

# CREDENTIAL 2021

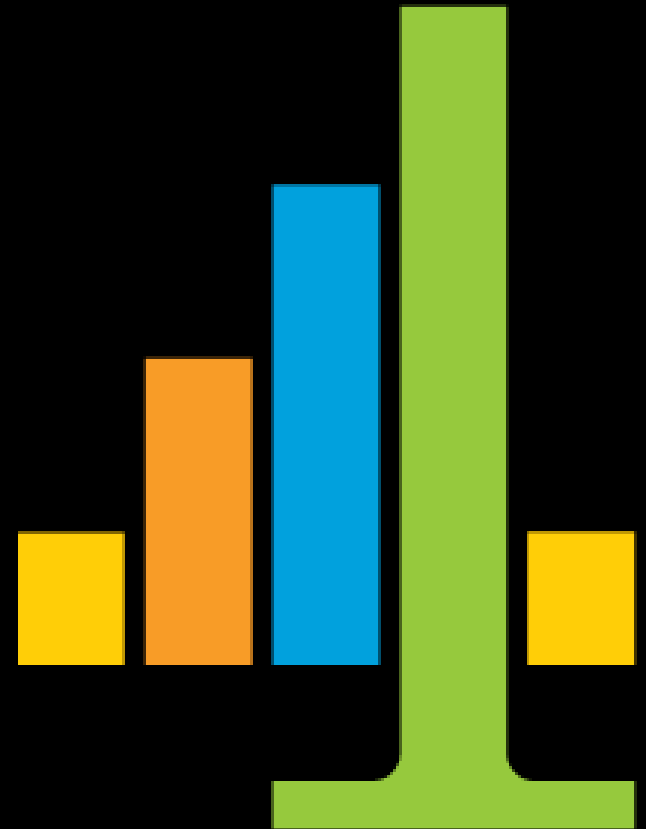


**DUBAI – NAIROBI - ABIDJAN**

[kk@4sight-global.com](mailto:kk@4sight-global.com)



<https://4sightglobal.com/>



Entry to Africa  
Enter **advanced analytics**  
embrace **digital market research**



2019



2017

Created its own **Digital Survey Platform**  
Industry focused entity - **4SiGHT Plus**  
**Offshore delivery center** in India  
**New technology** enabled solutions

**Automotive & Mobility Industry**



2015

Added **Qualitative Research**  
**Sectorial expansion** -Health, Auto, Real estate, Govt. sectors etc.



2013

Expansion to **Jeddah, KSA**  
Expansion to **Dubai, UAE**  
**Data processing** center in **India**  
Added Retail & FMCG Sectors

4SiGHT

2011

**Independent Fully Serviced agency** – Banking and Telecom sector focused

4SiGHT

2009

Found as a **Field agency in Riyadh, KSA**, Supported by Market Probe USA

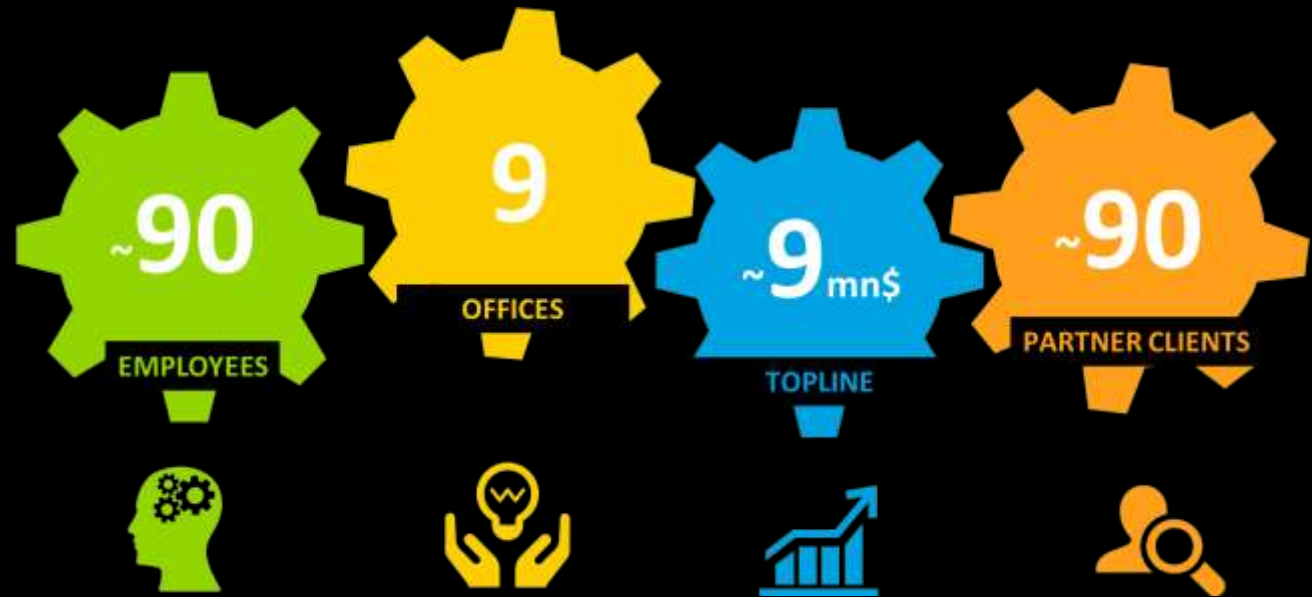


# 4SiGHT Journey

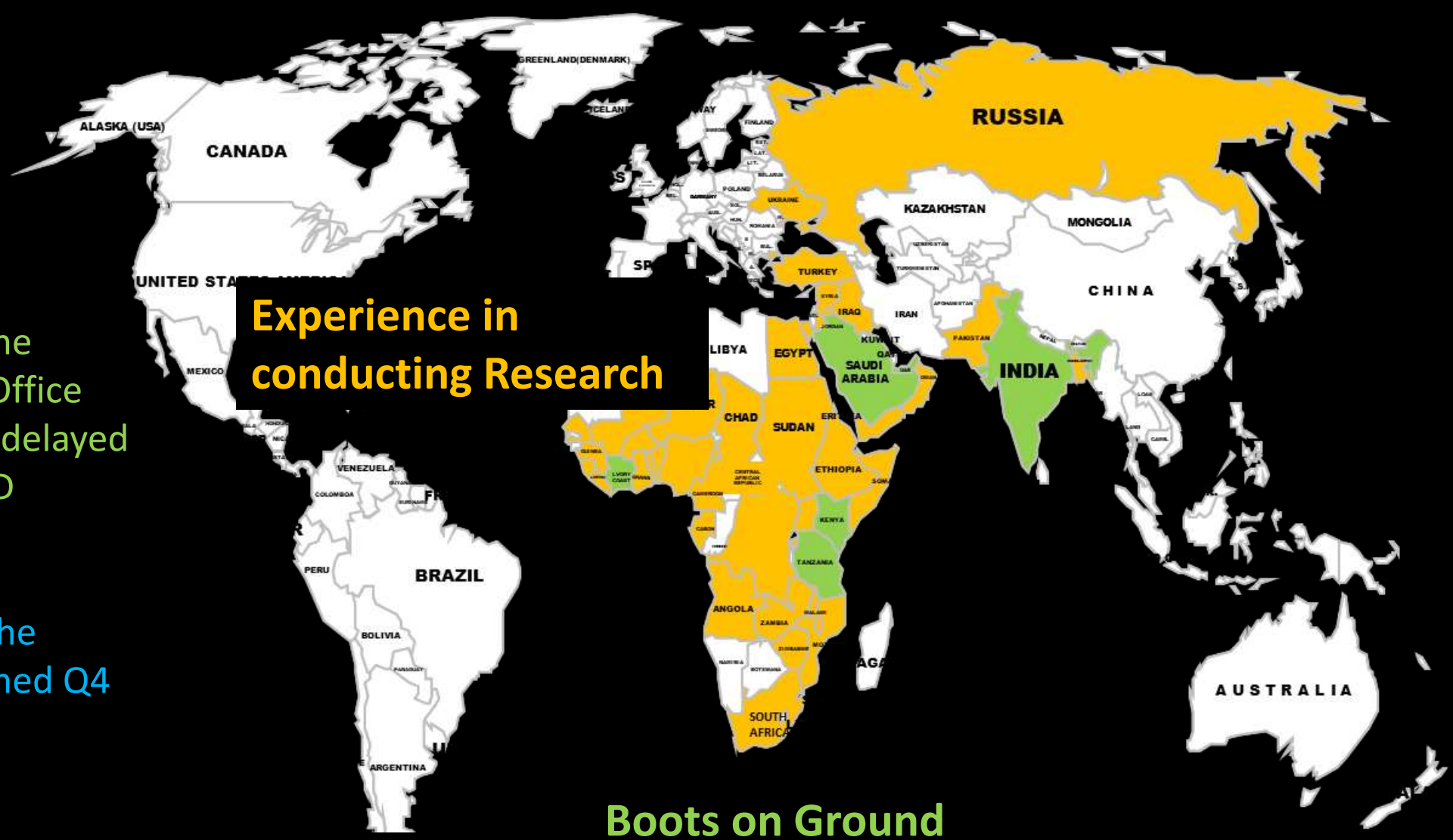
# 4SiGHT is the 4th Largest

MR agency in MIDDLE EAST

... ENTERED AFRICA IN 2019



ABIDJAN*	DAR ES SALAAM*	DELHI	DUBAI	JEDDAH	LAGOS**	MADURAI	NAIROBI	RIYADH
----------	----------------	-------	-------	--------	---------	---------	---------	--------



\* Boots on the ground but Office registration delayed due to COVID

\*\* Boot on the ground planned Q4 2020

Boots on Ground



KRISHNA PATNAIK - Dubai

Krishna has been involved in researching African markets since 2004 and more so in the last 10 years while working with Philip Morris International. He has lived and travelled extensively in SSA



ISSA TAHIROU - Abidjan

Issa is a quantitative researcher with over 15 years research experience in servicing in West Africa. Based in Abidjan he has experience in Segmentation concept test, Brand health tracker etc. across sectors



Ebah Robertine-KASSI - Abidjan

Robertine has over 20 years research experience in servicing multiple global client as regional champion in West Africa. Based in Abidjan she has experience in FMCG and social research



CAROLINE MAINA - Nairobi

Over 10 years Multinational Research Agency experience in FMCG – food, personal care, home care, Banking, Telcom and Social



PAULINE MWATU - Nairobi

A business graduate in strategic marketing Pauline gained experience both in Anglophone and Francophone countries. She brings in valuable experience from the banking, telecoms and FMCG



CHARLES WANGA - Nairobi

A statistician by profession, Charles has experience in the Financial Inclusion Insights (FII) - Bill & Melinda Gates Foundation and gained experience in Kenya, Nigeria, Tanzania and Uganda