

Agricultural Research

The Agricultural Research Division is a specialist division of SRG Bangladesh Limited (SRGB) and is dedicated to providing market research and consultancy specifically for the farm inputs industry.

Our dedicated team, including trained agriculturists, works closely with clients in helping evolve strategic marketing solutions. Every project is handled with a consulting perspective where we work along with clients in identifying the problems and providing research based actionable solutions.

Our own field force carries out all fieldwork for agriculture related projects. They are completely sensitized to the issues and peculiarities involved in agricultural research and have gained considerable experience over time. This ensures the highest quality of data.

Industry Coverage

The Agricultural Research Division services a wide variety of industries:

• Farm Inputs

- Agricultural inputs - Agrochemicals, seeds, fertilizers and feed
- Capital Equipment - Machinery and vehicles
- Services - Financial and advisory

• Produce Marketing - Purchase, handling and exports

Research Skill Set

The division offers a comprehensive range of methodologies, both qualitative and quantitative.

- ☞ Face-to-face interviews
- ☞ Desk and on-line research
- ☞ Industry and expert interviews
- ☞ Retail audit and on-site observation
- ☞ Focus and mini focus group discussions
- ☞ In-depth interviews

SERVICE STRUCTURE

Owing mainly to the geographical diversity, the agriculture produce market in Bangladesh is very complex. Therefore a thorough understanding of the client's agri-business is key to successful relationship. The division conducts studies in the following areas:

- **Market Research** - Qualification, trends, structure, operation, image and perception
- **Market Development** - Market potential studies, entry studies and strategy, profiles and snapshots
- **Industry Consultancy** - Compensation analysis and strategy development

PROJECT MANAGEMENT

All the projects would be managed out of the company headquarters located at Dhaka in order to maintain consistency in quality and service. The need-based involvement of senior executives from across business divisions demonstrates the company's commitment to agriculture research.

TEAM EXPERIENCE

Product Categories Handled

- ✍ Agro-chemicals (Insecticides, herbicides, fungicides)
- ✍ Seeds
- ✍ Fertilizers
- ✍ Biotechnology products
- ✍ Pumps
- ✍ Irrigation equipment
- ✍ Tractors
- ✍ Rural transport vehicles

Types of Studies Undertaken

- ✍ Usage and Attitude
- ✍ Demand Estimation
- ✍ Segmentation
- ✍ Corporate Image
- ✍ Tracking
- ✍ Pricing
- ✍ Positioning
- ✍ Feasibility
- ✍ Benefits and Needs

For any enquiries or further details, please call us.



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