

## ○ Brief Profile of BiG

- ❑ **Business Interactive consulting (BiG), is a marketing research and business intelligence agency established in 1999, headed by Razaaque A. ANIMASHAUN**
- ❑ **BiG personnel have more than 2 decades of experience in all areas of market research, proficient enough to manage data collection of any magnitude as well as reporting on marketing insights**
- ❑ **Our field operations constitute well over 500 multi-lingual interviewers, managed by qualified team leaders with more than 20 years of experience of working in this industry. Teams are ably supported by well resourced and experienced coordinators and supervisors. Each and every member of field team is trained on a regular basis on and off the project.**
- ❑ **Our data processing department constitute of well experienced Analysts as well as a statistician. The Department also has over 30 data entry staff working across 3 shifts for 6 days a week. We are a licensed user of SPSS various modules.**
- ❑ **BiG has also established cooperation with a series of professional research organizations all over the world to enhance its research capabilities on the global level. Our team members are fully associated with the leading and renowned market and social research associations, namely: South African Marketing Research Association (SAMRA), European Society for Opinion and Marketing Research (ESOMAR) and American Marketing Association (AMA).**
- ❑ **Our Clientele include a long list but a few are: Nestlé Ghana & Nestlé CWA, Coca Cola, Unilever, BAT, Cadbury, Promasidor, Standard Chartered Bank, Barclays Bank , GTBank, Western Union, Total and so on.**

## ○ Confidentiality Clause/Contact

**PLEASE NOTE:**

**"ALL RESEARCH PROJECTS ARE CONDUCTED IN ACCORDANCE WITH THE PROVISIONS OF THE I.C.C./E.S.O.M.A.R. INTERNATIONAL CODE OF MARKETING AND SOCIAL RESEARCH PRACTICE.**

E-mail: [info@bigghana.com](mailto:info@bigghana.com)

Web: <http://www.bigghana.com>

Tel.: +233-21 782892

+ 233-21 783140

Fax: + 233-21 780411

