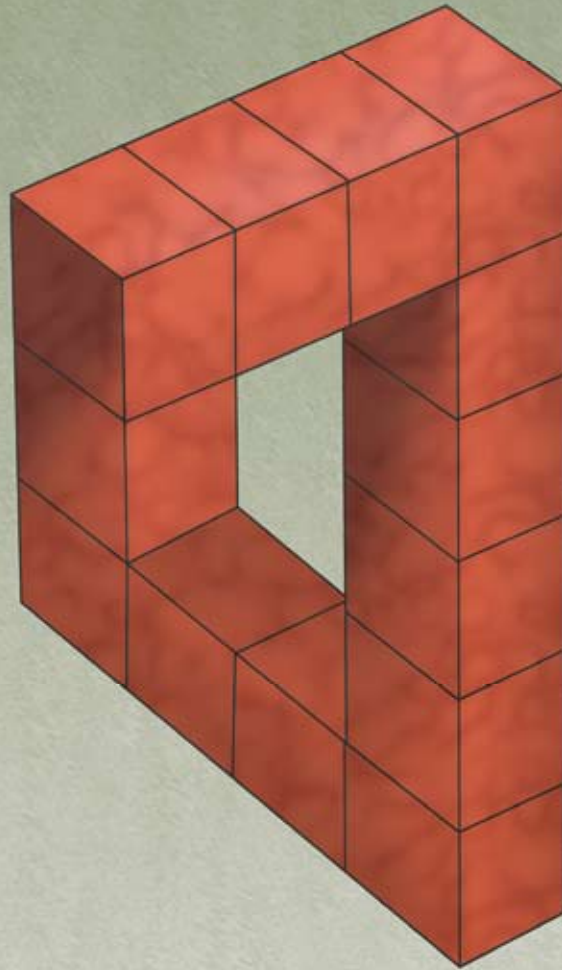


Simplify complexity.
See new dimensions.



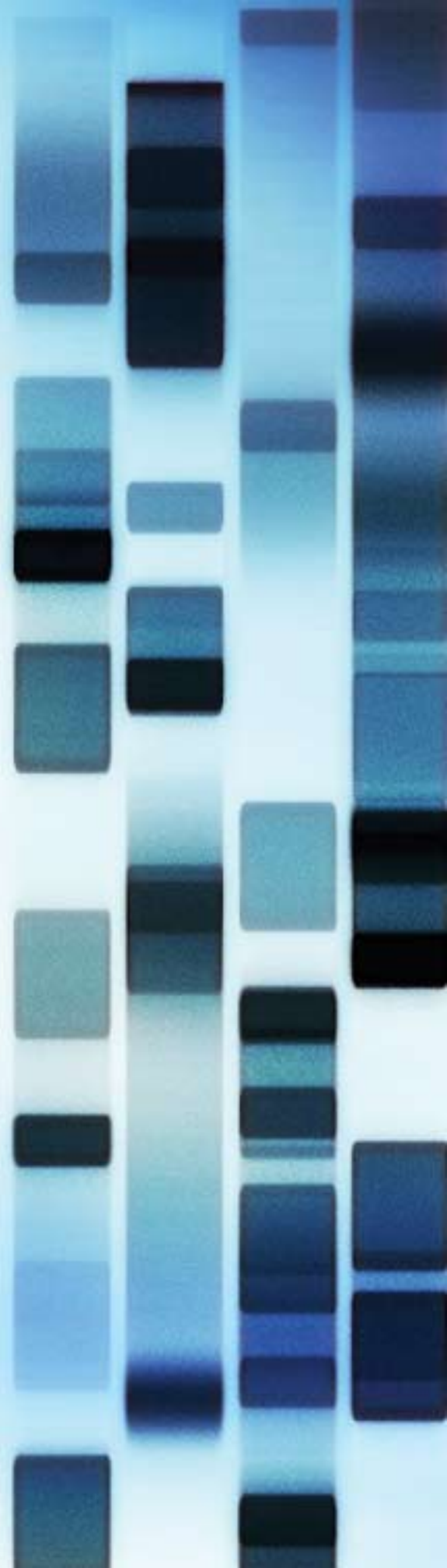
Be in the Know.

IDEAPLUS 

WHAT MAKES US

Ideaplus was founded with a mission to provide intelligent information and critical insights to organizations that will keep them in the know in an ever-evolving and dynamic business environment. Our service offerings cover a broad spectrum of research services, and specific areas of organizational communication.

Apart from our offerings, we bring value to every organization we work with through our client-oriented service culture, unique business model, short turnaround times, round-the-clock availability, and the use of subject matter experts for every assignment that we take on. We serve small, medium and large companies, large consulting firms, research institutions, and non-profit & government agencies.



MARKET INFORMATION & DATA ANALYTICS



- Market Profiling
- Market Dynamics and Key Drivers
- Opportunity Analysis
- Process Data Analysis

The need for market information arises from the complexity involved in positioning, entering, consolidating and expanding in any given market today. Ideaplus' market information services help clients understand and keep track of their target markets, and make informed decisions on entry, expansion and growth.

Analysis of process data enables optimization and re-engineering exercises that are aimed at increasing efficiency, cutting costs, and delivering better services. Our data analytics services are based on customized, fact-based data capture models that allow for predictive, exploratory, and confirmatory studies to help understand relationships, make inferences, and identify risks and opportunities.

EVALUATION & IMPACT STUDIES



Evaluation and impact studies help to understand the success or failure of projects, programmes, or communication campaigns with respect to the objectives with which they were conceived and executed.



Ideaplus helps clients gauge the efficacy of message delivery of their communication campaigns, and the influence of the message on customer perception and behavior. An evaluation of a social sector project helps identify gaps in implementation so that course corrections can be made, gaps can be addressed, and outcomes on the intended target communities can be enhanced.



- Evaluation & Impact Analysis of Communication Campaigns
- Evaluation & Impact Analysis of Social Sector Projects
- Logical Framework Analysis

COMMUNICATION

Getting noticed can mean the difference between growth and the death knell. Ideaplus' corporate communication services provide innovative solutions to choreograph and articulate an organization's message so that it reaches the audience efficiently and effectively. Our content design experts provide creative solutions to bring the message to life.

- Communication Strategy
- Message Choreographing
- Content Design



CONTACT

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