



Experience presentation

INTRODUCTION

Established in 2015, Market Zone Co. Ltd. started of as a retail audit agency rendering market intelligence to its sole agent, Samsung East Africa® from May 2015 till May 2017.

Market Zone started of invested in its manpower's multiple leading corporations to cater for Samsung in a strategic alliance.

The business model of Market Zone is built on assigning a designated to each client as to cater optimally to their specific needs on a one- of mapping basis and on a continuous retail audit solution.

Company Experience



Retail audits for Samsung Head Quarter Sudan

This project is about providing critical information of selected retail outlets performed by Samsung representative for the purpose of collecting data about the health of Samsung product mobile and consumer electronics like sales share, shelf share and prices about Samsung product and their competitor also in weekly, monthly and quarterly reports. We were also responsible for distribution of Samsung Marketing materials in Sudan. With manpower 24 dictated individual in period of May 2015 to May 2017.

Other Project For Samsung



- Retail mapping in great Khartoum and Madani.
- Sample size: 790 in Khartoum, 72 in Madani.
- Manpower: 10 individuals
- Timeline: one month.



- Retail mapping all over Sudan (except warzone).
- Sample size: 730.
- Manpower: 18 individuals
- Timeline: one month.

Company Experience



- Concept Test Research in great Khartoum .
- Sample size: 2500 outlets.
- Manpower: 16 individuals
- Timeline: one month and half



- Competitor analysis study in great Khartoum .
- Sample size: 650.
- Manpower: 14 individuals.
- Timeline: 21 days.

Company Experience



- Competitor analysis study in great Khartoum .
- Sample size: 650.
- Manpower: 14 individuals.
- Timeline: 21 days.



- Competitor analysis study in (9 cities) in River Nile state, (8 cities) Alshamaliyah
- Sample size: 570.
- Manpower: 14 individuals.
- Timeline: one months.

Investor



- Competitor analysis study for glycerin in great Khartoum .
- Sample size: 636.
- Manpower: 14 individuals.
- Timeline: one month

- Competitor analysis study in great Khartoum .
- Sample size : 475.
- Manpower: 14 individuals.
- Timeline : one month



- Com petitor analysis study in great Khartoum .
- Sam ple size: 60.
- Manpower: 5 individuals.
- Tim e line : 21 days.



- Consumer behavior study in great Khartoum .
- Direct interview with 100 persons
- Manpower: 3 individuals.
- Tim e line : 15 days



121 activity in
great Khartoum, Madani, Gad arif,
Sinar, Atbra, Alobid and Kassa

Sample Size: 80,000

Manpower: 230 individuals.

Timeline: 8 months.

The logo for Market Zone is centered on a dark background. It consists of a white circle with a purple-to-teal gradient border. Inside the circle, the word "Market" is written in a dark purple, sans-serif font. Below it, the word "Zone" is written in the same font, but the letter "O" is replaced by a stylized graphic: a dark purple circle with a teal circle inside it, and a white ring between them.

Market
Zone