

The IAS specializes in working with Clients and Marketing Services Agencies to establish, build and get the maximum benefit out of their business relationships.

We have been appointed by the BRC to assist them with the search and appointment of a Market Research Partner/s to work with them on all their specific research requirements. Our process has a couple of stages to it namely – RFI – Request for Information, Call for Credentials, Chemistry Sessions and Final Pitch Presentations - and each stage works on a process of elimination.

As part of the first stage – RFI – we require the following information from yourselves.

Please send through the information below by email to reach us at the IAS by 10 am on Friday 23 October at the latest - NB – please do not send through any credential documents or PDF's at this stage - instead, please list responses under each key point below...

- Full name of company
- Office location/s
- Size of company – number of employees in total and by office location
- BEE Level
- Current Client List – retained and project
- Market Research capabilities, products, services, and reporting tools
- Areas of Specialization – any areas of specialization that you would specifically like to highlight
- Proprietary Tools – any proprietary tools that you would specifically like to highlight

Any queries, comments please be in contact with us.

Kind regards

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Our vision is simple:

To help client and agencies achieve the best possible results



IAS
Independent Agency Search
and Selection Company

SCOPEN

