



investimate

Research & Consultancy

Investimate is an independent research company established in Istanbul - Turkey in January 2014. We focus on assisting our clients in the areas of opinion polling, monitoring and evaluation, market research, and financial advisory.



ABOUT INVESTIMATE

Investimate is a full-service research and consulting network made up of research specialists and well-trained local teams. Our staff has excelled in collecting data, developing customised research schemes, designing different types of research instruments, analysing data, and producing authentic reports. We professionally conduct a variety of studies irrespective of the industrial sector and provide customised services.

We have been a research business since 1996. We have succeeded in growing into a multi-sector client-oriented company in a relatively short time, having a membership in ESOMAR, and working with dozens of local and international clients. And today, although we are based in Istanbul-Turkey, we have local teams and manage different projects across the whole country and the Middle East with an increasing international and regional experience.

All of us in Investimate have the passion for exploring prospects and accumulating knowledge by being always involved. We partner with our clients to face challenges and handle hard circumstances so everyone senses reality and make enlightened decisions.

OUR SERVICES

FINANCIAL ADVISORY

Through our Financial Advisory services we assist our clients to make well-informed investment decisions. The services we offer in this area include:

Feasibility Studies:

The aim of our feasibility study services is to indicate the potential positive and negative outcomes of a project prior to irrevocably investing the required time and financial resources into it.

Our specialized team collects the relevant data on market conditions, capital requirements, and operating costs in order to prepare the projected income statement, balance sheet, and cash flow statement for this project accordingly.

Subsequently, we utilize the outcomes of the projection to apply the relevant capital budgeting decision tools including the Net Present Value (NPV), the Internal Rate of Return (IRR), and the Payback Period in addition to other profitability indicators on the project.

At Investimate, we also employ the sensitivity analysis technique to identify the factors with crucial impact on the feasibility of the project.



Company Valuation:

Through providing company valuation services in a wide range of industries, we spare no efforts to accurately inform our clients about the fair price to be paid or received to proceed with a business acquisition or sale transaction.

Before applying advanced financial modelling techniques to arrive at the fair value assessment, we utilize the top-down approach in industry analysis to highlight growth potentials in the examined industry.

Part of this service utilizes the sensitivity analysis technique to highlight the factors that can negatively or positively affect the value of the examined company.

MARKET RESEARCH

Through our tailored market research services we aim to fully inform our clients about market conditions and consumer behaviour in addition to equip them with the effective marketing and communication strategies. The services we offer in this area include:

Market Analysis:

The aim of our market analysis services is to support our clients in assessing the size of their target market, both in volume and in value, as well as in estimating their relative market share of this market.

Our experienced market analysts are trained to provide up-to-date information about the competition, customers' segmentation, market conditions, and competitive positioning so that our clients stay ahead of their competitors and cope with the ever changing circumstances.

Consumer Behaviour Studies:

At Investimate, we recognize the huge impact that the changes in consumers' behavior and attitude can have on the profitability of our clients. Therefore, we conduct comprehensive consumer behavior studies in a wide range of areas to assist our clients in exploring and tracing these changes.

Through conducting these studies, we aim to help our clients in understanding how, why, when and where their clients use certain products or services to satisfy their needs. Consequently, our clients will be better positioned to customize their products and services to meet the consumers' expectations leading to higher levels of sales and profitability in addition to greater customers' commitment and loyalty.



Integrated Marketing Communication:

Through providing integrated marketing communication services we aim to ensure that our clients' promotional tools work in harmony. Our team developed solid experience in integrating the different promotional tools and coordinating the messages delivered via the different communication channels to avoid consumers' confusion. Ultimately, this will result in enhancing consumers' awareness of our clients' brands and creating a distinct position and image for these brands.

POLLS AND SOCIAL STUDIES

Voting and Elections and Media Surveys:

Investimate considers opinion poll of great importance and pays special attention to related studies based on its responsibility of conveying peoples' opinion to decision makers believing in George Gallup words "If democracy is supposed to be based on the will of the people, then somebody should go out and find out what that will is. The right to speak out vigorously on governmental and corporate policies is one of the most staunchly defended freedoms of the World."

Our experienced team works efficiently on this type of studies to meet maximum quality requirements and exerts its best efforts to reach all wanted areas and never neglects any targeted group. We have learnt a lot from our experience in conducting opinion polls during peace and war time and developed a noticeable experience in leading researches in non-permissive environments.

Needs Assessment and Monitoring and Evaluation:

Investimate provides outstanding services for NGOs and development agencies. We provide pre-project studies and needs assessment to help organisations and agencies take the right decision and plan their development projects to meet the needs of the community; in addition to during and after project evaluations. Investimate professional team under the supervision of highly qualified researchers and analysts is able to develop baseline and end-line studies in sectors of development, health, livelihood, protection, water and sanitation, shelter, and agriculture.

CAPABILITIES

In light of understanding our clients' needs, we utilize the relevant qualitative and quantitative research methods to design data collection and analysis methodologies that best address these needs.

QUANTITATIVE SURVEYS

Based on selecting the suitable representative sample that fits the criteria of the underlying study, our specialized team is equipped to carry out all types of quantitative surveys including Face-to-Face interviews, telephone interviews, VoIP, and web-based surveys.



At Investimate, we employ wide range of quantitative data analysis techniques including univariate, bivariate, and multivariate analysis in addition to statistical inference methods to assist our clients in drawing the right conclusion and accordingly making the right decision.

QUALITATIVE STUDIES

We are aware that gaining insights on the incentives and preferences of the customers/respondents regarding certain issues provides vital information for the success of our clients. For that reason, we developed extensive experience in conducting focus groups and in-depth interviews to disclose the beliefs and attitudes of the communities and segments targeted by our clients.

Before the interviews, our team goes through a screening stage to make sure that the appropriate members from the targeted social classes, age groups, and economic sectors are recruited.

Our specialized team is fully capable to undertake qualitative content analysis through applying both deductive and inductive coding techniques. Additionally, our team is trained in the areas of summarizing and displaying the data in order to assist our clients in conclusions verification and decision making.

CONTACT DETAILS

Şişli, Palazođlu Street,

Paydaş Building, Floor 4

+90 212 234 43 46

info@investimate.net