



Beyond *insight*, to *strategic advantage*

Management Sciences Group was founded in 1989 as a marketing research company that specializes in providing information for...

Developing marketing strategies

- Market structure analysis
- Market segmentation
- Brand positioning
- Brand marketing strategy

Facilitating marketing decision making

- New product decisions
- Advertising and communication decisions
- Sales force and channel decisions
- Pricing and promotional decisions

Service quality management

- Developing service strategy
- Tracking customer satisfaction

Many marketing research companies promise to provide *insight*. But for powerful brands *insight is not enough...*

Powerful brands control their world by gaining *advantage*, sustaining *momentum*, growing *value*

At Management Sciences Group we approach marketing information differently. We aim much further than providing insight...

We are dedicated to finding the sources of strategic *advantage*, brand *momentum* and *value growth* for your brand.

Our unique information tools will help you control your brand's world



MANAGEMENT SCIENCES GROUP (Pty) Ltd

The Management Sciences Group modus operandi:

- Fieldwork is conducted by MarketBase, our subsidiary field company, who also take on contract fieldwork for several other research houses
- All technical and production work is conducted internally at MSG – from sample design to report delivery
- Our technology is of the highest order, including survey tabulating, advanced statistical analysis and professional graphics
- We pride ourselves on putting the science back into marketing research, and so we apply matchless statistical rigor and deep scientific inquiry in our projects

Types of data collection conducted by Management Sciences Group:

- Face-to-face interviews
- CATI / Telephone interviewing
- Central venue tests
- Mall / Customer intercepts
- Group discussions
- In-depth interviewing

Management Sciences Group has assisted more than 90 clients since 1989:

- Banks
- Insurance Companies
- Retail Groups and Shopping Centres
- Manufacturers
- Multinationals
- Advertising Agencies
- Media Houses
- Business Consultancies
- Government
- NGO's
- Economic Development Agencies
- Agricultural Cooperatives
- International Market Research Houses

Deployment of resources:

- 150 Field operatives nationwide, in all cities and large towns
- Telephonic survey call centres in Johannesburg and Durban
- More than 50 000 interviews per year
- In-house data entry and data processing
- Data formats supplied in all major formats

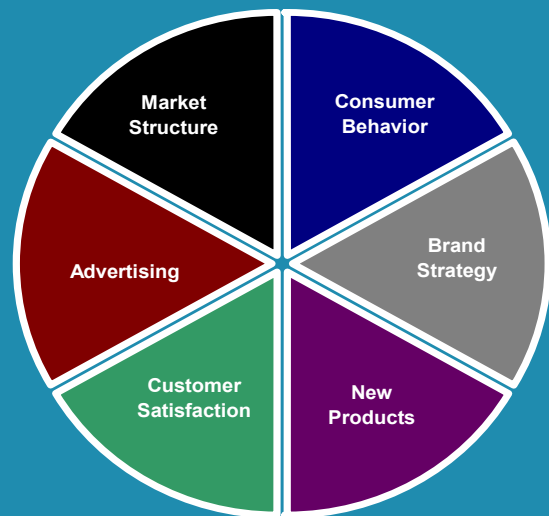


The MarketFORENSICS System™ is a survey-based strategic information system that assists the marketer to maximize the value-creating forces affecting the brand.

The system is designed to provide useful information at every step in the brand's strategic planning process.

At each step the system deploys specific research tools that support that particular function.

Management Sciences Group – main areas of business information focus...





Information for Strategic Advantage

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