

IRFAD

Iraqi Research Foundation
for Analysis and Development

IRAQ MARKET RESEARCH



MEASURING SUCCESS IN THE IRAQI MARKETPLACE



**ASSESSING IRAQ
MARKET POTENTIAL**



**DISSEMINATING
IRAQ BUYING POWER**



**BUILDING
BUSINESS RELATIONS**

UNDERSTANDING IRAQ

IRFAD is the premier market research and opinion firm in Iraq. We deliver interviews, surveys, focus groups, and more to develop insights, ideas, awareness, and messages to measure success in the Iraqi marketplace.

With our professional, trustworthy team of native-speaking researchers and unrivaled network of vetted Iraqi contacts, we have nation-wide access to the Iraqi population within all 18 governorates in Iraq. Our native knowledge and expertise of the Iraqi marketplace gives our clients the cutting edge view of business opportunity. Contact us today to begin discussing your market research and business development needs.

ABOUT IRFAD

Serving Western & International Partners since 2006.

IRFAD has worked with prestigious organizations and companies, such as The World Bank, USAID, SIDA, IREX and other public and private entities since 2006. Our track record of sophisticated yet relevant research is unsurpassed in the region.

OUR SERVICES

- ▶ QUANTITATIVE RESEARCH
- ▶ QUALITATIVE RESEARCH
- ▶ FOCUS GROUPS
- ▶ IN DEPTH INTERVIEWS
- ▶ MARKET SEGMENTATION