



Get to know your customers with us.

Through our years of experience, we gathered over **2500 talent data** of various backgrounds to ensure our clients were able to have an accurate and thorough depiction of their consumer market.

And still growing...

MAKE YOU FUTURE READY

**GROMINDA
INSIGHT**

Our service

Grominda is a Brunei - based organisation that helps businesses gain an understanding of their target market through consumer insight.

We offer a diverse range of collection methods to obtain the most thorough data to accurately depict the consumer mindset. This is to satisfy the following:-

Customer Retention

Work to improve existing customer relationships, offering insight that are based on hard data and independent perspective.

Consumer Acquisition

Provide deeper understanding of new customer demographic and new consumer behavior trends.

Custom Insight

Have your research tailor made to fit your vision and meet your objective.

Why Us?

Our aim is to build and maintain an efficient research campaign to help you evaluate strategic options and grow your revenue through..

Acquisition

Identify new areas of opportunity by exploring and obtaining new customer prospects. This would help explore possible strategic road maps and influence critical innovative procedures.

Retention

Deeper understanding of your existing consumer and target market. By obtaining and interpreting key metrics, It enables you to personalise your brand messaging, and product strategy that will resonate various yet defined audience segments.

**“We overthink
everything so you can
take care of your
business”**



The Collection Method(s)

“Delivering the what and why behind the numbers”



Qualitative methods

Process of examining how new consumers would behave and interact with the market.

Quantitative methods

Translating the consumers experiences into numerical data and statistics - easy to intergrate for your business operations.

Our framework

An iterative, continuous and collaborative process (Summary)

01

Define

Identify and define research purpose and objective

02

Design

Designing methods of research based on the clients vision and strategy with identified and targeted sample

03

The Research

Initiating and deploying methods of collecting data through preferred channels qualitative and quantitative

04

Production

Utilising data visualisation for better interpretation and analysis through reporting



Case study

A taste of what we can deliver.

Talent Acquisition Company In Singapore.

The issue?

300 local participants submitted job applications to vacancies beyond Brunei borders (Singapore, Indonesia, Hong Kong) however they lacked the portfolio or substantial projects to qualify for entry level jobs in programming.

What we did.

- We compiled and categorised job requirements to technical skills - programming language, framework and cloud server.
- Tailor-made questionnaires to filter applicants knowledge and skills proficiency level.
- Held In-depth preliminary interviews with every applicants for behavioural understanding.

and more!

The result?

- Identified regional industry requirements in programming languages and frameworks.
- Identified the minimum project and portfolios required by industries.
- Proposed training and upskilling programmes.

The Impact.

- Analysis was used to relevant bodies and agencies to support ICT programme initiatives

Keen to learn more? Let's talk

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Grominda helps organisations to make data-driven decisions and seize opportunities based on consumer insight. Our access to the market and network has allowed us to gather over 2500 diverse data talent that allows us to accurately depict and understand the local market. Let us make you future ready.