



TRANSFORMATION AND DOMINATION-

Moving from 2018 into 2019

WELCOME

Transformation and Domination- Moving from 2018 into 2019

2018 has been an exciting year for entrepreneurs who were willing to innovate and utilise creative methods to drive business transformation and growth.



Following two consecutive years of recession, this year marked the outset of economic turnaround towards economic recovery and growth. For many organizations this required adjusting and developing new strategies to guide their way forward. The best businesses recognized these decisions should be based on quality research.

In 2018 Sacoda Serv Ltd continued to support the decisions that weighed on many businesses and the people that manage them. We provided actionable research data that can be used to drive strategy. The expected sectors of growth in 2018 were in the Manufacturing, Financial and Insurance Activities, Transport and Storage, Administrative and Support Services, Education, and Electricity and Gas.¹ Sacoda Serv Ltd was pleased to provide research and project management services to organizations in various industries.

Clever businesses recognize that data support can drive decision making that is based on facts rather than being guided by opinions. Good decision making is a necessary investment that supports business success that is one of the cornerstones of economic recovery and development.

As we move forward into 2019 we review some of the research projects we managed and the value it provided to the companies that initiated them.

¹ Review of the Economy 2018, Ministry of Finance, Government of Trinidad and Tobago

2018 Review

Decisions making can be difficult and even more so in challenging economic times. Many companies turn to data to support their decision making process and the development of new strategies. Notwithstanding the need to reduce expenditure, unique and valuable insights drive business transformation.

Information-driven decisions makes sense. Research can reveal strategic options far beyond initial expectations. Smart organizations are developing strategies in the following areas:

- o consumer segment expansion
- o increase public awareness
- o development of new products and services
- o development and improvement in the supply chain logistics and conditions
- o development of human capital and talent sourcing
- o improvement in customer service and customer connections
- o increased product usage

During 2018, Sacoda Serv Ltd through comprehensive research studies provided companies with new insights to support the decision making for survival and growth of their organizations.

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Consumer Segmentation Study

We conducted a customer segmentation that mapped out the distinct customer groups available to the client. Through this study we discovered demographic, psychographic and behavioral characteristics of groups of consumers thereby revealing the best groups to target and the key to connecting products, services and communication with these consumers. This means that the organization was able to develop a portfolio of products and services that met the needs and interests of several consumer groups, presented in a way, time and place that reached and connected with each group.

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Brand Health

As the economy heads for a turnaround, now is the perfect time to take a look at the position of your competitors with your target market. We conducted a comparative study of brand awareness, knowledge, thoughts and feelings between our client and their main competitors. Which brands were able to maintain their positions during the economic downturn? Has the challenging economic times created a space for new competitors? How does the market feel about your brand compared to your competitors? What does that mean for your new strategy? Should you amplify current efforts or shift focus in the light of new information?

This study provided an indepth understanding of the positioning of their brand compared to their main competitor in the minds' of their customers and revealed opportunities to leverage the positioning.

2018 Review continued

Product Testing

We love focus groups. Focus groups offer a unique opportunity to discover intricate information from customers. We tested several products and services through focus group sessions revealing dynamic pros and cons of the products and services tested. Here clients discovered whether products and services were indeed formulated in a way that not only attracted the target market but also made sense to them.

The customer knows best! What this means for clients is that products and services can be shaped according to insight gained through focus groups resulting in the best and possibly even new products and services.

Social Impact Assessments

While the economy faced decline over the past two years, it did not stop. Organizations, projects and the decisions made during these times continued to have deep social consequences. As the world becomes more connected, the voice and the power of the consumer has grown. This means that companies must be even more responsible and recognizing that the social impact of their actions are real. We conducted a social impact assessment, exploring public perception and opinion for major projects. Our clients recognize that major projects can have major impacts on how people live and this can in turn have major impacts on the projects. Our research is able to keep the organization connected with the public, ensuring good public relations.

Store Audit Services-Retail InsightTT

In 2018 we launched a research subsidiary to Sacoda Serv Ltd; Retail InsightTT (RITT). We recognize that the final purchasing decisions are made by your customers inside the store and that strategic decisions must be made concerning this critical touch point between your customers and your products. RITT conducts retail audits, monitoring the conditions and collecting data from in the store and on shelves. The decisions made for in-store can have important effects on purchase behavior with retail audits offering deep insights that should shape these decisions.

Our retail audit services provide information on your sales volumes, current and recurring stock levels, in-store product placements and positioning, condition of products in-store, planogram compliance, pricing, competitor activity and placements and best practices of different retail outlets.



Moving forward : 2019 and beyond

These are just some of the research projects Sacoda Serv Ltd worked on in the year 2018. Our confidentiality commitment to all our clients prohibit revealing and sharing any personal client information and/or research findings. We were proud to remain dedicated to our commitment of confidentiality and excellence for our clients old and new in 2018.

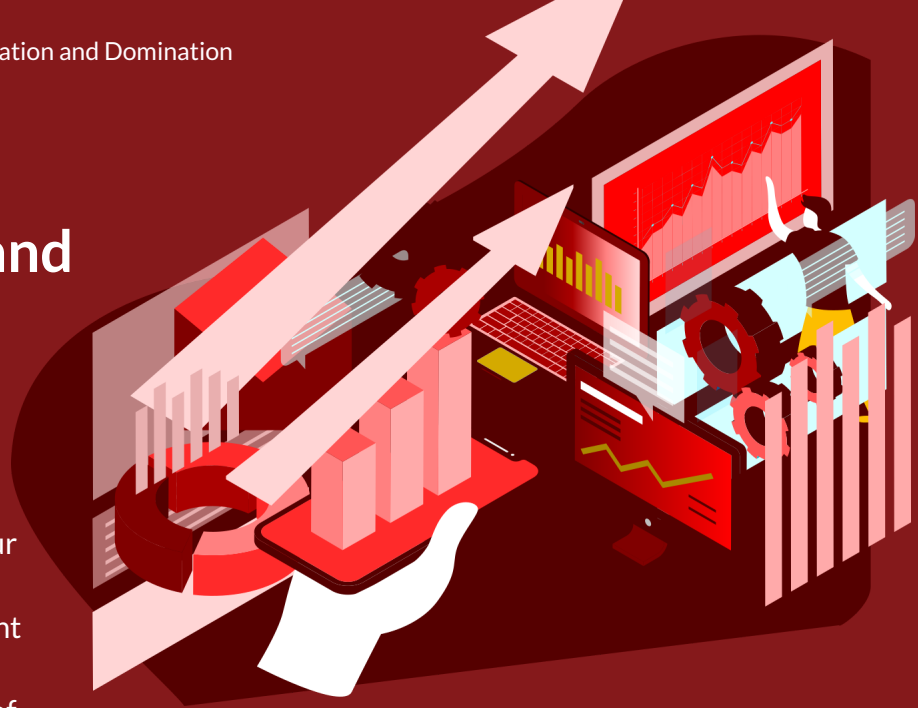
2019 marks our tenth anniversary. For us, this is a celebration of a decade of hard work. For you, this is an assurance of our tried and true commitment to research excellence.

We intend to continue our support of the decision making process, business confidence and the economic success of Trinidad and Tobago and the entire region. At Sacoda Serv Ltd, we will pledge to assist you to be change ready through an understanding of how to connect with new markets, expand your customer base and provide opportunities for adding value to your current customers.

As our economy heads towards the path of recovery and development in 2019 and beyond, research continues to open many gateways. Agile organizations are information-driven and information drives transformation.

Happy 2019! We hope it is a transformative year.

All the best from the Sacoda Serv Ltd Team.



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Contact Us:

Sacoda Serv Ltd specialises
in research, consulting,
concept development and
project management services.

Elijah Pierre

Team Lead Business Development and Client Services

868 223 8650

elijah@sacodaserv.com



29 Tenth Avenue,
Barataria, Trinidad and Tobago
(868) 223-8650 | info@sacodaserv.com
Visit us on the web at www.sacodaserv.com