



EA Consultants | Access to Finance, Markets and Social Protection

## Market Research

Visit us at [eac-global.com](http://eac-global.com)

### How does EA conduct market research?

EA Consultants approaches market research strategically, recognizing that asking right questions in the right way can lead to answers that not only respond to an organization's immediate needs but can also identify new challenges and opportunities. We specialize in creating tailored and flexible research tools. Our specialized Mobile Data Unit can implement qualitative and quantitative data collection methodologies such as stakeholder interviews, focus groups, and in-person or remote surveys to find answers to the questions your organization wants answered. We analyze this data practically and succinctly to ensure relevant and actionable results.

### Our Mobile Data Unit



- EA's Mobile Data Unit makes data collection efficient, flexible, and reliable, helping you identify a best-fit survey strategy and collaborating on survey design
- MDU team members conduct data collection or train staff or outside surveyors to implement surveys in an appropriate manner

### What Market Research is Right for You?

Take our market research Assessment ([here](#)) to identify the ideal market research methodology for your needs. The quiz will help us identify your current data collection needs and capacity and allow us – together with your organization – to create an approach that will obtain the results you need both efficiently and effectively.

### Examples of our Work

#### Banrural – Guatemala

EA Consultants was contracted to provide market research, strategic guidance, and coaching to Aseguradora Rural in the development of a basic low-cost health insurance product for low-income women in Guatemala through Banrural, an affiliated distribution network. To do so, the EA team planned, advertised, and executed a health fair in which women could see a doctor free of charge. Not only did this strategy lead us to uncover critical market information, such as the rate of particular pathologies, it also allowed us to better understand customer preferences and coverage priorities for future insurance packages.

#### LeapFrog Investments/BIMA – Ghana

EA Consultants supported LeapFrog in the design and pilot of a client survey strategy for Ghanaian microinsurance carrier BIMA. With the goal of assessing the reach of BIMA's life insurance products to low-income clients, the EA team designed an instrument, an implementation process, and an analysis strategy that allowed us to estimate the proportion of clients living at different income levels. The instrument was also designed to include questions that assessed client awareness and preferences, the responses to which were disaggregated by income group, gender, and region, information that greatly enhanced BIMA's understanding of their client base. So successful was the instrument that BIMA has since scaled it for use across 15 countries.

### How much does it cost?

The cost of hiring the EA team to implement market research for your organization depends on the category of research conducted.

- Our smallest package includes helping you **refine** your hypothesis and **plan** a more in-depth market study, US\$2,000 – US\$5,000
- **Qualitative data gathering** ranges between US\$10,000 – US\$50,000
- Our services designing and implementing **rigorous mixed methods market study** usually costs around US\$30,000 – US\$150,000
- **Collecting primary quantitative data** is normally priced between US\$5,000 – US\$50,000

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