

Foresight Research (Pvt.) Ltd.



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Foresight Research is a one-stop shop for most of your marketing research needs. Since 2008, we have been catering to clients from a variety of sectors by delivering independent and unbiased consumer and business research. We combine strong analytical capabilities with robust research designs to get a well-rounded understanding of consumers across Pakistan. We have a country-wide network of field teams with offices in Karachi, Lahore, Rawalpindi and Multan. Most of our face to face interviews are now conducted using android devices. This offers a superior data quality both in terms of data authenticity & data accuracy. All the functions of research, including data coding & editing, data processing, analysis are managed in-house by experienced teams. We are the only company in Pakistan to offer a household panel, which comprises around 8350 households across the country belonging to over 150 urban and rural locations. These panelists are visited every month to record their monthly purchases.

Business Type: Service Provider
Designation: CEO

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