CONSULSAT

COMPANY PROFILE

ConsulSat Market Research

Empowering. Enabling. Data-driven decisions.

November 2026

consulsat.co.ke

ABOUT US

We are problem solvers. We empower business leaders.

ConsulSat Market Research is driven by senior research professionals with years of market experience. We apply the right methodology across a wide range of industries, geographies and cultures, and see beyond the data to the practical, actionable recommendations that move a business forward.

> We believe we will be successful if our clients are successful.

01 Result based

Insights to develop strategies and adapt your business to a competitive environment.

02 Expert advice

Actionable solutions to the most complex marketing and business problems.

03 Diverse approach

A creative, innovative and practical approach to marketing and social research.

04 Professional team

Collaborative engagement, exceptional people and a commitment to quality and integrity.

OUR TEAM

Senior researchers and a dedicated field force

We are problem solvers. ConsulSat helps business leaders, development partners and policy makers take decisions with confidence, combining human analytical skill with research-driven insight.

12+
years of research, since 2014

8
countries with project experience

60+
projects managed every year

20
permanent staff

5
project managers

14
field supervisors

MH

LEADERSHIP

Mohamed Hamza

CEO & Managing Director

Mohamed has decades of experience in qualitative, quantitative and social research and is one of the most accomplished market research experts in the region. He manages more than 60 projects every year and leads the company towards a culture of collaboration, innovation and continued success for clients. He holds a BSc and an MBA.

ESOMAR member
We follow the ESOMAR code of market research ethics. Client information is never shared with third parties.

WHAT WE DO

Four practices, one standard of quality.

Quantitative and qualitative, B2C and B2B. Every study is tailored to the client's objective, and every practice shares the same field team and quality control.

01

Market research

Markets shift constantly. Regular research keeps you ahead of trends, reduces business risk and shows where to grow, whether you are starting a business or a new product line.

- Market sizing & trends analysis
- Competitive analysis
- Concept & product research
- Pricing research
- Retail audits
- Segmentation & go-to-market

02

Customer research

The voice of your customer: what drives their behaviour, how they buy and what keeps them loyal, so you can profile customers and run better targeted campaigns.

- CSAT & loyalty research
- Usage & attitude
- Brand & media research
- Customer segmentation
- Mystery shopping
- Brand tracking

03

Social & policy research

We work with governments, ministries, multilateral organisations and other policy makers on challenges such as youth unemployment, gender inclusion and education.

- Project design
- Assessment & research
- Data collection
- Analysis & reporting
- Monitoring & evaluation

04

Media research & monitoring

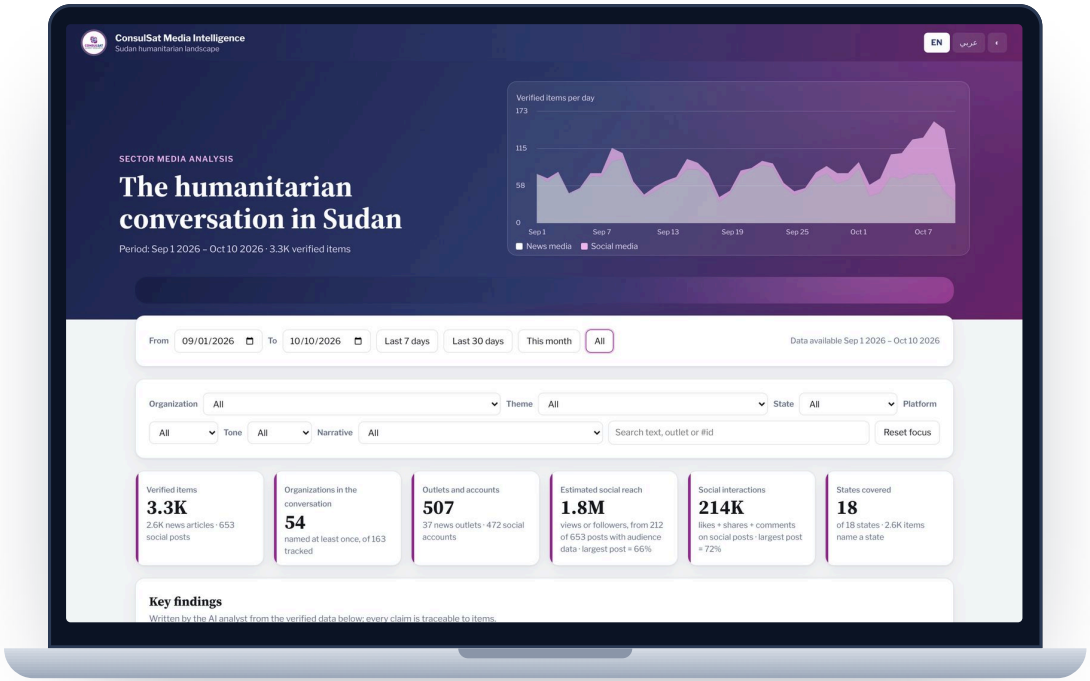
See the media climate around your organisation at a glance, plan and evaluate campaigns, and build ads around how your audience actually consumes media.

- Media monitoring
- Media awareness
- Media reach
- Ads-Lab
- Advertisement recall
- Promotional effectiveness

MEDIA INTELLIGENCE

The ConsulSat Console

Our media-intelligence platform turns scattered public coverage into clear, source-backed intelligence, reviewed by analysts.



Sudan humanitarian landscape in the ConsulSat Console, 1 Sep to 10 Oct 2026.

01 **Landscapes**

Show a whole sector: who is covered, how much is published and how each organisation is discussed.

02 **Client dashboards**

Each client opens their own dashboard, with only the information that concerns them.

03 **Articles**

The searchable store behind both. Every item traces back to its outlet, title and theme.

3.3K
verified items

507
outlets and accounts

18
states covered

APPROACH

Quality control at every stage

1

Design

Experienced researchers build the questionnaire around your objective, and a second team checks it for coverage, language, flow, sensitivity and length.

2

Fieldwork

We brief field heads, supervisors and interviewers on every question, then select respondents strictly at random, with no repeated or wrong samples.

3

Quality control

The field team scrutinises every completed questionnaire and back-checks a random selection with respondents by phone or in person.

4

Analysis

Experienced data staff code and enter the responses, and analysts apply the right quantitative and qualitative methods, from segmentation to price sensitivity.

5

Insight

You receive a clear report with practical recommendations, presented and reviewed with your team. We follow ESOMAR standards and never share client information.

WHO WE SERVE

Built around each sector’s own questions.

We work with FMCG, banking and finance, microfinance, insurance, telecom, retail, media and advertising, governments and ministries, and multilateral organisations.

01

NGOs and humanitarian

Understand the context. Hear community concerns. Strengthen decisions.

Humanitarian and development organisations work where information is scattered and fast-moving. We help you follow how needs, access, funding and your own work are discussed, and hear what communities say.

02

Telecom

Understand customer frustration. Monitor service perception. Stay ahead of the market.

Network quality, prices and customer care are discussed in public every day. We show you where complaints start, how they spread, and what competitors announce.

03

FMCG

Understand what consumers say. Track brand performance. Identify opportunities.

Prices, availability and campaigns shape what shoppers choose. We track how your brands are discussed and measure what drives purchase.

04

Banking and finance

Protect trust. Understand customer concerns. Monitor the competition.

Trust is a bank’s most valuable asset. We help you see how customers and the public talk about you, and give you research across customers, employees, suppliers and competitors.

REACH

Projects across the region

Headquartered in Khartoum, with project experience in eight countries across East Africa and the MENA region.

Sudan	**Headquarters**	Kenya	Projects
Uganda	Projects	Tanzania	Projects
Rwanda	Projects	Somalia	Projects
Ethiopia	Projects	Egypt	Projects

8

Based in Sudan, operating throughout East Africa and the MENA region.

SELECTED CASES · CUSTOMER RESEARCH

Usage and attitudes towards infant formula and cereals

Doctors and mothers | Usage & attitude | Van Westendorp pricing

The challenge

A leading manufacturer of infant formula and cereals wanted to understand consumption habits, brand awareness, perception and recommendation, how brands rank on product characteristics, and what customers are willing to pay.

Our approach

We studied both sides of the purchase: the doctors who prescribe the products and the mothers who buy them. A quantitative usage and attitude survey was combined with Van Westendorp price sensitivity analysis.

Client impact

The client gained a clear picture of its brand's position and what consumers value, the barriers to reaching its audience, and the price points at which customers prefer to buy.

SELECTED CASES · SOCIAL RESEARCH

Understanding the challenges faced by young people

Qualitative + quantitative | Nyala · Kassala · Khartoum | Urban and rural

The challenge

A leading multilateral organisation wanted to understand the issues facing young people in Sudan, to help the Ministry of Youth and Sports shape a new youth development policy and to guide its own programmes.

Our approach

Focus groups produced the first hypotheses, which shaped a quantitative survey to validate them. Fieldwork covered young people in Nyala, Kassala and Khartoum, in both urban and rural areas.

Client impact

The client gave the government actionable recommendations on communicating with young people and keeping them engaged, and identified the barriers they face in education and employment, with ways to overcome them.

HOW TO START

We start with your problem, not with our platform.

1

Discovery meeting

We identify your key information needs and priorities.

2

Agree the scope

Relevant sources and monitoring priorities, set together.

3

See it for your case

A tailored demonstration on a clearly defined use case.

CONSULSAT

Turn your business challenge into an opportunity.

Tell us your objective and one of our consultants will reply with a proposed approach.

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