

emdaG Consulting Limited



COMPANY PROFILE

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A woman and a man in business attire are shown in a professional setting, likely an office. The woman, on the left, is smiling and looking towards the man. The man, on the right, is looking down at a laptop screen. The background is blurred, showing office windows and interior lights.

ABOUT US

emdaG Consulting has a wealth of experience in research — Collectively, over 25 years in research. We provide holistic research services from conceptual design through project implementation to the provision of rich insights. Harnessing the power of data, technology and human understanding, our aim is to deliver impactful information and solutions that inform business decision making, policy formulation, implementation and evaluation using best industry practices.

Our technical research specialities include the designing and implementation of research methodologies, sampling, questionnaire design, data analysis, and reporting. With a composition of experts from various fields, we are able to effectively provide research expertise across all fields.

Our work with corporate businesses, development partners and government agencies cut across sectors. Over the years, we have worked on projects covering subjects and policy areas in education, employment and work, financial inclusion, gender issues, poverty alleviation, social development, economic research, and governance.

VISION

To be the pinnacle for impactful research
in Africa

MISSION

To provide impactful and actionable
research evidence to sustainably meet
the needs of businesses, governments and
society.

OUR AIM IS TO

Help build sustainable businesses
Transform lives & societies

OUR VALUES

- Integrity
- Quality
- Innovation
- Impact
- Transparency
- Professionalism
- Partnerships





OUR SERVICES

We provide a full range of market and social research services as well as management consulting services.

MARKET RESEARCH

We go to great lengths to provide our clients with industry and market analysis that helps them understand customers, spot trends and make decisions for their brands. We have a strong grasp of the complex chains of knowledge and skills required for collecting evidence-based data for decision-making, and crafting pragmatic strategies for action. Leveraging big data, automation, transparency and partnerships, we bring our clients the most effective and actionable solutions using best industry practices. Our market research services include but are not limited to

- Market Segmentation Studies
- Market Opportunity Studies
- Customer Satisfaction Studies
- Advertising research
- Brand Loyalty Studies
- Brand/Image Tracking
- Corporate Image Studies
- Business to Business Research

- Competitor Analysis Evaluation
- Concept Research
- Product Development Research
- Product Testing Research
- Packaging Testing
- Data collection services
- Data analysis services

Since our inception we have helped businesses and institutions navigate the choppy waters of commerce in Ghana by providing them with cutting-edge market research solutions. We have worked on hundreds of projects for startups, large multinational corporations and development partners across many sectors.

SOCIAL RESEARCH

The emdaG Consulting team adopts best industry practices to learn about people and societies so that interventions/services can be designed to cater to their various needs. Harnessing the power of data, technology and human understanding, we deliver impactful information and solutions that inform decision making, policy formulation, implementation and evaluation.

Our team is a leader in the design and execution of primary research that aims at identifying and understanding patterns of behaviour and thinking of people/societies. emdaG Consulting provides high-quality qualitative and quantitative research services and resources from project conception, design to execution. We create and deliver action-oriented analysis and evidence-based recommendations that help you formulate successful intervention strategies, evaluate outcomes and measure impact.





Our broad range of expertise in social research enables us to offer tailored services to our clients. We either provide full-services or become the data collection implementation partners on a project. Our main areas of focus are;

- Monitoring and evaluation studies
- Impact assessment
- Behavioural research
- Skills gap analysis
- Demographic analysis
- Ethnographic research
- Political polling

MANAGEMENT CONSULTING



We leverage industry expertise and technical knowledge to help our clients improve business processes, execute strategies and improve organizational designs.

- └ We unearth root causes
- └ We develop recommendations through actionable planning.
- └ We guide executives and train management to fulfill corporate missions
- └ We help expand capabilities and suggest technical solutions.

Do you need to administer survey or are you conducting market research or program evaluations? Then emdaG Consulting Limited is the best destination to achieve your objectives.

We offer a variety of data collection services that will meet your needs. Our team is skilled in data collection methods and will collaborate with you to help determine the best methods for your unique research project. Our data collection services include on-site administration of paper or mCAPI surveys, interviews, focus groups, direct observations, web-based surveys and mail surveys. We can create online surveys using a variety of web-based software. To ensure scientific validity of data collected, quality assurance and quality control is core to our operations. Our work cuts across several fields in Ghana and across West Africa.

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DATA COLLECTION SERVICES

OUR COVERAGE

Based in the capital of Ghana, Accra;

- We undertake assignments within our satellite markets in the ECOWAS sub-region
- We have a vibrant and multilingual team of research and field executives across the West-African sub-region who execute assignments with great success
- We are therefore able to handle very large projects in the shortest possible time



OUR ADVANTAGE

- Quality research is guaranteed
- Delivery of finished projects in a specified time
- Adoption of advanced research technologies
- A pool of experts with diverse specialisations
- Multicultural background of the project team
- In-depth knowledge of the research landscape in Ghana and West Africa
- Young and vibrant team
- Great customer support

OUR TEAM

A pool of experts with diverse specialisations including the design and implementation of research methodologies, sampling, questionnaire design, data management, analysis and reporting.



Daniel Amewuda

Co-Director



Emmanuel Mireku

Co-Director



Komla Amega

Research Executive



Divine Mawuko

Creative Content Executive



Dr. Bjoern Hassler

Consultant



Melissa Marsden

Consultant

COMPANIES PAST CLIENTS



emdaG Consulting has a well-experienced team who have collectively or individually worked on research projects for a number of donors, including governmental donors (German Development Cooperation, British Council and USAID); private sector organization (Nestle, MTN, Vodafone, CalBank, Coca-Cola) as well as foundations like the MasterCard Foundation, WorldBank, and World Vision International.



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