



Scope Insights
Limited

COMPANY PROFILE

EXCELLENCE

With a team of experienced researchers, analysts, Scope Insights Limited leverages cutting-edge methodologies and advanced tools to provide robust, actionable solutions tailored to clients' needs.

OUR ADDED VALUE

At Scope Insights Limited, we are driven by a passion for delivering actionable insights that empower organizations to make informed decisions. With a blend of expertise in social research, data analysis, and a deep understanding of social dynamics, we tailor our solutions to meet the unique needs of each client. Our team is committed to providing reliable, evidence-based recommendations that help navigate complex challenges. By partnering with us, you gain a trusted ally dedicated to creating meaningful, impactful strategies through data-driven research that fosters growth and positive change.





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ABOUT COMPANY

Scope Insights Limited have established in 2019 and registered with Joint Stock company and have licensed with Rangpur city corporation. Our firm is specializes in providing tailored, data-driven insights to help businesses and organizations make informed decisions. With a team of experienced professionals, we offer a wide range of services, including market research, competitive analysis, customer segmentation, and trend forecasting. We work across multiple sectors, including development projects, healthcare, technology, retail, and finance, providing customized solutions that align with our clients' unique needs. Our goal is to empower development organizations and businesses to stay ahead of the curve by delivering actionable intelligence that drives growth and innovation.

We are committed to excellence and strive to deliver the highest quality research with integrity and precision. By utilizing advanced analytics tools and methodologies, we ensure that our findings are accurate, reliable, and insightful. Our firm values long-term partnerships and works closely with clients to understand their goals and challenges, offering strategic recommendations that lead to measurable success. Whether you are entering a new market, launching a product, or refining your business strategy, we are here to guide you every step of the way, making research a powerful asset to your organization's success.



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WELCOME MESSAGE

Welcome to Scope Insights Limited, a growing research consulting firm dedicated to providing innovative solutions and strategic insights to organizations across various industries. With years of expertise and a deep understanding of market dynamics, we specialize in delivering data-driven analysis, helping our clients make informed decisions that drive growth, efficiency, and success. Our team of experienced consultants brings together diverse expertise in fields such as market research, business analysis, and performance optimization, ensuring that our clients receive top-tier service tailored to their specific needs.

At Scope Insights Limited, we believe in the power of knowledge and its potential to transform businesses. Our commitment to excellence, integrity, and client satisfaction sets us apart as a trusted partner for all research and consultancy needs. Whether you're navigating complex market trends, expanding into new territories, or seeking innovative solutions to business challenges, we are here to guide you every step of the way. Our collaborative approach, combined with cutting-edge tools and methodologies, enables us to deliver actionable insights and measurable results that drive sustainable success.



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OUR VISION AND MISSION

VISION

The long-term vision of Scope Insights Limited is to empower businesses, development projects/programmes with data-driven insights and innovative strategies, fostering sustainable growth and competitive advantage in an ever-evolving market.

MISSION

To provide actionable insights that drive informed decision-making and foster business growth. We aim to assist organizations in navigating complex challenges through tailored research methodologies and data-driven strategies. Our firm strives to deliver innovative solutions that meet the unique needs of each client, ensuring long-term success and competitive advantage. By combining deep industry expertise with advanced analytical techniques, we empower businesses to make smarter, more strategic choices. Ultimately, our goal is to be a trusted partner for clients seeking to unlock the full potential of their operations and achieve sustainable success.





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OUR SPECIALIZATION

SOCIAL IMPACTS RESEARCH

Assessing the effectiveness of corporate social responsibility (CSR) initiatives, public policy, and community outreach programs, ensuring companies make a positive impact on society while meeting business objectives.

MARKET & CONSUMER INSIGHTS

Providing in-depth analysis of consumer behavior, preferences, and trends to help companies make informed decisions on product development, marketing strategies, and customer engagement.

CUSTOM RESEARCH SOLUTION

Tailoring research approaches to meet specific client needs, delivering actionable insights and strategies across various sectors, including healthcare, education, technology, and more

QUANTITATIVE & QUALITATIVE RESEARCH

Offering both qualitative methods (e.g., interviews, focus groups) and quantitative techniques (e.g., surveys, statistical analysis) to deliver a comprehensive understanding of research topics.



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OUR SERVICE



COMPANY

Scope Insights Limited specializes in delivering data-driven insights and evidence-based solutions to support strategic decision-making for clients across diverse sectors. We offer end-to-end research services, including study design, data collection, advanced analytics, and impactful reporting. Our expertise spans quantitative and qualitative methodologies, ensuring tailored approaches to meet client objectives. By leveraging the latest tools and technologies, we empower organizations to address complex challenges and seize opportunities effectively. Collaboration, innovation, and a commitment to quality define our approach to delivering actionable recommendations and measurable results.

INDIVIDUAL

Scope Insights Limited is powered by a multidisciplinary team of seasoned researchers, analysts, and strategists. Each team member brings a wealth of experience in areas such as data analysis, social research, policy evaluation, and impact assessment. Our experts hold advanced degrees from renowned institutions and have a proven track record of delivering actionable insights for public and private sector clients. We pride ourselves on combining academic rigor with practical application to address complex challenges. Committed to excellence and innovation, our team collaborates seamlessly to deliver customized solutions that drive measurable outcomes.



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OUR CORE VALUES

CORE VALUES

- Integrity: We uphold the highest standards of honesty and ethics, ensuring transparency and accountability in every aspect of our research and consulting services.
- Innovation: We embrace creativity and cutting-edge methodologies to deliver forward-thinking solutions tailored to our clients' needs.
- Collaboration: We foster strong partnerships with stakeholders, valuing diverse perspectives to achieve shared goals.
- Excellence: We are committed to delivering high-quality, data-driven insights that empower our clients to make informed decisions.
- Sustainability: We prioritize socially and environmentally responsible practices, contributing to the long-term well-being of communities and ecosystems.

APPROACHES

Scope Insights Limited employs a range of approaches to provide valuable insights and data-driven recommendations to businesses. These approaches typically include qualitative methods such as in-depth interviews, focus groups, and ethnographic studies, alongside quantitative techniques like surveys and data analysis. We may also utilize mixed-methods research to capture both numerical data and nuanced human behaviors, attitudes, and perceptions. By leveraging these techniques, the firm helps companies understand their target audience, improve decision-making, enhance customer experiences, and drive strategic growth. Our expertise in data collection, analysis, and interpretation enables businesses to develop impactful, evidence-based strategies tailored to their specific goals and challenges.



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OUR PROJECT

BASELINE STUDY

Promoting Resilience, Opportunity and Socio-Economic Empowerment of migrants/climate displaced communities in Bangladesh (PROSPERITY) Project. The major objectives were: To determine the “point of departure” at the onset of the project before delivering the input and services of the project. Based on the findings of baseline survey the outcome/ impact of the project can be measured followed by end-line survey. The baseline survey will assist the value for money process as based on the baseline survey, the result of inputs, process, output, outcome, and impact can be measured followed by end-line survey of the project. The study was conducted in 2023 and the client was Gana Unnayan Kendra (GUK).

ACTION RESEARCH

Action research on Assess the current rural market status in the view of availability, placement and promotional strategy for fortified and nutritious products of Joint Action for Nutrition Outcome (JANO) project which was funded by the European Union. The major objectives of the study were: (I) Evaluate the impact of the selected placement and promotion strategies on product uptake and dietary behaviors; (II) Assess the current rural market status in view of availability, placement and promotional strategy for fortified and nutritious products; (III) Identify suitable placement strategies to make fortified and nutritious products easily accessible in rural areas, and (IV) Determine effective promotion strategies to create awareness and encourage the adoption of these products. The study was conducted in December 2023. and the client was Eco Social Development Organization (ESDO).

BASELINE STUDY

The baseline study of Skills for Employment and Empowerment of rural youth Project (SEEP) were focused on these objectives: (I) To know the present situation for project outcome level indicators value and set targets as well for the end of the project period and (II) To recommend the trades which could be potential for the youths residing in the SEEP area based on the market opportunity survey conducted by the project already. It was conducted in 2021 and the client was Gana Unnayan Kendra (GUK).



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OUR PROJECT

END OF PROJECT CYCLE ASSESSMENT

End of project cycle assessment of Birganj, Pirganj, Bochaganj Community Development Project (CDP) was focused on these objectives: (I) To assess the progress towards CDP's goal and outcome based on the plan and evaluation data; (II) To evaluate positive changes occurred in the community due to the GNB initiatives; (III) Measuring effects and assesses performance against intended objectives and goals; (IV) To estimate problems and constraints of the sustainable development initiated by GNB; (V) To identify best practices and implementation of activities to achieve the related outcomes; (VI) To identify CDP's strengths and weakness and areas for the improvement. The assessment was conducted in 2019 and the client was Good Neighbour Bangladesh (GNB).

CUSTOMER SATISFACTION SURVEY

The customer satisfaction survey was focused on following objectives (I) Assessing the level of customer satisfaction with a particular product, service or experience; (II) Identify factors that contribute to customer satisfaction or dissatisfaction; (III) Help establish customer service standards; (IV) Compare and rank service providers; (V) Determine what customers think about the service provider, as compared to competitors and (VI) Find out intentions of customers (likelihood of customers to come or not) The study was conducted in 2021. and the client was Gana Unnayan Kendra (GUK).

BASELINE STUDY

The baseline study of Birganj, Pirganj and Nilphamari and Bochaganj Community Development Programme (CDP) were focused on (I) To assess the current situation of GNB's rights programme areas, socio-political and economic conditions, standard poverty indices, power relations, information on most excluded groups and nature of exclusion, prevalent social and cultural practices, emergency and disaster situation, policies and local governance issues; (II) Map out similar/relevant initiatives of different stakeholders in working areas in terms of policies, practices and actions and mechanism of coordination between GO and NGOs. It was conducted in 2020 and the client was Good Neighbour Bangladesh (GNB).



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OUR PARTNERS



COOPERATION >



Good Neighbors
Bangladesh



গণ উন্নয়ন কেন্দ্র
Gana Unnayan Kendra



SDRS

Social Development Rural Society





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MEET CORE TEAM

Md Shariful Islam



Md Shariful Islam is a visionary leader with over two decades of experience in research and development, specializing in socio-economic studies and innovation. As the founding chairperson of Scope Insights Limited, he has spearheaded groundbreaking projects that have influenced policy-making and system changing practices. His expertise lies in research methodologies with real-world applications to address complex global challenges. A prolific author and speaker, he has published extensively in reputed journals and represented the firm in international forums. Under his leadership, the firm has expanded its operations across social research, fostering partnerships with academia, industry, and government bodies. Passionate about mentoring, they actively support emerging researchers to cultivate innovation and excellence. His commitment to ethical research and sustainable solutions continues to drive the firm's mission of creating meaningful impact

Md Mofackharul Islam



He is a visionary leader responsible for steering the organization towards achieving its strategic goals and maintaining its competitive edge in the industry. With a robust background in research methodologies and business development, they oversee the firm's operations, client relationships, and innovation initiatives. He ensured the delivery of high-quality research outputs, tailored to meet the specific needs of diverse stakeholders. As a mentor and leader, he is cultivating a culture of excellence, collaboration, and ethical integrity within the organization. His role involves driving growth, fostering partnerships, and positioning the firm as a trusted authority in the research domain.

Dr Maruf Ahmed



An accomplished Advisor with over 12 years of expertise in guiding multidisciplinary research projects and consulting initiatives. Skilled in strategic planning, data-driven decision-making, and fostering stakeholder collaborations to deliver impactful solutions. A recognized thought leader in food & nutrition, leveraging innovative methodologies to address complex challenges. Committed to mentoring teams and building organizational capacity through knowledge sharing and professional development. Passionate about driving research excellence and aligning projects with sustainable development goals



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GET IN TOUCH

Scope Insights Limited is fully devoted to provide high quality consultancy support to the development partners, government and private sectors to unfold the opportunities for changing the livelihoods, social systems. The team members are fully equipped to design, conduct research and deliver quality report to the clients. We believe that our joint efforts will make us successful to build a prosperous nation through alleviating poverty, strengthening system and structures, digital transformation.

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