



Forecasting with Precision

Forecasting with Precision

The Bonilha Institute is a social research institution that has performed in areas such as the market, politics, and communication since 1986.

We plan and execute researches and surveys with objective of scientifically making the facts of our social, economic, and political reality apparent.

The Bonilha Institute produces strategic studies that evidence behaviors, reveal tendencies, and indicate solutions. The completed surveys contribute to the making of safe decisions, especially in unstable and competitive scenarios. In conclusion, this all collaborates to minimizing risks and increasing opportunities.

Year after year, the Bonilha institute collects, classifies, processes, analyzes, and interprets thousands of answers about products, services, and governments. The Bonilha Institute innovates methods and techniques, controls quality in each of the steps, has a very experienced team, and has the appropriate facilities to do the job. As a result the outcome is extremely precise.

The answer is here: Market and Opinion Research

The Bonilha institute employs various research techniques, utilizing standard and international procedures adapted to the local market's culture and the segment being researched.

The type of sample and the profile of the target public are defined in advance according to the scope of the research. The Bonilha institute, due to the brand name and its credibility, gets a high percentage of receptivity upon contacting research participants, be it in person or by phone.



Research Result Analysis

The quantitative and qualitative researches of the Bonilha institute are differentiated due to the quality and in depth analysis of their reports. Because of this, the surveys are acquired for it's strategic nature: it is indispensable in the launching of new products and making of decisions.

As much in the planning as in the results analysis, we take in to account not only the methodology, but also the sociological, psychological, anthropological, and market theories. We seek whenever possible to not only outline what the interviewees answer, but to make an interpretation available directed at the strategic interests of the customer.

The Bonilha institute seeks to incorporate in market researches it's extensive experience in surveying as an instrument of political marketing, where it seeks forecasting with precision, and speed, in a very dynamic context, such as in political campaigns.





Quantitative Research

The teams responsible for field research are specifically informed as to the intended topics, receiving technical recommendations and orientation in the application of the questionnaire according to the standard procedures in quantitative research.

The field work is directly overseen by the field and processing management of the Bonilha institute, who maintains constant contact with the field teams. The critiquing of the questionnaires starts from the field, following the envoy of quotas and batches, so that if a doubt or problems arise concerning the questionnaire, it can be returned to the interviewer.

The data gathered in the questionnaires is electronically processed with software specifically designed for research utilizing the appropriate equipment. The consistency of the data is obtained through successive data crossing, conferences, and statistic tests aiming at the detection of mistakes while filling out the forms, or typographical errors. When an error is detected, the cause of thereof is searched for. If not found and corrected, the questionnaire is annulled and a new one is made.

A part of the questionnaires are chosen at random for checking by the interviewees.

Qualitative Research

The sessions related to the qualitative research are pre-planned, and when necessary, dynamic group techniques are utilized, depending on the project's intentions.

The composing of the focal groups occurs after various steps. After the target public is defined, a recruitment questionnaire is prepared. Invitations are sent out according to criteria, so that those participating fit the desired profile. These meetings involve from eight to twelve participants and last one to two hours.

A moderator specializing in this task conducts the group research meetings, and the in-depth interviews. It then follows an undefined route to provide the meeting with as much spontaneity as possible.

The sessions are recorded, transcribed, and stored magnetically. The analysts listen to or read the transcriptions, watch the videos, and draw-up summaries from the results.

OUR SERVICES

Product and Service Researches

- Quality evaluation of products and services
- Customer satisfaction evaluation
- Price simulating and checking
- Market tendency and behavior
- Quality factor definitions
- Tasting of food products.
- Positioning studies
- Competing product studies
- Segment and sector studies
- Merchandise flow
- Demand, expectations, motivation, and attitudes in relation to the purchase or use of products and services
- Target public profile: current clientele, ex-clientele, and potential clientele
- Purchase decision process
- New product or service receptivity
- Concept testing
- Launching or re-launching of products or service testing
- Market testing
- Product and category tracking
- Enterprise viability

Private and Public Organization Research

- Program and plan evaluations
- Human resource programs evaluations
- Distribution channels
- Knowledge of campaign, promotion, and achievements
- Target public performance
- Company culture and organizational climate studies
- Credibility and trust degree
- Internal problems and expectancies
- Commercialization procedures
- Merchandise delivery procedures
- Location and point of sale analysis
- Accident, complaint, and rotation reduction
- Product and service, and solution development satisfaction
- Functional relationships, supervision, and attributed jobs

Communication Research

- Radio and TV programs evaluation
- Architectural project evaluation
- Communication ideas and strategy performance
- Communication segmentation, and positioning studies
- Brand segmentation, and positioning studies
- Corporate identity: perception and opinion
- Brand image
- Audience profile
- Social economic profile, and media consumer demography
- Corporative videos, documentaries, and advertising paraphernalia pre-tests
- Recall and campaign importance, and communication shares
- Packaging, brands, names, products, and opinion tests

Political Research

- Positive and negative aspects of public administration
- Association of the candidate with social areas, functions, ideas, projects, government plans, goals, character, and public or private sector institutions
- Party satisfaction evaluation
- The affiliation with political parties as an influential point on votes
- Candidate identification by the electors (names, office, facts, photographs)
- Ideal and real profile of the candidate
- Ideal and real profile for the elective office
- Practices e Papers attributed to the candidates
- Worries and demands of the population
- Receptivity to colligations
- Satisfaction in relation to the performance of public administrations
- Change sentiments in relation to style and performance of the government
- Favor, preference and rejection to candidates



+55 (41) 3254-2770
contato2014@bonilha.com.br
www.bonilha.com.br

