


Enriching Decisions
Empowering Businesses.



info@nexelresearch.com 

THE ORGANIZATION

Nexel Research Ltd. (NRL) is a full service, multi sector research firm specialising in sophisticated research methods to provide clients useful insights and wide ranging perspectives in making informed business decisions.

Our operation involves end to end research process starting from initial design, through execution and analysis, to the development and implementation of data based recommendations allowing our clients to look at the picture holistically or in parts and identify aspects relevant to the project.

OUR MISSION STATEMENT

Upholding sound decision making through the use of real world data and productive recommendations to work towards result oriented solutions.

ORGANIZATION LAYOUT



RESEARCH WING

- ★ Research design and execution
- ★ Quantitative, qualitative and mixed methods
- ★ Planning and overseeing



FIELD OPERATION WING

- ★ Providing country wide coverage
- ★ Efficient and cost-effective field operations
- ★ Well experienced and well-equipped team



ANALYSIS WING

- ★ Data cleaning, prepping and coding
- ★ Usage of data science to extract useful information and insights
- ★ Analysis of structured and unstructured data
- ★ Utilizing advanced techniques, software and programming
- ★ Reporting and presentation



THE TEAM

NRL comprises of knowledgeable individuals adept in extracting relevant trends and insights from raw data and employ diverse methodologies accordingly including survey design, complex sampling methodologies, program evaluation, and industry-leading analytical and survey tools.

RUBAIYAT SADIA

Chairperson

Rubaiyat comes from a research and statistics background, with several years of experience across corporations and government organisations in Bangladesh and the United Kingdom.

She holds a Masters Degree in Management Research from Said Business School, University of Oxford, and a Bachelor of Business Administration degree from the Institute of Business Administration, University of Dhaka.

Some of her extensive research experience comprises of overseeing the Brand Tracking program of Grameen Phone Ltd., product sales modelling for Omnicom Group (Brand Science) UK, execution of the Small Modules program for Oxford Brookes University, UK. She has also worked on strategic decision making through in depth analysis of various national and local student surveys, league tables and databases for the University of Roehampton, UK; most notably the National Student Survey (NSS), HESA (Higher Education Statistics Agency) databases, Times Higher Education and Guardian league tables to name a few.



A photograph of a person in a white shirt sitting at a desk, working on a laptop. A white cup of coffee is on the desk next to the laptop. The background is a blurred office setting.


RAHID AHMED

Managing Director

Rahid Ahmed is a market research professional with over 20 years of experience with clients from Bangladesh, China, Canada, India, Pakistan, the Philippines, the United States and the United Kingdom. Starting off as an analyst, he has transpired to be a well recognized figure in the field of corporate, social and development research. He has worked with the FMCG, Cement Manufacturing, Pharmaceuticals, Paint and Telecom Industries as a researcher during his vast career span.

He is experienced in studies related to branding, customer satisfaction, pricing and mystery shopping. Rahid has also conducted large scale studies on nationwide shop census, opinion polls and media research. His expansive experience with multisector research projects has equipped him with an impeccable sense of innovative and customisability in research designing and execution.

Rahid has completed his Master of Social Science in Development Studies (MDS) from Independent University Bangladesh (IUB), Master of Business Administration (Executive MBA) from Institute of Resource Management (Degree given by Deemed University, Lucknow), and Bachelor of Commerce (B.Com) from the University Of Calcutta (City College of Commerce).



TANZINA AKTER

Research Manager

Tanzina holds a Master of Science degree in Applied Statistics from the University of Dhaka.

She has worked with multinational companies like UNILEVER, Reckitt Benckiser, Sanofi-Aventis, DHL, Lafarge etc. as well as international development organizations such as IFC-World Bank, USAID, UNICEF, BCCP, Save the Children, Plan International, Action Aid, Oxfam, Marie Stopes, friendship, Fred Hollows etc. She has experience working with the banking sector and print media too, giving her a unique outlook on problem solving and creating value in particular sectors.

She has carried out opinion polls, social marketing research, evaluation projects, brand tracking, price tracking, product testing, market size estimation, etc. She worked for Org-Quest, and more recently ResInt as Research Manager, running projects successfully and ensuring flawless execution of the research process.

Leveraging her educational background in Statistics, she is well experienced in performing complex multivariate analysis and is a client service professional. Her technical specialization includes research designing, data analysis, data interpretation and report writing.

MOHAMMAD ATIKUR RAHMAN

Head of Analysis

Atikur holds an M.Sc in Mathematics, Statistics & Economics. He has eighteen years' worth of experience in data analysis using Merlin, FoxPro 2.6 (DOS & Windows version), SPSS, MS-Access and other advanced analytical tools. He is especially well grounded in multivariate and conjoint analysis.

Atikur has worked on both local and international projects that include Orascom Telecom, Unilever, UNICEF, Nestle, BBC, GFTMA, ILO, World Bank, Save the Children, GFK Mode, SMC, SDC, CIDA, CARE, Robi, Banglalink, Reckitt Benckiser Bangladesh Limited, BRAC etc to name a few. He worked in the areas of child labor, education, health, social communication, agriculture, food and nutrition, telecom, etc.

Atikur has handled more than 450 (Market & Social) research projects & developed software for data entry, error checking & data formatting.

MD. SHAFIQL ISLAM

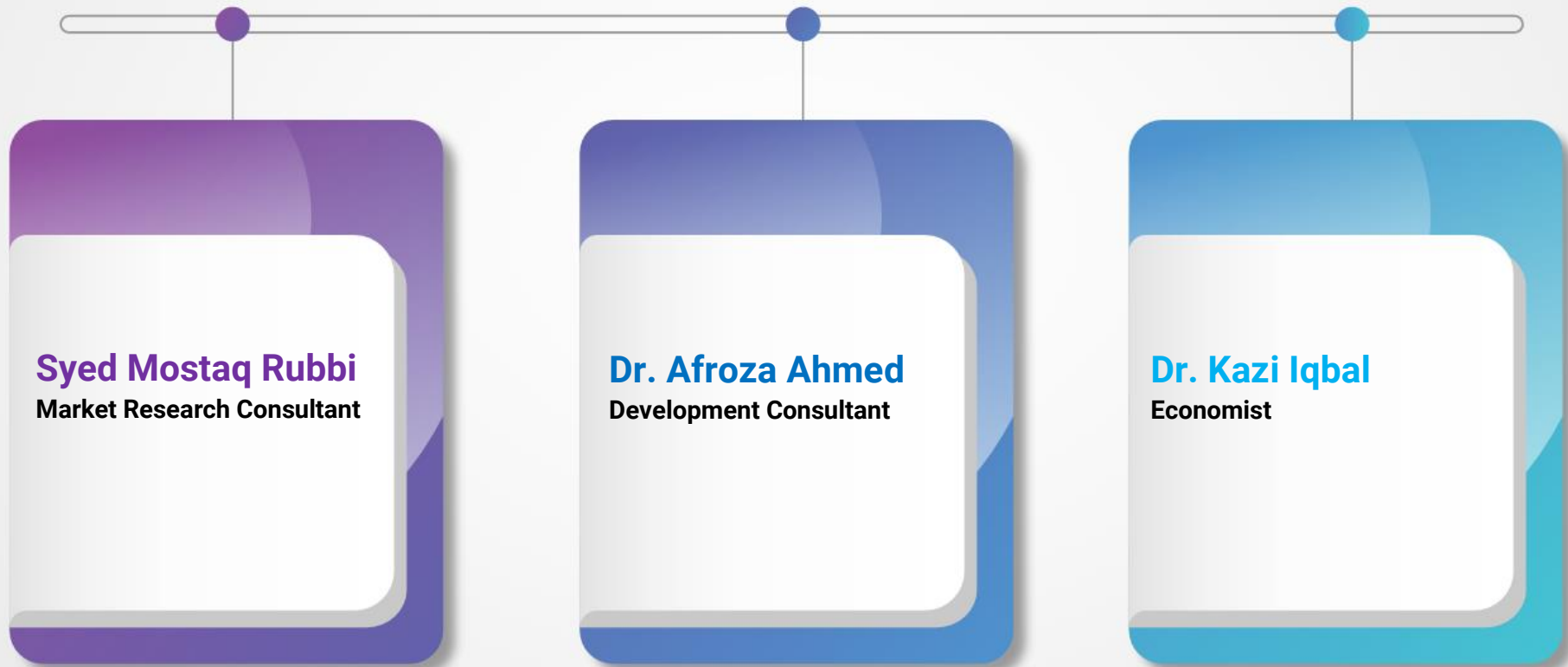
Head of Operations

Shafiqul is a marketing and social research professional with a career spanning 25 years in the relevant fields. He has extensive experience in the areas of field planning & design, developing field control format, developing data collection instruments, train & supervise the field workforce, monitoring data quality, etc.

He has worked with Save the Children, UNICEF, ILO, DPHE, UNFPA, ATSEC, USAID, Marie Stopes, Bangladesh Centre for Communication Programs (BCCP), SMC, the Government of Bangladesh, CARE etc. to name a few. In Marketing research he has worked with Unilever, Reckitt Benckiser Bangladesh Limited, BATB, Nestle Bangladesh, Marico, Grameen Phone, Robi, Lafarge Cement, Abul Khair Group, BBC & VOA, Mode India, Quantum India, etc.

Shafiqul has an MSc In Physics from the University of Rajshahi.

ADVISORY PANEL



OUR RESEARCH AREAS

Comprehensive Market Research

- Consumer Brand Perception
- Brand Preference
- Brand Tracking
- Need/Gap Assessment
- Market Census
- Pricing Analysis
- Concept Testing
- Customer Satisfaction
- Campaign Assessment
- Mystery Shopping/ Quality Assessment
- Product Test/ Perception
- Test Marketing

Opinion Polls

- Political
- Business Environment
- Social Issues

Business Research

- Industry Feasibility Analysis
- Corporate Image Perception
- Target Screening
- Market Sizing Studies
- Employee Perception Studies
- Benchmarking Studies

Miscellaneous

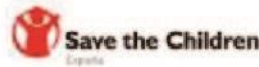
- Demographic Analysis
- Behavioural/ Ethnographic Research
- Baseline/Midline/ End line Surveys
- Social Media Research

OUR RESEARCH APPROACHES





PROJECTS UNDERTAKEN BY TEAM MEMBERS



Exclusive Research Partner and Field Associate: **Delve Bangladesh**

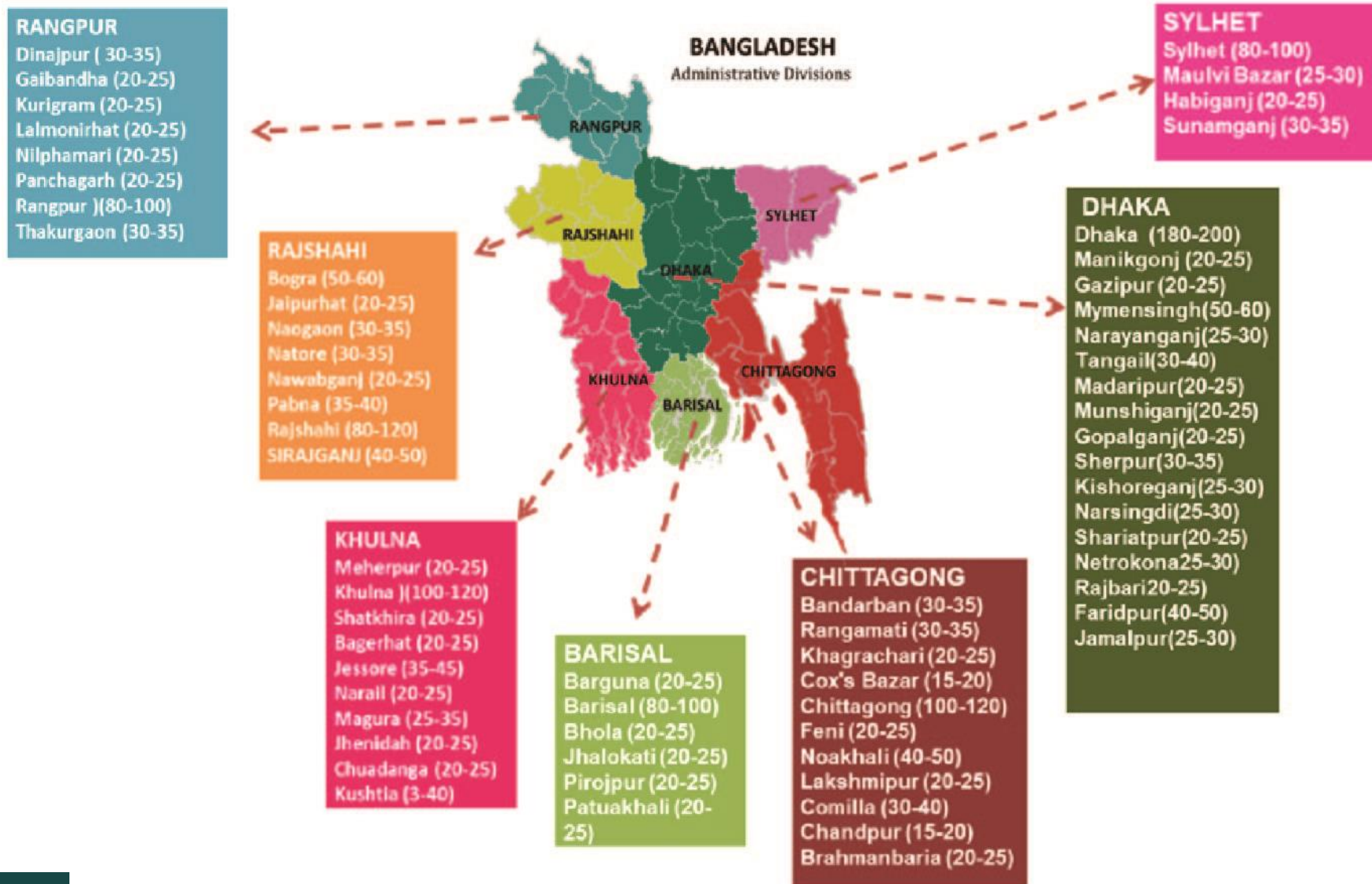


Company Inception: 2010

Clients and Projects:



FIELD COVERAGE





SECTOR

01. Agriculture
02. Automotive & Transportation
03. Accountancy, Banks & Financial Institutions
04. Capital Markets
05. Charities & Voluntary Organisations
06. Chemicals & Pharmaceuticals
07. Communications & Media
08. Fast Moving Consumer Goods & Services
09. Energy & Utilities
10. Freight & Logistics
11. Healthcare
12. High Tech
13. Hospitality, Travel & Tourism
14. Industrial Equipment
15. Life Sciences
16. Natural Resources
17. Public Service/ Government sectors
18. Retail
19. Real Estate
20. Sports, Leisure & Arts
21. Telecommunications
22. Information Technology
23. Wellness/Fitness



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