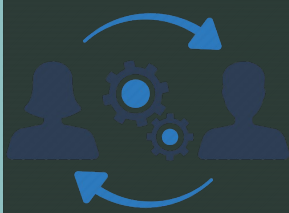


ENIGMA

COMPANY PROFILE

JUNE 2022

www.enigmaholding.net



Who We Are:

Achievements, Vision, Mission, Values, and Strategic Pillars



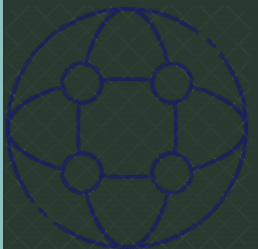
Our Clients and Our Unique Approaches for Insights Generation



Our Quality Control Process to Ensure We Capture True Insights and Align to International Standards



Our Research Solutions to Ensure We Empower Your Organization For Better Performance



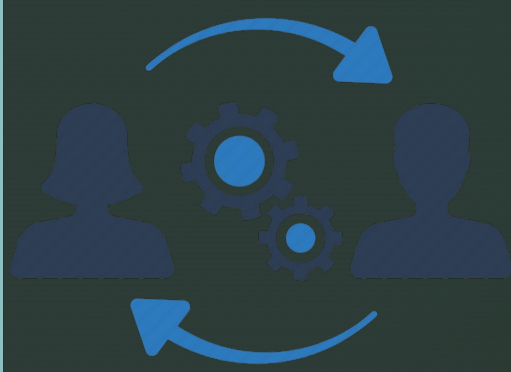
Our Coverage and Core Team to Bring High Penetration and Productivity



Who We Are

ENIGMA SR

is a research and consulting firm created in 2015 in Kinshasa, capital of the Democratic Republic of Congo, and which to date has representative offices in Abidjan, Brazzaville, Cotonou, Douala, Libreville, Lomé, Luanda, Kigali, Kampala and in Lusaka.

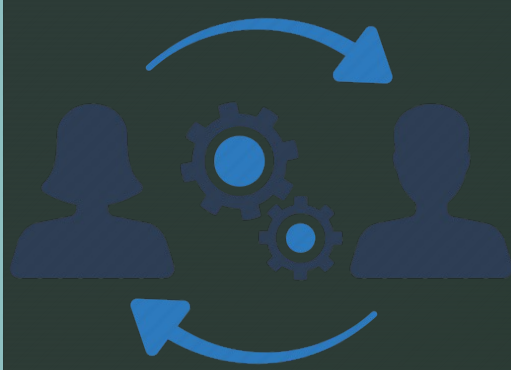


Who We Are

OUR PHILOSOPHY

Learning about your market

Defining the outline of your desires, your needs and your market is our priority before any project launch. We want to get to know you inside out!

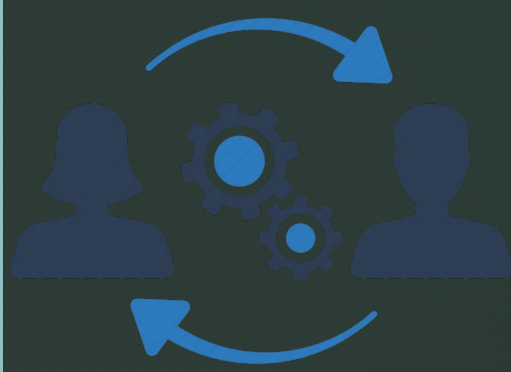


Who We Are

OUR PHILOSOPHY

Once a customer, always a customer

The work we will do together is not static. Depending on market trends, the evolution of algorithms or the release of new technologies, we strive to be a force of proposal so that your strategy is always relevant and up to date.

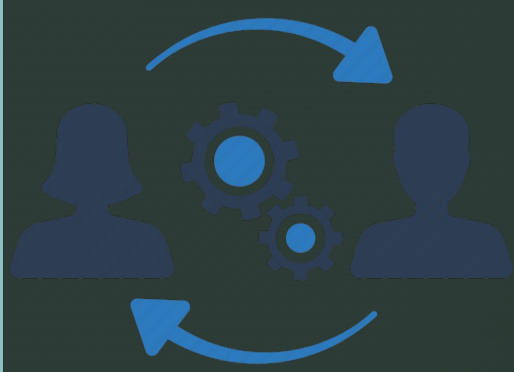


Who We Are

OUR MISSION

We are Passionate to Empower You

“Transform the market research practices to provide valid & strong Insights SO THAT we can Greatly Empower Organization Performance”



Who We Are

OUR VISION

Leadership

“Be the leading source of research
Insights everywhere we go”



Our Clients and Our Unique Approaches for Insights Generation

Your market research will be carried out by a professional firm with several years of experience and composed of a team as young in spirit as it is dynamic.

We have key information allowing a geomarketing approach to your project, to carry out a survey of potential customers, a detailed analysis of your sector of activity and a clear presentation of the results allowing you to make the best decisions at the best time.

Our files are synthetic and carried out according to a strict methodology stated from the estimate. The study plan and methodology presented in the estimate are the only commitments to our work. This allows us to produce professional files at the best price. This is not a tailor-made consultancy mission but an independent/external look at your project:



Our Clients and Our Unique Approaches for Insights Generation

- ❑ **Market analysis:** Sector study (key figures, trends and prospects), study of the offer (competition), detailed analysis of demand and its characteristics (potential customers), geomarketing approach.
- ❑ **Prospect Survey:** We target and interview potential clients over the phone and/or conduct a field survey.
- ❑ **The market and feasibility study** makes it possible to establish the positioning of your activity and your product and service offers in your market. You can thus identify opportunities to be seized and existing threats, and ensure the proper development of your business.





Our Clients and Our Unique Approaches for Insights Generation

CATCHMENT AREA STUDIES

- ❑ **WHAT IS:** The study of the catchment area consists of three parts: the analogy (going to observe in the field a company with a similar development), the study of the competition and its characteristics and the search for statistics on the settlement area.
- ❑ **WHY:** The study of the catchment area allows both to choose a possible future point of sale and / or to improve its knowledge of its catchment area. The study of the catchment area allows a detailed knowledge of its local market. This study also makes it possible to better understand its competitors.
- ❑ **HOW:** We photograph the area, study population demographics, analyze competition, and make operational recommendations.
- ❑ **OUR OFFER:** ENIGMA provides you with consultants and junior consultants for a fixed period depending on the area to be covered.



Our Clients and Our Unique Approaches for Insights Generation

IMPLEMENTATION STUDIES

- ❑ **WHAT IS:** A siting study provides you with a top 3 of the best siting areas for your project.
- ❑ **WHY:** Have a concept, but not sure where to locate? Do you want to know the best location between several areas?
 - ❑ This study allows you to target the areas with the greatest business potential, direct your prospecting, and direct your recruitment.
- ❑ **HOW:** We photograph the area, study population demographics, analyze competition, and make operational recommendations
- ❑ **OUR OFFER:** As a real right arm, we are committed to your side. We consider your project as our project. ENIGMA provides you with consultants and junior consultants for a fixed period.



Our Clients and Our Unique Approaches for Insights Generation

QUANTITATIVES STADIES

- ❑ **WHAT IS:** Quantitative studies are administered in the form of questionnaires to a well-defined target and by various techniques.
- ❑ **WHY:** The purpose of a quantitative study is to get a specific, measurable, and quantified answer to a problem facing the business.
- ❑ **HOW:** Quantitative studies are done via questionnaires with the aim of testing a hypothesis (awareness, taste test, market positioning, etc.). The questionnaires can be administered face to face, by telephone, internet, by mail.
- ❑ **OUR OFFER:** ENIGMA provides you with consultants and junior consultants for a fixed period and guarantees operational and personalized recommendations according to your needs.



Our Clients and Our Unique Approaches for Insights Generation

CATI

A way to hit specific targets with good sample distribution.

The telephone survey has the advantage of obtaining large numbers of responses with a very good distribution of the sample. Interviews are carried out on weekdays during the day or even in the evening if necessary.

We support you in carrying out your telephone surveys with a CATI (Computer Assisted Telephone Interviewing) solution. We pay particular attention to the smooth running of the field with strict control procedures that meet the most stringent quality standards. The team of telesurveyors is highly qualified (recruitment from Bac+2 minimum) and seasoned in conducting telephone interviews (smooth administration of the questionnaire, qualitative reminders in order to complete the different points of view).





Our Clients and Our Unique Approaches for Insights Generation

CATI

- ▶ The deployment of a CATI solution
The CATI technological solution makes the quality of the collection of responses more reliable.
- ▶ Remote listening to telephone interviews (Silent Record)
Control of the proper administration of the survey questionnaire by listening to the scheduled interviews from the first day in the field and then randomly throughout the duration of the field.
- ▶ Regular field monitoring
You receive a qualitative and regular state of progress of the field: efficiency measurement, filling rate of questionnaires, follow-up of samples by quotas, reporting of calls and reminders,... targets



Deocommunication/ +21

Deocommunication/ +21



Our Clients and Our Unique Approaches for Insights Generation

QUALITATIVES STADIES

- ❑ **WHAT IS:** After having carried out the analyzes necessary for this study, the results can be studied by software. Managerial recommendations are then delivered to the company.
- ❑ **WHY:** Qualitative market research helps understand the root causes of the problems the business is facing. This study is important for a company that wishes to launch a new product or establish itself elsewhere insofar as it makes it possible to understand the root causes of the problems and therefore to correct them.
- ❑ **HOW:** Definition of the target, definition of the survey strategy (web, telephone, focus group, etc.), creation of the database, distribution of the survey, analysis and processing of the results.
- ❑ **OUR OFFER:** ENIGMA provides you with consultants and junior consultants for a fixed term and guarantees a rigorous methodology implemented by our expert marketing consultants and pragmatic results.



Our Clients and Our Unique Approaches for Insights Generation

FOCUS GROUP

A focus group or consumer meeting is a group interview technique made up of specific people (recruited according to very specific criteria) involved in the launch or development of a product, service or concept.

Its purpose is to obtain information relating to the opinions, attitudes and experiences of the participants with regard to the subject of the study. It is therefore a rapid qualitative survey and study method orchestrated by a facilitator/director of studies. This method helps to determine market potential and consumer reaction. The focus group allows companies wishing to develop or test their products, services at all levels (components, packaging, packaging, communication, etc.) to collect the opinions and expectations of consumers!





Our Clients and Our Unique Approaches for Insights Generation

FOCUS GROUP

The results of a focus group are therefore:

- ❖ Collecting the perceptions of recruited people
- ❖ The explanation of social behaviors concerning the theme of the study and the corrective measures to be taken in the event of a problem
- ❖ The involvement of participants to give their points of view
- ❖ The possibility for companies to improve their projects, sometimes to abandon it or rethink it in relation to the expectations expressed by the groups.



Our Quality Control Process to Ensure We Capture True Insights and Align to International Standards

We perform 5 different actions to ensure robust quality in data collection and validation both for quantitative and qualitative studies...

FOR QUANTITATIVE STUDIES

1 Live Supervision

10% of Interviews are conducted in presence of the supervisors for each Interviewer.

2 Spot Checking

25% of the questionnaire done when the supervisor was not with the interviewer are double checked by him in presence of the interview-logic check.

3 Back Checking

20% of the questionnaire done when the supervisor was not with the interviewer are called back (telephonic call back of interviewee) to ensure the interview took really place and if any doubt a physical back-check is conducted.

4 Spot Editing

25% of the Interviews are recorded for keys questions and listen back to ensure the question were well register.

5 Length Check

100% of the question are checked in terms of duration. Those who are very far to the average duration are not validate (very short or very long).



Our Quality Control Process to Ensure We Capture True Insights and Align to International Standards

We perform 5 different actions to ensure robust quality in data collection and validation both for quantitative and qualitative studies...

FOR QUALITATIVE STUDIES

- 1** Ensure all the target profile are taken in consideration in the group composition
- 2** Recruitment Guide use to ensure we capture all the big drivers of participants difference
- 3 Back Checking**
100% of all participants are met for a 5 minutes pre-discussion by our quality control team at least 48h before the group discussion.
- 4** Second participants screen at the Focus Group entrance to ensure right profile
- 5 Note Review**
All the notes are reviewed at the end of each group to make sure they are complete, taking in accounts verbal and non-verbal verbatims.



Our Research Solutions to Ensure We Empower Your Organization For Better Performance



FOCUS GROUP

Discussion with a group of strangers

Understanding attitudes; mass-market topics; speed

Discussion with a group of strangers

Discussion with a group of strangers



FRIENDS GROUP

Discussion with a group of friends

Understanding attitudes; personal topics

Honest, can explore personal/embarrassing topics

Limited time, some things. Don't discuss with friends, conversation only



OPPOSITION GROUP

Discussion with a group of people with opposing ideas

Understanding opposing attitudes quickly

Shows nuances in ideas, pushes debate, feels natural

Limited time, harder to control, conversation only



IN DEPTH INTERVIEWS

One-on-one interview

Deeper knowledge of a specific opportunity, lifestyle products

Good for difficult recruits, deep understanding, can explore personal/embarrassing topics

Don't see bigger picture, potential to "please the interviewer," conversation only



USER EXPERIENCE

Forced trial and discussion

Understanding attitudes and some behaviors, technology, testing, refining ideas, and user interface

Test ideas live, best for tech, includes conversation and action

Unnatural trial, potential to "please the interviewer"





Our Research Solutions to Ensure We Empower Your Organization For Better Performance



ETHNOGRAPHY

Extended time with respondent – including mix of IDI and participant observation

Understanding behavior, Lifestyle products, exploration, discovering unmet & latent needs

Very accurate, gets full story of a person, and their attitudes and behaviors

Time consuming; usually can only study limited amount of respondents



PARTICIPANT OBSERVATION

Personally engage in subject of study (can also be poor Man's tag-along)

Understanding behavior, experiencing intricate activities, and processes

Pushes understanding

Consumers aren't directly involved, moderator can be biased



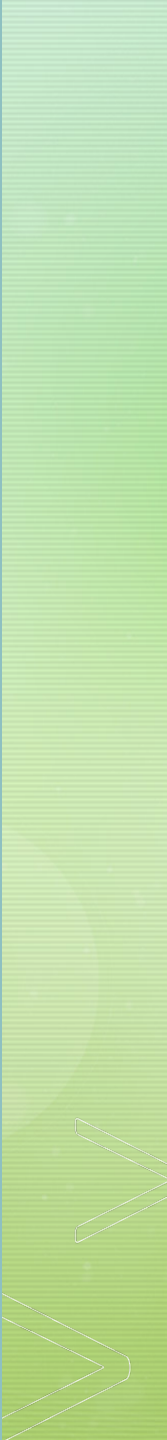
MAN-ON-STREET

Interview people engaging in subject of study (can also be poor man's IDI)

Understanding behavior, speed, seeing people in action

Fast, honest, natural, includes conversation and action

Not always legal, limited time with respondents





FOR YOUR QUALITATIVE STUDIES (URBAN & RURAL AREAS), WE CAN....

- ✓ Recruit respondents ourselves
- ✓ Offer you the opportunity to work with moderators with strong references and at least 5 years of experience
- ✓ Offer you facility rooms with one-way mirror, provide catering, and submit video and audio recordings. Equipped with:
 - ❖ Sennheiser MKE 2-pc Ceiling Microphone
 - ❖ Camera recording(if required)
 - ❖ Digital Voice
 - ❖ DVD Player
 - ❖ Flip chart
 - ❖ Free Wi-Fi
 - ❖ 35m² arranged terrace accessible from viewing rooms
- ✓ Provide you transcripts in any language
- Provide you simultaneous interpretation in any language
- ✓ Arrange the transport for Focus Group participants when necessary
- ✓ Organize the airport transfers and hosting of yourself
- ✓ Broadcast Focus Group discussions and in-depth interviews online from website and give you private access with a secret password



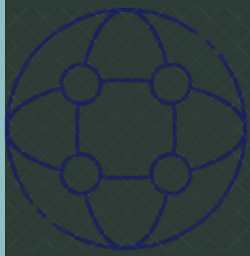


FOR YOUR QUALITATIVE STUDIES (URBAN & RURAL AREAS), WE CAN....

- ✓ Prepare questionnaires
- ✓ Do surveys using any method you wish (FTF, CATI, CAPI, online, etc.)
- ✓ Send you verified and approved surveys and upload their scans to your system
- ✓ Prepare data maps and submit the compiled data
- ✓ Process the data using any program you wish, and deliver it in any format data base
- ✓ Monitoring the data collection process using a quality process that ensure data robustness
- ✓ Analysis of the data
 - ❖ Analysis tabulation
 - ❖ Cross-variables analysis
 - ❖ Data Modeling
- ✓ Insights generation from data analysis
- ✓ Report writing with clear recommendation on the right direction to go (in any language)
- ✓ Organize the airport transfers and hosting of yourself

As for Qualitative research,

we are able to provide you the full research work (design, execute and deliver report with strategic directions)



Our Coverage and Core Team to Bring High Penetration and Productivity

We have the widest national coverage with offices in all the provinces (permanent employees in the main towns) and correspondents in all the territories (145) and all the cities of the DR Congo.



AKETI



BUMBA



IRUMU



KAMBOVE



MOANDA



NGANDANJIKA



NYUNZU



OPALA



POPOKABAKA



RUTSHURU



UVIRA



WATSA



OUR CULTURE



Passion

“ We Passionately work super hard to make Miracles and change Experience “



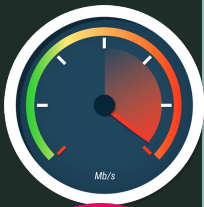
Resilience

“ We love Bold Arguments, Reach quickly a sustainable Decision and Move on resiliently with Full Hands on as our Decision “



Open

“ Our Mind is like Parachute. We Always open it to New Knowledge and Innovate to it Work “



Speed

“ Speed is our DNA . We Deliver everything quicker and Before the expected time “



Accountability

We take fully the responsibility of our actions and stay Results Oriented “



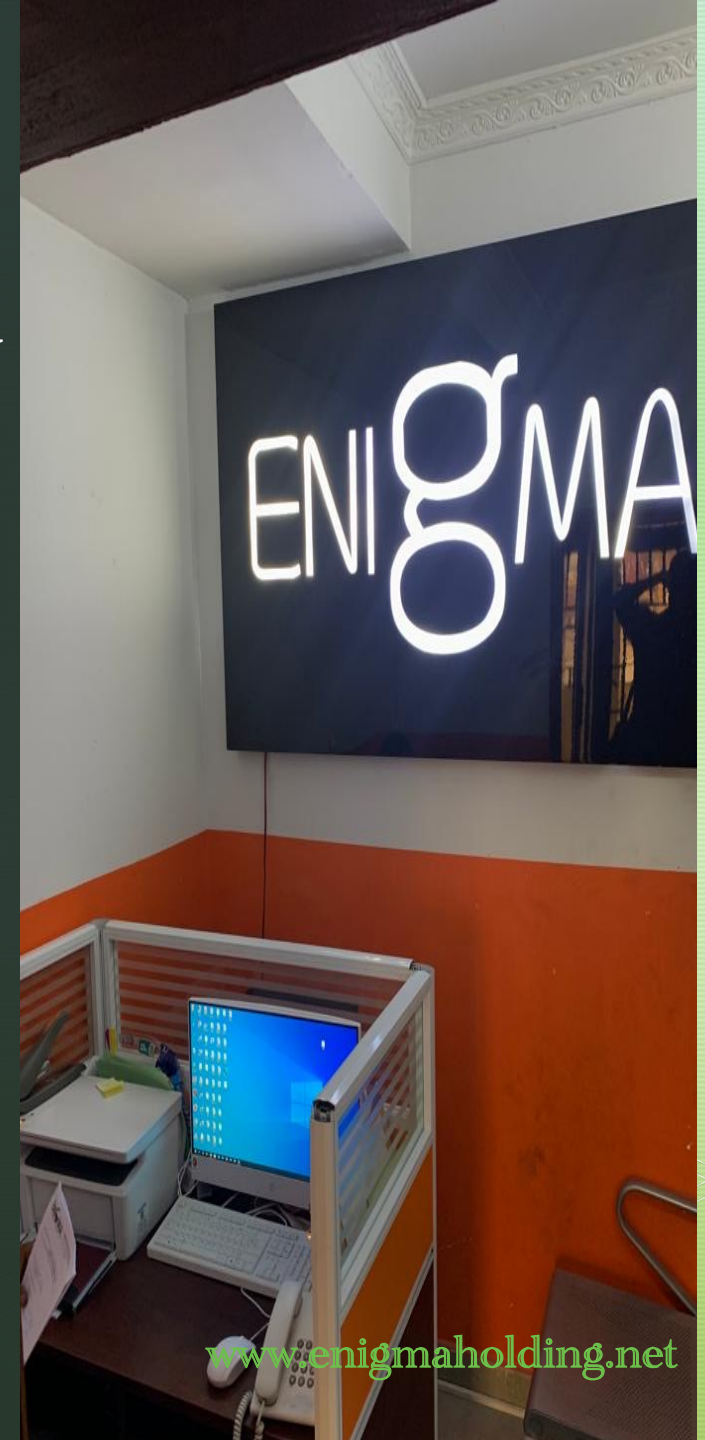
OUR PARTNERS



ENIGMA STRATEGY & RESEARCH

Let's meet the ineffable and the unprecedented

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