

mashroom5

Market
Zone



ABOUT US

With rooted experience mixed with Market insight, we in market zone are confident to offer highly professional, accurate and sophisticated marketing solutions and market research services. We provide and support our clients with valid data, market and consumer insights to enable them to make the best possible business and marketing decisions.

We are an independent, full service market research consultancy that made it to establish a reputation for bringing clarity to our clients' business and research issues. We work with both private and public organizations, across different business sectors, and provide a range of research services from full service programmers to consultancy inputs, field and data services.

We are committed to serving clients by providing them with valuable information about their market, customers and competition which will allow them to identify and analyze the market need, size and competition. The data we deliver to our clients can also be used to determine the feasibility of their product or service, identify how to promote them, and develop a competitive strategy.

Established in 2015, to meet the growing need for market research service. Our up to date automated data collection, storage and analysis solutions offer quality and credible data in all assignments. And as a part of this endeavor, it uses rigorous standards in all marketing research tasks as it follows ISO standards and aims to formalize these in the form of ISO certification in the near future.



OUR MISSION

We are committed to become the number one Market Research Consultancy for generating the highest quality of market knowledge to assist our clients in making the most effective business and marketing Decisions possible in the different sectors.





MARKETING

B2B (BUSINESS TO BUSINESS)

Telecommunication -Voice and data -
Agricultural and Packaging - Fast
Moving Consumers Goods FMCG

B2C (BUSINESS TO CUSTOMER)

Electronic and Home Appliances -
Sales and Distribution Retail
-Property and Construction - Social
Market Research for NGOs

B2G (BUSINESS TO GOVERNMENT)

Business Environmental - Scanning
and Analysis - Social Marketing
Research - Cosmetic and Pharmaceu-
tical Research

C2C (CUSTOMER TO CUSTOMER)

Business and Finance

OUR VISION

"We intend to be the headmost choice for Sudanese corporate for conducting market researches inside Sudan and to help them step into new markets (Africa and GCC) through our partnerships with international market research bodies".



SERVICES

CONSULTANCY

- Corporate strategy development.
- Business plan development.
- Consumer behavior insight.
- Competitor behavior Analysis.
- Sales and marketing optimization.
- Policies, process and producers development.
- Route to market strategy.
- Marketing strategy.
- Branding and communication strategy development.



MARKETING SOLUTIONS

DIGITAL MARKETING

- Website designs , content design , administration .
- Mobile apps .

SOCIAL MEDIA MARKETING IN DIFFERENT PLATFORMS

- Comprehensive plan and strategies every 3 months.
- proper design
- proper content
- full management of social media accounts
- empower reviews by using professional methods tools
- monthly reports+ analysis to develop and determine strength and weakness

PRODUCTION (CREATIVE ,CONCEPT & ARTWORK)

- Video production - Audio production - Character designs.

BOOKING

- Broadcasting on all media channels TV,radio , press ,outdoor



MONITORING AND REPORTS

MARKET RESEARCH (QUALITATIVE AND QUANTITATIVE):

- Product and Concept Testing
- Consumer Attitude and Usage
- Consumer Insight
- Brand Identity and Brand Awareness
- Market Segmentation'
- Pricing Research
- Advertising Campaigns and Marketing Communication
- Testing Customer Satisfaction and Loyalty.
- Competitor analysis and market size research .
- Online Surveys.
- Branding research.
- Focus Groups, On-line Bulletin Board Focus Groups
and Forums In-Depth Executive Interviews .

ADDITIONAL RESEARCHES:

- Observational Research.
- Social Research.
- Media Research.
- Retail Audit Survey.
- Sales and Sales Distribution Channels Research.
- Sales and Point of Sale Mapping Survey.
- Media Mentoring .
- Digital Research.
- Qualitative Research.





OUR RESPECTIVE CLIENTS



Aryaf



ARADDI

IMPACTBBDO



ELECTRONICS



مجمع الصناعات التحويلية
Transformative Industries Complex

MOGASIM
GROUP



GIAD AUTO

SAMSUNG
mobile



ARAAK
أراك