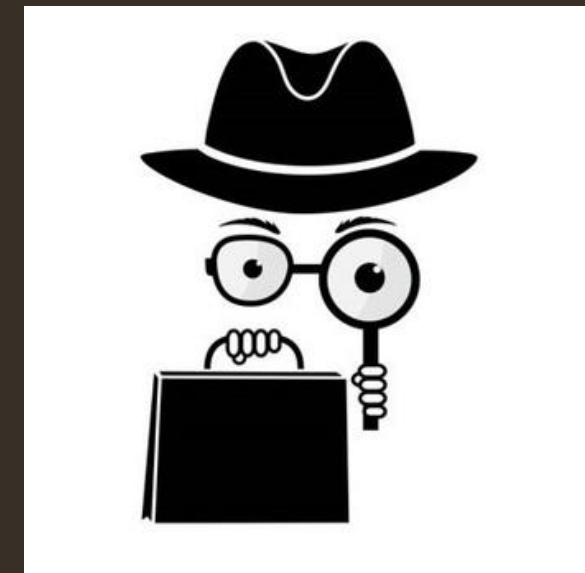
PRICING STUDY



BRAND TRACK



CUSTOMER  
SATISFACTION



MYSTERY SHOPPING



MEDIA CONSUMPTION  
BEHAVIOR



USAGE &  
ATTITUDE STUDY

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KNOW YOUR CONSUMER



# *Company* SERVICES

REMAIN ONE  
STEP AHEAD

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UNDERSTAND BUYING BEHAVIOR,  
BRAND PREFERENCE OF YOUR  
CUSTOMER.

GET INSIGHTS OF BRAND  
HEALTH. IDENTIFY MARKET  
OPPORTUNITIES & THREATS.

TAKE DECISION OF PRODUCT  
DEVELOPMENT & POSITIONING.

# Company SERVICES



## HOW IT HELPS...

KNOW YOUR CONSUMER PROFILE.

KNOW SIZE OF THE MARKET.

KNOW SIMILARITIES AND  
DIFFERENCES AMONG  
CONSUMERS.

## TAKE ACTION

FORMULATE MARKETING AND  
COMMUNICATION PLAN  
ACCORDINGLY.



## SEGMENTATIO N STUDY

KNOW WHO IS YOUR  
TARGET CUSTOMER



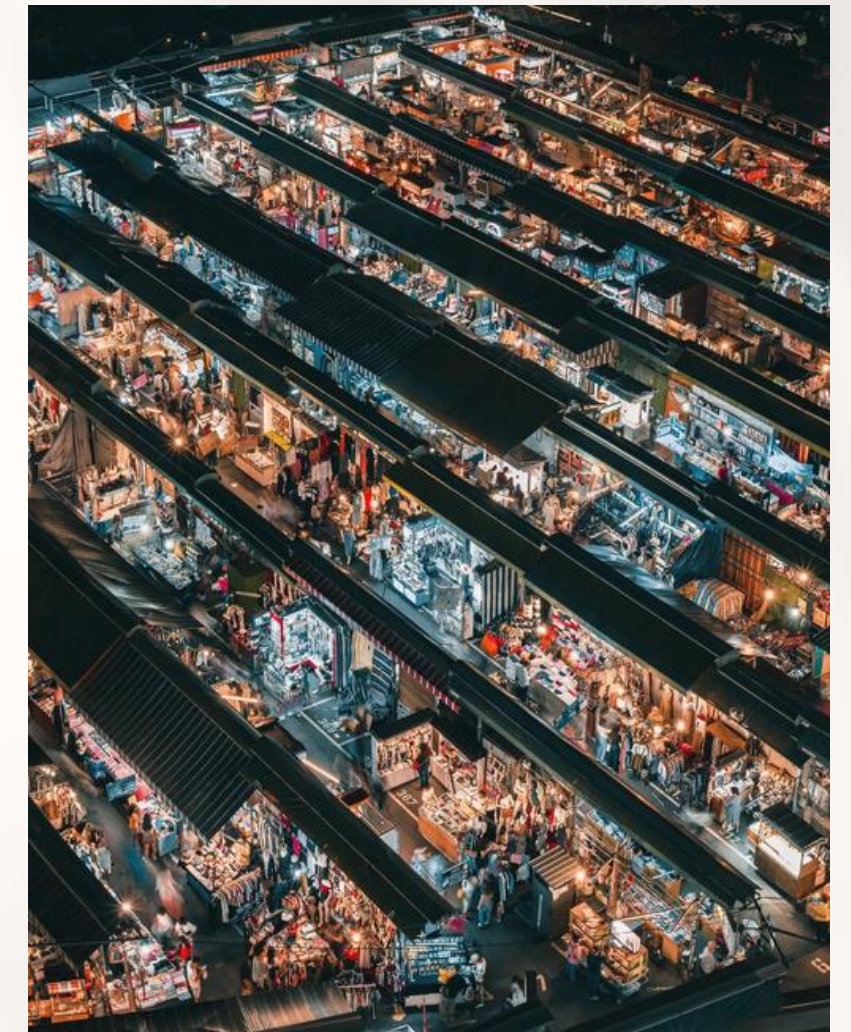
# *Company* SERVICES



KNOW HOW YOU CAN IMPROVE  
AND DO BETTER WITH YOUR  
PRODUCT.

UNDERSTAND CONSUMER  
BEHAVIOR FOR YOUR PRODUCT.

BASED ON PRODUCT  
PERFORMANCE- FORMULATE  
DEVELOPMENT, MARKETING,  
COMMUNICATION STRATEGY.



## PRODUCT TEST

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KNOW HOW YOUR PRODUCT IS  
DOING OR CAN DO AGAINST  
COMPETITION





# *Company* SERVICES

## CONCEPT TEST

1

RELEVANCE &  
CREDIBILITY

UNDERSTAND RELEVANCE AND  
CREDIBILITY OF THE CONCEPT.

2

FEASIBILITY

KNOW WHETHER YOUR IDEA OR  
PRODUCT WILL SELL IN THE  
MARKET OR NOT.

3

POSITIONING &  
COMMUNICATION

FIND OUT THE BEST  
POSITIONING STRATEGY AND  
FORMULATE THE RIGHT  
COMMUNICATION PLAN.

KNOW HOW TO SELL YOUR  
CONCEPT TO TARGET GROUP.



# *Company* SERVICES

## COMMUNICATIONS TESTING

1

RELEVANCE &  
ASSOCIATION

CHECK COMMUNICATION  
RELEVANCE AND ASSOCIATION OF  
COMMUNICATION WITH BRAND.

2

EFFECTIVENESS

CHECK EFFECTIVENESS OF YOUR  
COMMUNICATION BASED ON  
CONSUMER RESPONSE TOWARDS  
COMMUNICATION.

3

ACTION PLAN

KNOW HOW YOU CAN IMPROVE  
YOUR COMMUNICATION TO  
INCREASE ASSOCIATION WITH  
CONSUMER.



# Company SERVICES

## PRICING Research

P

### PERCEPTION

KNOW YOUR CONSUMER  
PERCEPTION ON PRODUCT  
PRICING.

E

### EXPLORE

IDENTIFY BEST PRICE FOR  
THE PRODUCT.

R

### RESPONSE

KNOW HOW CHANGING THE  
PRICE CAN EFFECT YOUR  
PRODUCT PORTFOLIO.

S

### STRATEGY

FORMULATE THE BEST  
PRICING STRATEGY.

# *Company* SERVICES

KNOW WHETHER YOUR BRAND IS SERVING YOUR CONSUMER EXPECTATION.

EVALUATE BRAND HEALTH, COMMUNICATION & IN MARKET EXECUTION.

IDENTIFY YOUR LOYAL CONSUMERS AND THEIR CONTRIBUTION IN REVENUE.

IDENTIFY PERSISTING PROBLEMS WITH YOUR BRAND TO FIND OUT THE CORRECT MEASURES - TO LEAD INTO BRAND EQUITY AND BRAND LINE EXTENSION.



## BRAND TRACK

KNOW HOW YOUR BRAND IS DOING IN  
THE MARKET AGAINST COMPETITION



# Company SERVICES



KNOW YOUR LOYAL AND  
DISLOYAL CUSTOMERS.

IDENTIFY YOUR AREAS OF  
IMPROVEMENT.

UNDERSTAND YOUR  
CUSTOMER PREFERENCES.



## CUSTOMER SATISFACTION

EVALUATE ASSOCIATED CUSTOMERS  
/STAKEHOLDERS SATISFACTION &  
LOYALTY



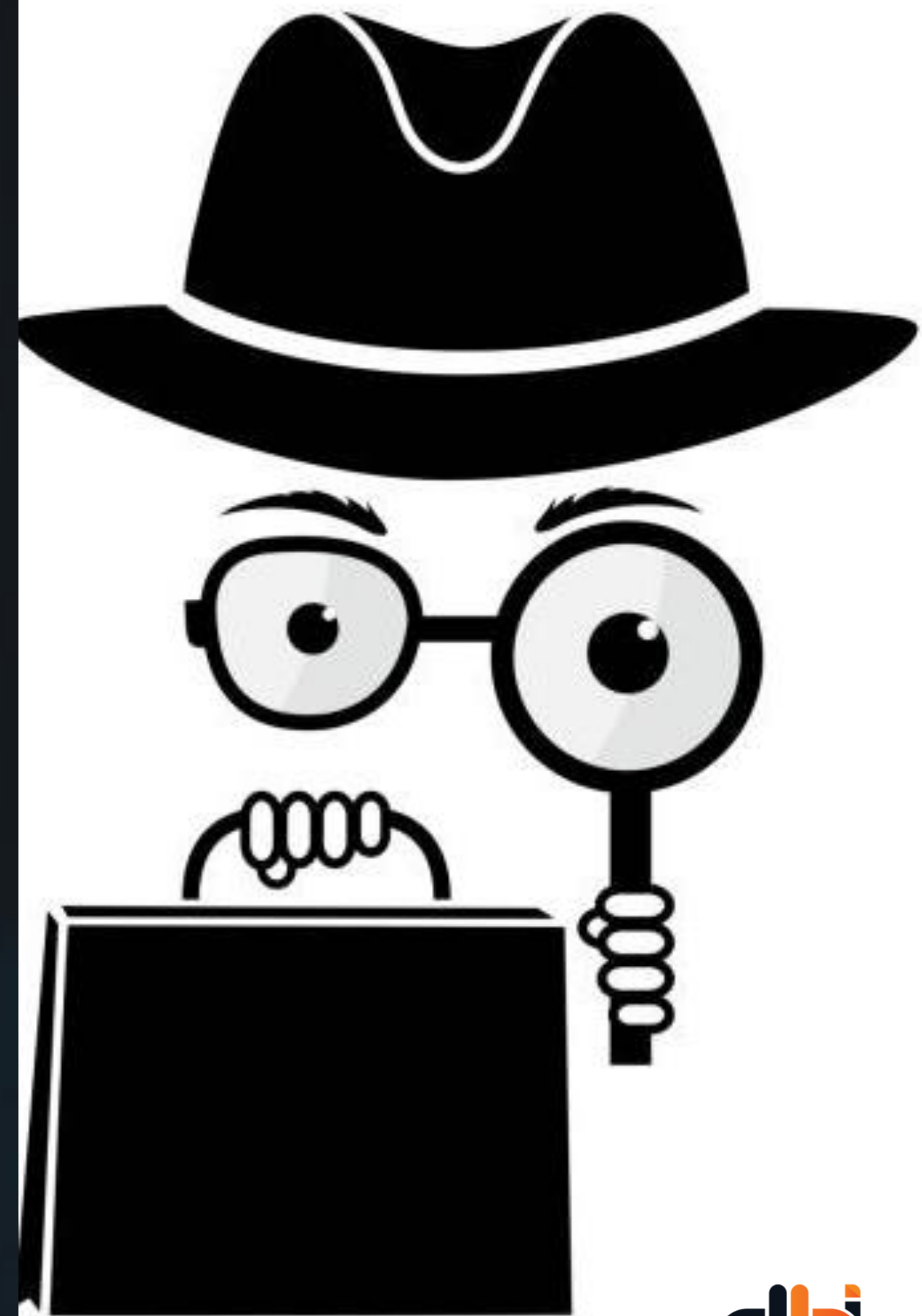
# *Company* SERVICES

## MYSTERY SHOPPING

MEASURE SALES QUALITY AND IMPROVE CUSTOMER SERVICE.

EVALUATE YOUR PRODUCT DISPLAY, STAFF EXPERTISE AND COURTESY OR VISUAL EFFECT.

EASILY ANALYZE NOT JUST SALES POINTS OR FRANCHISING STORES BUT ALSO AGENTS AND PROMOTERS.



# Company SERVICES

1

DIGITAL CONSUMER  
BEHAVIOR

4

MEDIA  
PROFILING

2

UNDERSTANDING  
GEN Z

5

UNDERSTANDING  
MASS MEDIA REACH

3

IMPACT OF DIGITAL  
CAMPAIGN

6

PERFORMANCE OF  
PRINT VS ONLINE  
NEWSPAPER



## MEDIA CONSUMPTION HABITS



*"ALL RESEARCH  
ULTIMATELY HAS A  
QUALITATIVE  
GROUNDING"*

- Donald Campbell

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# *Company* SERVICES

## QUALITATIVE STUDY

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GAIN INSIGHTS CONCERNING  
CONSUMER ATTITUDES, BELIEFS,  
MOTIVATIONS AND BEHAVIORS.

ASSISTANCE OR FOLLOW UP OF A  
QUANTITATIVE STUDY.

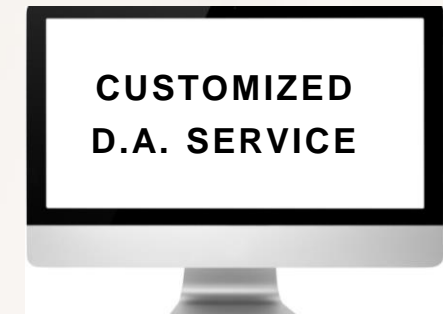
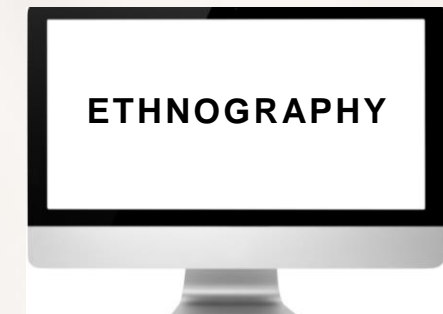
PROVIDE RICHER DIAGNOSTICS.





# *Company* SERVICES

FOR MANY, FIELDWORK CAN BE A HASSLE BUT THIS IS WHERE WE ARE IN OUR ELEMENT. WE WORK WITH COMPANIES AS FIELD WORK PARTNER, PROVIDING ONLINE AND OFFLINE FIELDWORK SERVICES TO DELIVER THEM THE DATA THEY NEED TO BE ABLE TO MOVE FORWARD WITH CONFIDENCE.



## FIELD WORK SERVICES



# Company SERVICES

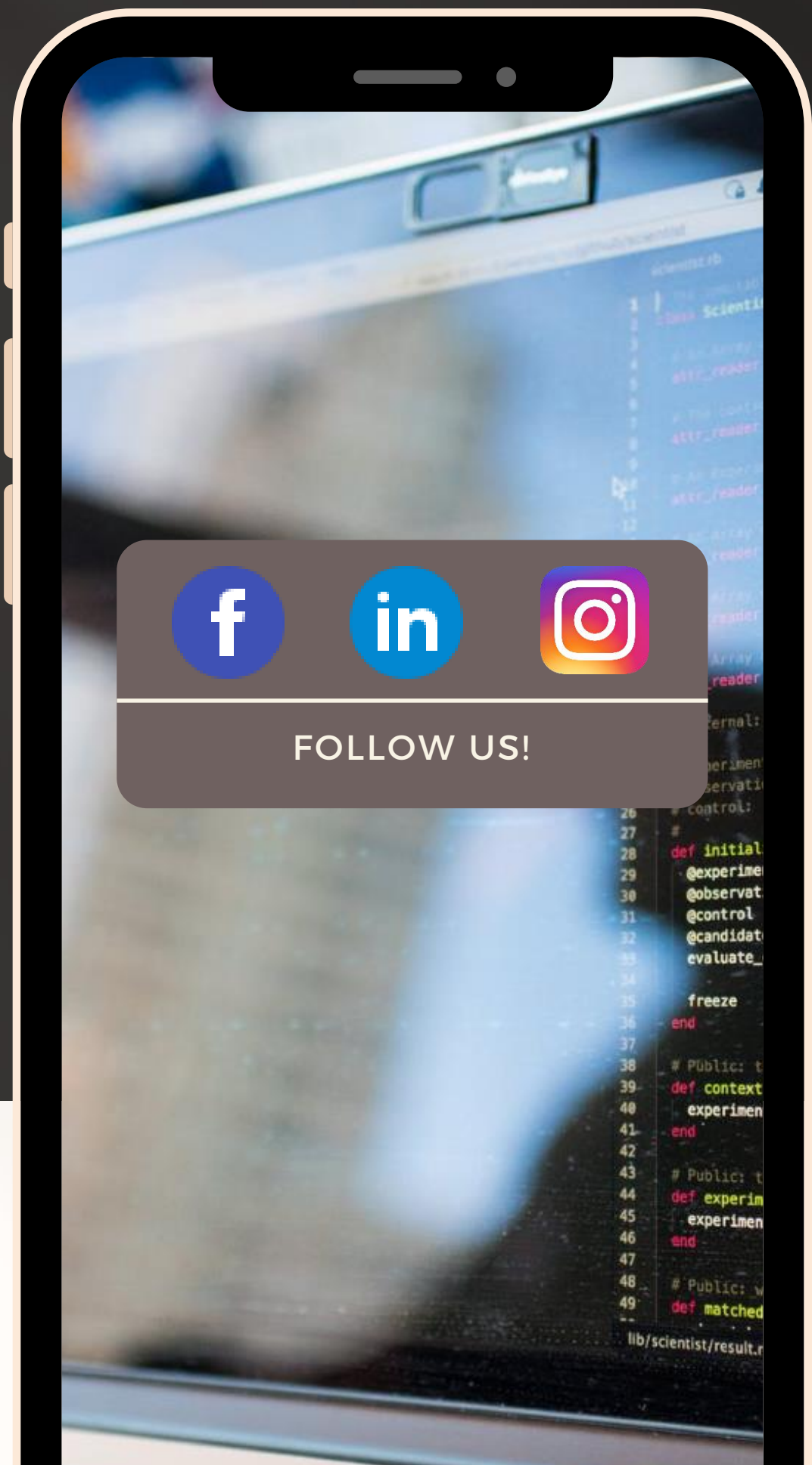


FACING HURDLE WITH  
SCRIPTING AND HIGHER  
END ANALYSIS?

- WE ARE HERE FOR YOU

EXCLUSIVE  
SCRIPTING  
AND  
ANALYSIS





# CALL TO ACTION

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GET IN TOUCH  
WITH US

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