



Corporate Brief

Founded in 1987, **SRG Bangladesh Limited (SRGB)** is the leading multi-sector and full service research and consulting firm of Bangladesh. SRGB offers professional services in management consulting, analysis and research (both quantitative and qualitative), mystery shopping, project designing & management, monitoring & evaluation studies, investment feasibility studies, communication and training, etc. SRGB successfully delivered a large number of research and consulting projects, designed and delivered hundreds of capacity development programs in various countries and to various international organizations, including UN organizations (UNDP, UNICEF, UNFPA, UNEP, etc.), IFC/World Bank, ADB, national/international NGOs and multi-national & national business enterprises.

SRGB is the leading social and development research firm of Bangladesh and conducted a large number of country wide household and community baseline survey, impact evaluation studies and social research on diverse sector. SRGB worked as the monitoring and evaluation specialist for many national and international organizations and designed and developed Results and Resource Framework and the Logical Framework Analysis (LFA).

SRGB also is the Bangladesh market leader in research and business consulting into all aspects of market strategy, innovation and branding, from consumer and market research & analysis to idea generation, concept development and testing, brand equity, brand positioning, customer satisfaction, mystery shopping, etc.

SRGB is based in Dhaka of Bangladesh and covers Bangladesh, India, Pakistan, Afghanistan, Nepal, Bhutan, Sri Lanka, Maldives, Myanmar, etc.

*SRGB is a member of **WAPOR** (World Association for Public Opinion Research), **ANPOR** (Asian Network for Public Opinion Research), **CASRO** (Council for American Survey Research Organizations), **MRA** (American Market Research Association), **MRS** (Market Research Society of UK) and **ESOMAR** (World Association for Market, Social & Opinion Research) and comply with the ICC/ESOMAR International Code on Market and Social Research. SRGB also is a member of **MSPA** (Mystery Shopping Providers Association) Asia-Pacific, **BMSRS** (Bangladesh Marketing & Social Research Society) and **IMCB** (Institute of Management Consultants Bangladesh), an affiliate of **ICMCI** (International Council of Management Consulting Institutes).*

*In recognition to the SRGB's professionalism and service excellence, it has been honored with several international awards including **International Star for Leadership in Quality (ISLQ) Award 2012** at Paris, France for outstanding business achievements for Perseverance and Leadership in Excellence and Quality in accordance with QC 100 criteria and **International Quality Crown Award 2012** at London, UK in recognition for SRGB's commitment to Customer Satisfaction, Quality, Leadership, Technology & Innovation and Efficiency as established in the QC 100 Total Quality Management (TQM) Model. SRGB also has been honored by the European Society for Quality Research (ESQR) with **ESQR Quality Achievements Award 2013** in recognition of SRGB's extraordinary achievement in quality management based on the principles of ESQR **Quality Performance Model (QPM)**.*

For more information, please visit our web site at www.srgb.org

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