

Highlighting: DRC

- Our Research Capabilities



DRC – An Opportunity

- Following decades of turmoil, with the acceptance of the Democratic Republic of Congo into the East African Community and with a democratically elected government, the country at last emerges as one of Africa's potential growth markets
- The administration of President Félix Tshisekedi is proactively creating an investment-friendly environment, which, given the DRC's wealth of resources and large population (second only to Nigeria and at par with Ethiopia and Egypt), will result in increased demand for products and services
- Members of the Infinite Insight / Consumer Ideas management team have accumulated decades of experience of working in DRC, be it as researchers or in top management positions
- We invite potential investors, donors, and marketers to engage with us to facilitate successful market entry through our range of research services



Experience & Project Management



Margit Cleveland,
Managing Director,
Infinite Insight



For more than 35 years, Margit has worked in markets as diverse as Germany, USA and Sub-Saharan Africa. Her prior work experience includes Infratest-Burke (now Kantar), Germany; Mar's Surveys, USA; Institut für Jugendforschung, Germany; and RMS International, Nigeria (now Kantar).

Over the years, Margit has worked for blue chip clients in the FMCG and telecoms industries (BAT, Coca Cola, Diageo, Heineken, Unilever, Cadbury, MTN, Orange, etc.), international and local media (BBC, VOA, CFI, DW, etc.) as well as government agencies and NGOs (US State Department, USAID, UNICEF, AED, PSI, etc.).

Margit has extensive experience in DRC, having carried out projects for Tabaco Congo / BAT, Western Union, ALG Research, Heineken, Fernridge, and Novozymes.

In 2003, Margit won the "Best Conference Paper" Award at the Gallup International Conference, Estoril; and she contributed to the GIA "Voice of the People" book, 2006).

Margit is a member of ESOMAR, MSRA, PAMRO (founder member) and WAPOR. From January 2013 to December 2016, Margit was the ESOMAR representative for Kenya; from January 2020 to December 2021, she was the WAPOR representative in the country.

Yemi Oniyitan
Managing Director,
Consumer Ideas



Yemi is an experienced market researcher with more than 20 years of experience in the industry, straddling both agency and client side as well as local and international markets. He has vast experience in social, services, media and FMCG studies. A graduate of political science (BSc.), Yemi is well tuned-in to the socio-cultural and political interplay in consumer and public behaviour.

He previously held senior positions at RMS Nigeria and Cameroon (now Kantar), where he lead a team of researchers on a range of multinational accounts, and as Research Manager- Marketing & Development at Cache UK, he helped to drive both qualitative and quantitative based projects in developing both content and business strategy. Prior to establishing Consumer Ideas, Yemi was a consultant at Euromonitor International.

Anne Mambo
Partner (DRC)



Anne has vast experience covering 20 years in multinational corporations where she led diverse teams of up to 90 employees in complex, challenging regions in Africa, including Cameroon and the Democratic Republic of Congo.

She held various leadership roles including Managing Director, British American Tobacco Distribution, based in Kinshasa and Sales and Marketing Director, Diageo in both Cameroon and Kenya. She successfully rejuvenated businesses to profitability, demonstrating her commercial strengths and strong leadership, enhanced by excellent relationship management and influencing abilities.

She left employment to establish her own business, Kiota Consultants, demonstrating her adaptability and courage. Anne also ran her own safari company which was award "Best Medium Size Tour Operator in 2011 and 2012" by the Kenya Tourist Board.

Anne studied at the University of Nairobi and Strathclyde University in Scotland. Anne is fully proficient in English, French and Kiswahili and conversational Lingala.

Althea McCourt
Director



Prior to joining Infinite Insight, Althea was the Operations Director at Research Solutions. She has over 20 years experience in management consultancy, specialising in strategic development and implementation, HR, debt management, operations and systems & process guidance. Her work experience has been within a range of service industries, with the last 10 years being in the market research sector

Prior to consultancy, she worked in Kenya's capital markets for over 10 years, having worked in various senior capacities in Dyer and Blair Limited (now Dyer and Blair Investment Bank). She was a resource person for the World Bank during the development of the regional stock markets. First employed as the company's Securities Analyst, Althea was finally the Company's General Manager/ Executive Director.

Althea holds an MBA – IT (University of Leicester), and a BA (Hons) in Business Studies (University of North London). She is a Member (KIM) of Marketing and Social Research Association (MSRA), SAMRA, ESOMAR, and Kenya Institute of Management

In 2017, Althea was the chair person of MSRA.

Jean-Jacques Moolman
Senior Partner (South Africa)



Jean has been in the industry since 2005. He has worked on hundreds of research projects across more than 30 countries; until January 2022, he was the team lead and client liaison for Ask Afrika's global projects.

Jean has degrees in psychology and sociology (University of Pretoria)

Naftali Waburi
Research Director (quant.)



Naftali' started in market research in 2002..

Naftali is an experienced all round research professional covering both qualitative and quantitative Specifically Naftali has handled FMCG, Financial (both banking as well as Insurance), Manufacturing, Service and telecommunication. Geographically, Naftali has handled projects in almost all the markets within the Eastern Africa Region, from Egypt to Botswana, Angola to Madagascar, Eritrea to Somaliland.

Naftali holds a MBA Strategic Management and an BBA in Marketing

Maryann Murugi
Finance & General Manager



Maryann has over eight years experience in financial monitoring and analysis of financial reports. She is in charge of analysing revenues and expenditure trends, budgeting, cash flow forecasts and payroll. As the MSRA Ethics Champion, she incorporates ethics trainings in all our project briefings.

She is a certified Public accountant and has a Bachelor's of Commerce degree from University of Nairobi. She is also a member of ICPAK and MSRA

Titus Kiprono
DP Manager (East Africa)



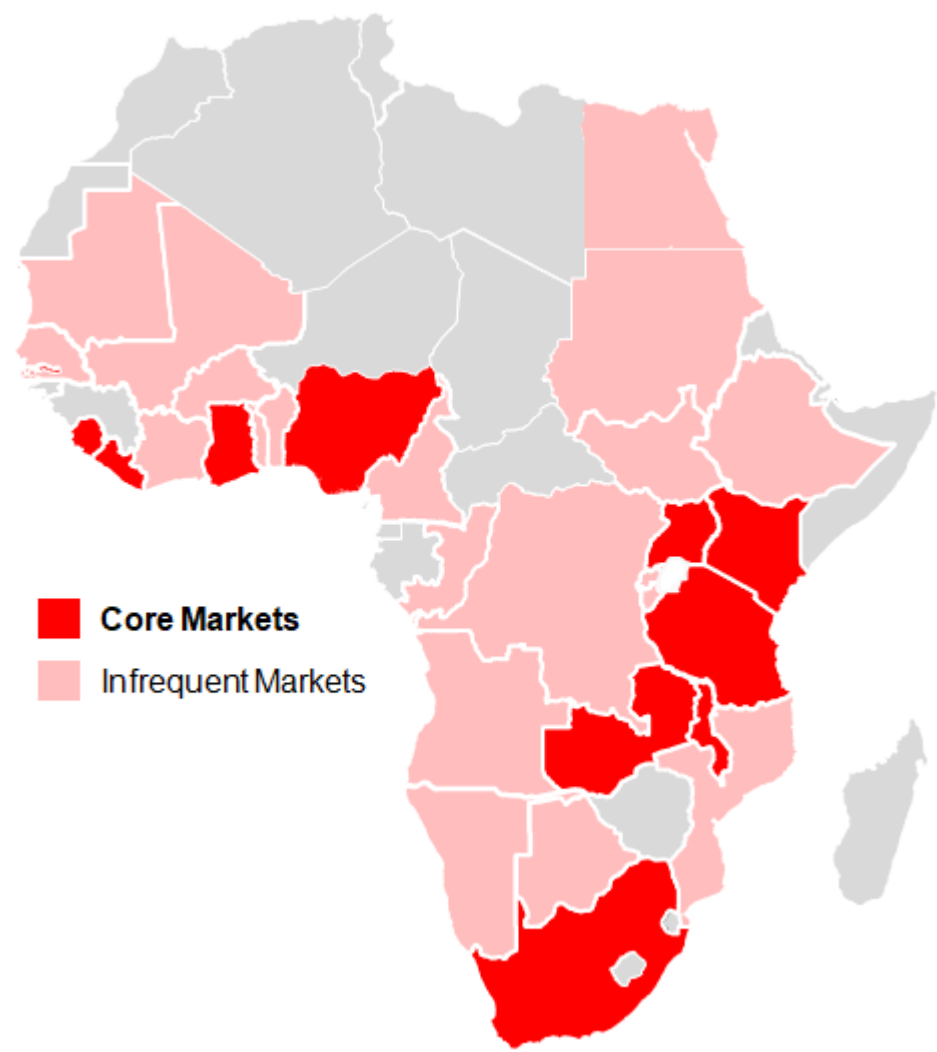
Titus joined Infinite Insight in April, 2019. He holds a Bachelor Degree in Science (Economics & Statistics) from Egerton University. Titus is in charge of monitoring quality control, data cleaning, and statistical analysis, including multi-variate analysis

Commitment to Research Ethics



We fully comply with the [ICC/ESOMAR Code of Practice](#), the [MSRA Code of Ethics](#), and the [GDPR](#)

Our Coverage & Clients



Potential Research Service Offers



Challenges & Opportunities

- Despite recent progress, DRC remains a challenging country in which to carry out research:
 - Persistent insecurity, especially in mining areas (Mbuji-Mayi and Kananga) and eastern DRC (Kivu and Bukavu); escalating tensions with Rwanda exacerbate conflicts
 - The poor state of critical infrastructure (road and rail) necessitates air travel between population centres; hence, DRC is not a low cost research market
 - Insufficient population data:
 - The last Population Census was conducted in 1984, when the country was still known as Zaïre; a Census is to be carried out in 2022, but preliminary results are not expected before 2023; hence, market size estimates at the national level are fraught with uncertainty
 - Existing Census data and population projections are still based on 11 provinces and not the current 26
- Despite these caveats, Infinite Insight has successfully carried out nationally representative polls and consumer surveys, including rural areas
- We propose an urban omnibus survey for research into FMCG and services, as target groups would mainly found in urban locales; this also significantly reduces costs
- Ad hoc custom research, including nationally representative surveys, will, however, be offered on request

Proposed Omnibus Survey

- Omnibus Surveys are categorised as syndicated research; i.e. several clients will insert exclusive sections, while benefitting from large samples
- Omnibus surveys, depending on the level of interest, can be scheduled quarterly, thereby allowing tracking of consumer behaviour and brand performance
- Costs will be calculated on a *per question* basis, while demographic background variables (gender, age group, LSM, etc.) will be provided by Infinite Insight; download our Syndicated Research brochure [here](#)
- A minimum number of substantive questions (between 6 and 10) will be stipulated per subscriber; and a minimum of 6 subscribers will be required for launching
- The cost per question falls into the range of \$1,250 and \$1,970 (costs include data in SPSS and bespoke tabular results; full analytical reports can be prepared, albeit at a surcharge)

CITY	POPULATION (abs.)	POPULATION (%)	SAMPLE (n=2,000)	SAMPLE (n=5,000)
Kinshasa	13,265,000	64.0	1,279	3,198
Lubumbashi	1,786,397	8.6	172	431
Mbuji-Mayi	1,680,991	8.1	162	405
Kananga	1,061,181	5.1	102	256
Bukavu	1,012,053	4.9	98	244
Goma	1,000,000	4.8	96	241
Kisangani	935,977	4.5	90	226
Total (Major Urban)	20,741,599	100	2,000	5,000

Source: <https://www.worldatlas.com>

- Respondents: General Consumers, aged 18 and above
- Methodology: CAPI, multi-stage random with Kish Grid selection of respondents
- Languages of Interview:
French, Lingala, Kikongo, Tshiluba, Kiswahili
- Sample Size & Frequency: TBD
- Extension of Coverage / Booster Samples: TBD

Nationally Representative Surveys

- In contrast to the syndicated Omnibus, nationally representative surveys will be offered on an *ad hoc* basis; i.e. a single client will commission the project and own the results (substantive questions and all background variables)
- Until results of a new Census become available, sample distributions will be based on projections as well as on 11 provinces
- Sample sizes, coverage, and target groups will be customised in close consultation with the client
- Nationally representative surveys are recommended for opinion polls, governance / mainstreaming surveys, Media Usage, and FMCG with significant rural penetration

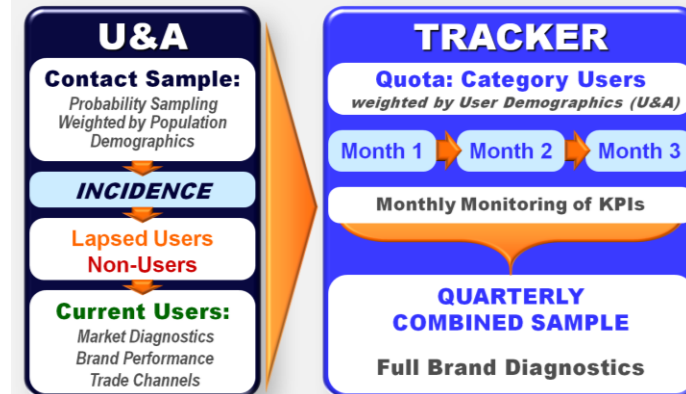
PROVINCE	2015 Population Projection (abs.)	2015 Population Distribution (%)	2012 Urban (%)	2012 Rural (%)
Kinshasa	11,575,000	13.5	100.0	0.0
Bas Congo	5,575,000	6.5	30.8	69.2
Bandundu	9,494,000	11.0	30.6	69.4
Equateur	8,596,000	10.0	30.7	69.3
Orientale	9,003,000	10.5	30.8	69.2
Nord-Kivu	6,655,000	7.7	30.7	69.3
Sud-Kivu	5,772,000	6.7	30.5	69.5
Maniema	2,333,000	2.7	29.5	70.5
Katanga	13,207,000	15.4	31.1	68.9
Kasaï Oriental	7,698,000	8.9	27.5	72.5
Kasaï Occidental	6,118,000	7.1	35.8	64.2
Total	86,026,000	100	39	61

The population distribution above is based on the *Annuaire statistique 2014 de la RDC* and combines data from 2015 and 2012

- Respondents: custom definition
- Methodology: CAPI, multi-stage random with Kish Grid selection of respondents
- Languages of Interview:
French, Lingala, Kikongo, Tshiluba, Kiswahili
- Sample Size: TBD

- Infinite Insight provides a wide range of qualitative and quantitative research services and products; these include:
 - Opinion Polls and Pre-election Polls
 - Media Research (audience reach)
 - Consumer Research (FMCG, Telecoms, Financial Services):
 - Usage & Attitude Studies & Brand Performance Tracking
 - Advertising Effectiveness
 - Brand Positioning / Brand Image
 - Consumer Segmentation
 - Customer Satisfaction (using our own CS model)
 - Pricing Research (from Price Sensitivity Meter to Conjoint)
 - Product & Concept Tests, including UX
- For further information on our services and experience, please request our Company Profile by email: anne@infiniteinsight.net or info@infiniteinsight.net

Infinite Insight **U&A^{Plus}**



Infinite Insight **AuditScope**





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