

INSIGHT VALUE
INNOVATION



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Advanced Marketing Intelligence (AMI) aims to be the best choice of business organizations in strategic Marketing intelligence research and for business market. This comes from re-innovate the insight value for our customers in their business and enhance them to grow.

We Build our core competences and professionalism by creating our intellectual models, methodologies, processes and our talent team work, which based on a flexible organizational culture, that respect the humanity, hence we will be able to match the continuous changes in customers market and our partners needs.

On other hand we engage with technology, because we believe it will lead the continuous fundamental change in strategic marketing intelligence research & business landscape. We are committed to achieve accelerated growth rates, to be the reference & benchmarking in strategic marketing intelligence industry and for business schools. Based on the previous & balanced strategies pathways, **AMI** will be able to achieve all stakeholders' goals.



our customers

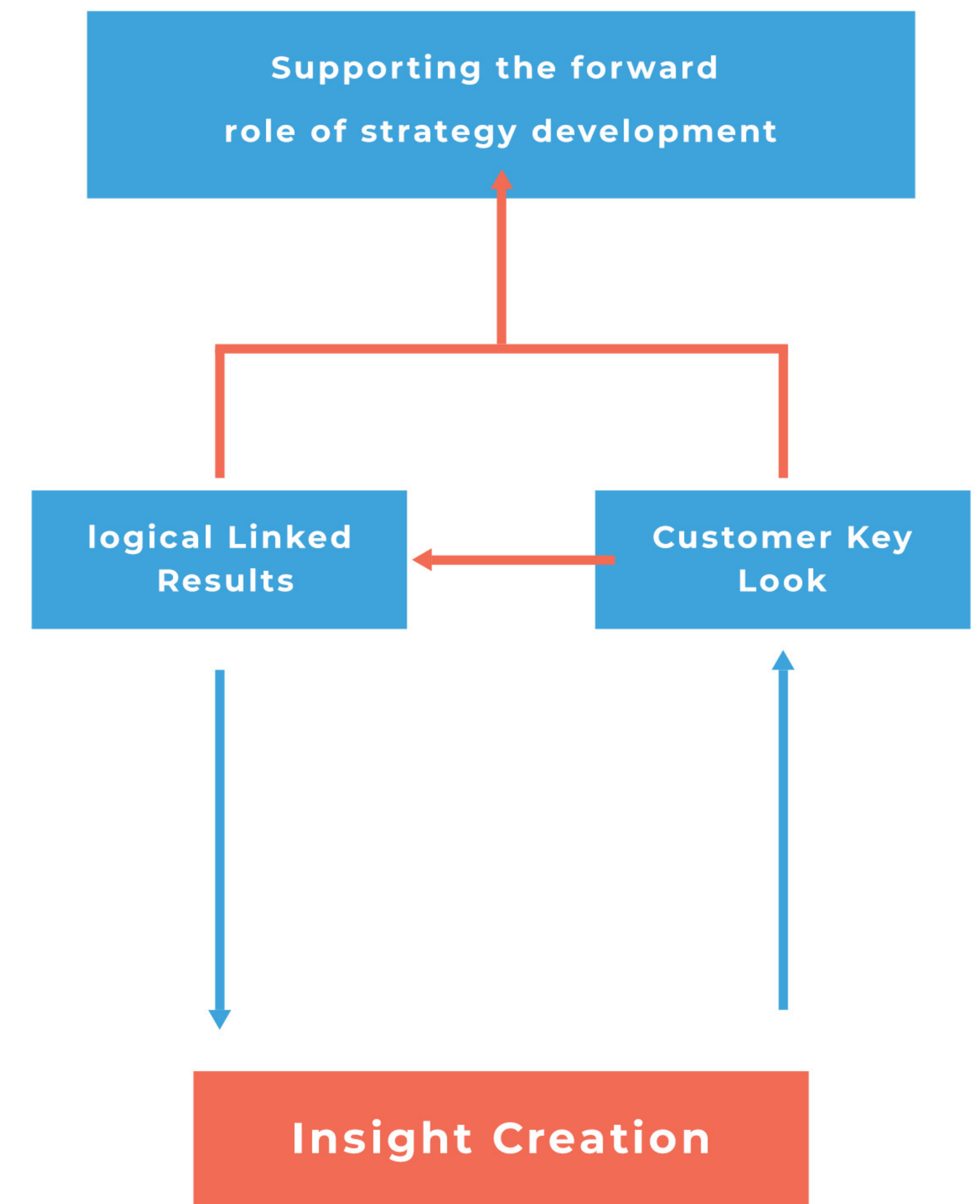
core-mission

Advanced Marketing Intelligence works to present holistic comprehensive insight for your business, which based on two main aspects of business models; competitive insight & Market Insight.

AMI-unite conduct competitive insight research to cover all aspects of competitor intelligence and product intelligence not only their product & pricing, but it extents to present insight analysis for all items such as their investments, strategies, organizational structure, product investment portfolio, and future product plans.

While Market insight includes market understanding and customer insight, which involves the current market size, market segments, market share trends, and the forecasted growth of the market, in addition to the respective market segments, customer loyalty, brand preference and consumer behavior analysis.

This comprehensive insight creation and supporting the forward role in strategy development, contribute your company standing as a pioneers in business market.



who we are

Advanced Marketing Intelligence

AMI (Advanced Marketing Intelligence) a small research agency, it founded in **2016** with confidence to evolve the marketing intelligence concept and its role in business organization growth, so **AMI** with the first moment declare its slogan "Insight Value Innovation".

This sophisticated task requires many multidisciplinary roles of us to achieve that. Based on the previous AMI always develop its integrated mix between its intellectual models, customer needs, and our talent people academicians and practitioners, who have experience extents to **20 years** in many different sectors such as; pharmaceutical & cosmetics, FMCG, chemicals, IT, Healthcare, real-estate, Publishing & printing, education, security & Cash solutions, social development & etc.



Qualitative

We provide in-depth and abroad understanding of people behavior or phenomena under investigation to support our customer's business to re-innovate their marketing value and concept. Our qualitative team covers all different areas in Egyptian people behavior in different cultures & context.

Our qualitative Designs & Approaches:

- In-depth interviews.
- Focus groups.
- Ethnography & Observation.
- Content analysis.
- Configurational Theory

Quantitative

Our quantitative approach designed to present advanced analysis for market and consumer trends, in addition to discovering the relationship between factors which affects on & re-designing for customer & marketing value.

This approach will help marketing manager to estimate all aspects of market, which will support them to re-formulate their marketing strategy & objectives based on measurement benchmarking indicators.

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some of our customers



Our Services





Strategic Insight Research



Because of hyper competition, the landscape of competition will be entity versus entity not product versus product, so that is the time of business concept innovation.

Business concept innovation or business model innovation is a great source of competitive advantage more than new product innovation.

This type of **innovation addresses** the fundamental change through building core-competences in value chain, cost models, and organization, moreover customer value model.

Our strategic insight research works to present in-depth strategic understanding & perception of business model elements and trends that enhance business organizations to re-conceive its business in different ways to maximize value creation for its customers and all stakeholders.

Marketing Feasibility Study



The marketing feasibility study aims to present a comprehensive related information covers main aspects

Size of the market gap, Volume of demand, Expected revenues from market opportunity, Factors which will affect on market opportunity acquisition and Industry opportunities & threats.



Industry Analysis - Reports

The industry analysis aims to present valued strategic analysis for specific industry forces to serve investment decisions and your competitive strategies.

it extents to assess & analyze the current business environment (economicpolitical, demographic & technological factors), consumers market segments trends, competition landscape, market share of key players, market size and its trends. Moreover define the opportunities and threats, which face the industry.





Marketing intelligence research




Marketing Intelligence Research

It is important to analyze your competition, because of consumers always compare the perceived value from your brand with other competitor's brands.

AMI support you to get the best market position by determine the critical valued pathways between consumers needs & competitors offers.

AMI team works to create comprehensive holistic knowledge involves competitor intelligence and product intelligence, not only their product & pricing, but it extends to present insight analysis for all items such as their investments, strategies, organizational structure, product investment portfolio, future product plans, and Market and consumer as well.



Consumer Life-style segmentation research



Consumer Life style & Segmentation Research

Consumer's lifestyle is a vital item for market segmentation, in addition to in next step of marketing strategy formulation, targeting, positioning & branding.

AMI present comprehensive understanding of consumer trends, attitudes and behavior during purchase and consumption process. Moreover the factors that shapes decision-making processes of purchased needed products.

Lifestyle research extent to cover socio-demographic profile for consumer attributes, and characteristics that interpret the demand for products.



Branding & Customer Experience Research



Branding & Customer Experience Research

Your **product brand** is a main critical element in marketing planning and activities. Building strong brand is our mission, simply because of; it is a creator of sustainable cash flow in your business.

Our team will help you to put the direct simple critical pathway between the brand identity, customer experience and other marketing activities.

Brand research conduct to measure brand awareness, recognition, perceived value and loyalty, moreover discovering for the positive & negative concepts, which related to your brand, this help you to re-track your positioning & brand in the marketplace.

Product & Solution Testing Research

AMI adopts a flexible approach to provide depth insight of evaluating and re-define for new idea or develop product attributes from consumers' perspective, before introducing it to the market.

Our team support you to concentrate on segments, which the product appeals. This process helps you to develop the correct position, promotion & distribution channels, beside increase your market share.



Pricing Research

Pricing is an important element in marketing plan, because its impact on many aspect of marketing activities like image & positioning, moreover total perceived value from your brand.

We provide a wide range of pricing methods like price sensitivity, which will determine the best price for your products.





Mystery shopping & retail audit research



Mystery Shopping & Retail Audit Research

Mystery shopping & retail audit research is one of the most effective methods of evaluating the perceived value of your brand.

It aims to present better understand for your marketing activities and processes in the market land from a customer's perspective. This understanding helps you to create healthier marketing environment to support marketing goals.

AMI team customize their research methods to measure key performance indicators in all company retails, such as cleanliness, staff engagement & appearance,

timeliness of service, politeness of sales staff, and adherence to brand standards, refunds procedures, and any after sales follow up mechanisms. Our services cover all business retails like; fashion,

The logo for Media Research features a stylized orange video camera icon on the left. To its right, the word "Media" is written in a large, blue, sans-serif font, and the word "Research" is written below it in a smaller, orange, sans-serif font.

Media Research



Promotion & Media Research

Advertising & promotional campaign is very important elements in any marketing plan, because of its impact in raising the awareness of your brand & products. Many of consumers prefer to buy the brands they already know.

AMI helps you to develop effective campaign based on re-define your target audience, positioning, communication platform, in which media channels and other promotional programs should your business to follow it.

Our mission extents to evaluate your campaign & promotional programs to measure the awareness levels the effectiveness degree and returns of each channel and programs to re-allocate your budget in correct way.

Thank You..



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