



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.





Scope Insights
Limited

HI THERE!

At Scope Insights Limited, we specialize in providing tailored research consulting services that empower businesses to make data-driven decisions. With a team of experienced analysts and industry experts, we offer insights across various sectors, including market research, strategic planning, and competitive analysis. Our innovative methodologies and advanced analytical tools ensure that our clients receive actionable solutions that drive success. We are committed to delivering high-quality research that is both timely and accurate, enabling organizations to stay ahead in an ever-evolving market. Whether you are a startup or an established enterprise, we support your growth by providing the intelligence needed for informed decision-making. Our client-focused approach ensures that every project is customized to meet specific objectives, fostering long-term partnerships. At Scope Insights Limited, we strive to be your trusted partner in navigating complex challenges and achieving your business goals.



Scope Insights
Limited

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.





Scope Insights
Limited



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.

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.





Scope Insights
Limited

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.

TRAINING CURRICULUM DEVELOPMENT

Offering review the existing training curriculum and adapt based on the training need assessment & stakeholder consultation in Health, Nutrition, Agriculture and TVET sectors.





Scope Insights
Limited

OUR SERVICE

COMPANY

Scope Insights Limited is 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.





Scope Insights
Limited

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.



Scope Insights
Limited

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).



Scope Insights
Limited

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).



Scope Insights
Limited

OUR PROJECT

TRAINING ON HEALTH AND NUTRITION

The Training need assessment and curriculum development for the Nutrition Sales Agent (NSA) of Sustained Opportunities for Nutrition Governance (SONGO) project. The major area of tasks of this assignment were (i) Conduct training need assessment of the Nutrition Sales Agents in Gaibandha and Kurigram districts, (ii) Review the existing curriculum which was developed by the previous project of ICCO Cooperation, (iii) Facilitate the Training of Trainers (ToT) for selected NSAs and (iv) Taking consent from local and national level health departments for wider use of the curriculum.

TRAINING ON MONITORING AND EVALUATION

The assignment was concentrated to develop training curriculum and delivery of training to the Skills for Employment & Empowerment (SEEP) project staffs. The objective was basic planning, monitoring, evaluation and learning methodologies and its relevance with the implementation of result-based monitoring systems; How to design & implement the project/organizational M&E Framework and following standard planning processes; Project cycle, planning processes and steps, M&E systems, methodologies and approaches, learning and accountability. The assignment was conducted in 2020, and the client was Gana Unnayan Kendra (GUK).

TRAINING ON MARKET SYSTEM DEVELOPMENT

The assignment was conducted with Skills for Employment and Empowerment of youths in rural areas (SEEP) project. The major objectives of the assignment were (i) To identify and priorities market systems for analysis (Which sub-sectors, product, commodities should be prioritized Key criteria on which to base the selection of value chains to be analyzed), (ii) To analyze the beneficiaries and their context and Study the specific market system in detail / market map. Analyze systemic constraints and through the training the trainees will have acquired knowledge about market and market actors. (iii) To develop a comprehensive curriculum for SEEP project staff for delivering the training at community level to the entrepreneurs. It was conducted in 2021 and the client was Gana Unnayan Kendra (GUK).

OUR PARTNERS





Scope Insights
Limited

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.



Scope Insights
Limited

MEET EXPERTS TEAM



Afroza Khankar

She has completed Master of Social Science (MSS in Economics); held in 1997 from Rajshahi University. I have expertise in health, nutrition, livelihoods related training need assessment, training curriculum development, capacity-building processes, training management, human resource management, and support performance management; I am competent in facilitating human rights and rights-based approaches, promoting child protection, community mobilization, and community workers' capacity building. I have expertise in conducting studies, designing, and administering surveys and evaluations. I have strong analytical writing and presentation skills, as well as experience in providing technical support to proposal writing and stakeholder/donor communication. I am capable of facilitating decision-making processes, handling conflicts, and managing risks and complex communications



Arfina Aktar

She has completed Master of Arts degree and has more than 13 years of proven experience in various international and national development organizations. I am skilled in conducting training need assessment, developing training module, guideline, learning materials and provide training government stakeholders. Skilled in training facilitation to the government frontline health workers like CHCP, FWA, HA and community people specially Community Group (CG), Community Support Group (CSG) representatives. Have strong knowledge and skills on community level public health system strengthening initiatives, advocacy with UHC, UH&FWC and CC for the rights holders.



Dr Mahbubul Islam

He has completed his MBBS degree from Rangpur Medical College and MPH degree from NIPSOM. he has 22 years of proven experience on designing technical strategy for improving Maternal and Child (reproductive) Health and Nutrition Practices of targeted households through engaging nutrition specific- and nutrition sensitive departments, private sector and civil society actors. He led and contributed to the development and utilization of Social Behaviour Change Communication (SBCC) materials and Capacity Development Initiatives. Empower and prepare women of reproductive age and adolescents for parenthood, with adequate knowledge, attitudes and practices on nutrition, health, WASH and SRH services. Like- WHO, UNDP, Plan International Bangladesh, FPAB.



Scope Insights
Limited

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.

CONTACT US :



+8801755593699



www.scopeinsightslimited.com



scopeinsightslimited@gmail.com



Road # 1/1, House#14, Nishbetganj, Rangpur





Certificate of Incorporation
(under Act XVIII of 1994)

No. C-154703/2019

I hereby certify that Scope Insights Limited is this day incorporated under the Companies Act (Act XVIII) of 1994 and that the Company is Limited.

Given under my hand at Dhaka this First day of September two thousand and nineteen.

By order of
Registrar

Assistant Registrar
Registrar of Joint Stock Companies & Firms
Bangladesh



N.B. This certificate is digitally signed. Please find the soft copy to verify the signature.



Government of the People's Republic of Bangladesh

National Board of Revenue

Taxpayer's Identification Number (TIN) Certificate

TIN : 422435841180

This is to Certify that **Scope Insights Limited** is a Registered Taxpayer of National Board of Revenue under the jurisdiction of **Taxes Circle-001 (Company) - Taxes Zone Rangpur**.

Taxpayer's Particulars :

- 1) Name : **Scope Insights Limited**
- 2) Registered Address/Permanent Address : **Apartment # 4B, Plot # 12/CHA/2B, Road# 4, Shyamoli, Dhaka, Darussalam, Dhaka, PO : 1207**
- 3) Current Address :
- 4) Previous TIN : **Not Applicable**
- 5) Status : **Company**

Date : September 28, 2019

Please Note:

1. A Taxpayer is liable to file the Return of Income under section 75 of the Income Tax Ordinance, 1988.
2. Failure to file the Return of Income under section 75 is liable to:
 - (a) Penalty under section 124, and
 - (b) Prosecution under section 158 of the Income Tax Ordinance, 1988.



Deputy Commissioner of Taxes
Taxes Circle-001 (Company)
Taxes Zone Rangpur
Address : Kari Bhatian, Kanchan Bazar, Rangpur Phone :
0521-61775

N. B. This is a system-generated certificate and requires no manual signature.

