

SIMTESS MSR GLOBAL CONCEPT

CAPABILITY STATEMENT

Africa's Research Intelligence Partner

2026 Edition

Lagos, Nigeria | Accra, Ghana | Reg. No: BN3531275

ABOUT THIS DOCUMENT

This Capability Statement provides a comprehensive overview of SIMTESS MSR Global Concept — our organizational structure, service offerings, geographic reach, quality operating system, and institutional credentials.

It is designed to support procurement processes, vendor evaluations, and partnership discussions. For specific enquiries or to request a proposal, contact: rfq@msr.simtess.com / info@msr.simtess.com

Version:	2026 Edition
Last Updated:	15 May 2026
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Registration No:	BN3531275
Language:	English

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EXECUTIVE SUMMARY

SIMTESS MSR Global Concept is a pan-African market and social research consultancy headquartered in Lagos, Nigeria, with a second office in Accra, Ghana. We design and execute quantitative and qualitative research across 40+ African countries — and internationally — for corporations, governments, development organizations, and multilateral institutions that require intelligence they can trust.

KEY FACTS AT A GLANCE

40+ Countries with active research capability	5,000+ Trained field researchers and interviewers
2,000+ Research projects completed	50+ Client organizations served
6 Simtess Research Operating System	

OUR VALUE PROPOSITION

Organizations choose SIMTESS MSR because we deliver:

- Pan-continental reach under a single contract — eliminating fragmentation and inconsistency of managing multiple local vendors.
- Internationally-auditable quality standards applied to African conditions — data integrity you can trust, even in the most challenging field environments.
- Full-spectrum methodological capability — from large-scale quantitative surveys to deeply contextual qualitative inquiry, all under one roof.
- African-native intelligence — research conducted in local languages, by researchers drawn from the communities they study.

ORGANIZATIONAL OVERVIEW

LEGAL STATUS

SIMTESS MSR Global Concept is a legally registered business entity in Nigeria (Registration No: BN3531275). Our Ghana office operates from Greater Accra as a registered operational presence.

OFFICE LOCATIONS

OFFICE	LOCATION	CONTACT
Registered Office	5 Egbu Road Owerri Imo. Nigeria	admin@msr.simtess.com
Headquarters	Alberton Estate, Lekki Lagos, Nigeria	rfq@msr.simtess.com / info@msr.simtess.com
West Africa	Korkdam Avenue, Greater Accra Accra, Ghana	rfq@msr.simtess.com / info@msr.simtess.com
Southern Africa	Jamie UYS Street, Vorna Valley, Midrand, Johannesburg	rfq@msr.simtess.com / info@msr.simtess.com

Table 1: Office Locations



OUR HISTORY

SIMTESS MSR was founded with a conviction that became more urgent the longer we worked in African markets: that the quality of intelligence available to decision-makers operating in Africa was systematically below what those decisions deserved.

We built SIMTESS MSR to address that structural gap — creating an African-native research institution that operates to the governance and quality standards of the best international firms, while retaining the local intelligence, language capability, and field network depth that only genuine continental presence can provide.

MISSION

To deliver rigorous, actionable research intelligence that enables organizations to make confident decisions in African markets — with data integrity, methodological excellence, and cultural intelligence as non-negotiable standards.

VISION

To be the most trusted research intelligence partner for organizations operating in Africa — recognized for the quality of our data, the depth of our insights, and the integrity of our conduct.

OUR LEADERSHIP TEAM



Founder, Director of Insight / Lead Proprietor



Head of Insight Administration



Head, Operations Strategy & Insights



VP – Global Partnerships & Business Strategy / Growth



Financial Planning & Analysis (Accounts)

SIMEON STEVEN

Founder, Director of Insight / Lead Proprietor | Lagos, Nigeria

Simeon Steven founded SIMTESS MSR with the conviction that African markets deserved research infrastructure of genuine international standard. With direct oversight of over 2,000 research projects across the African continent, he has built the firm's operational architecture, quality operating system, and regional field network from the ground up.

His research experience spans consumer goods, telecommunications, financial services, healthcare, and development sector engagements across West, East, and Southern Africa.

AMAKA PRINCESS

Head of Insight Administration | Lagos

Amaka Princess leads data-driven research teams and administrative operations. She bridge strategy and operations, turning analytics into actionable business improvements and policies. Managing research budgets, cross-departmental operations, and organizational knowledge systems

She Co-ordinates qualitative and quantitative research projects, moderation of In-depth interviews, ethnographic interviews, Focus Groups, note taking during Focus Groups, transcribing post Focus Groups / IDIs and Analyzing research findings.

ANTHONY DESTINY

Head, Operations Strategy & Insights | Lagos, Nigeria

Anthony Destiny drives the organization's efficiency by translating complex data into actionable operational strategies. Coordinates the proprietary network of 5,000+ enumerators, managing real-time audio auditing, strict supervisor-to-enumerator ratios, and rural mobile offline deployment operating systems across 40+ African countries

GOODLUCK CHUKWUDI

VP – Global Partnerships & Business Strategy / Growth | Lagos, Nigeria

Goodluck Chukwudi drives partnership success by expanding market footprint, securing vendor and client partnerships, and aligning data-driven insights with regional opportunities across the continent. He is Africa expert - experience of leading complex transactions across African countries, market expansion and business development.

He act as the bridge between localized market demand and global research capabilities by connecting clients worldwide and building strategic international alliances, localizing data insights, and scaling service delivery across diverse regions.

CHARISMA BLOSSOM

Financial Planning & Analysis (Accounts) | Lagos, Nigeria

Charisma Blossom oversees departmental budgets; ensuring research teams have the necessary capital for fieldwork while curbing unnecessary operational expenses. Distributing researcher salaries, equipment costs, and operational expenses across multiple research projects, ensuring deadlines and budgets are met. Negotiates contracts with third-party data providers, survey platforms, and external consultants

FULL-SPECTRUM SERVICES

QUANTITATIVE RESEARCH

Statistically robust, large-scale survey research using:

- CAPI — Computer-Assisted Personal Interviewing (tablet-based)
 - PAPI — Pen-and-Paper Personal Interviewing (for sensitive contexts)
 - CATI — Computer-Assisted Telephone Interviewing (rapid national)
 - CAWI — Computer-Assisted Web Interviewing (online panels)
 - CLT — Central Location Testing (product evaluation)
 - IHUT — In-Home Use Testing (real-world product usage)
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QUALITATIVE RESEARCH

Contextual intelligence that goes beneath the surface:

- IDI / TDI — In-depth and telephone in-depth interviews
 - FGD — Focus group discussions (with native-language moderators)
 - Ethnographic research — observational studies in natural environments
 - Mystery shopping — structured service delivery evaluation
 - Diary studies — longitudinal participant documentation
 - Online communities — digital research environments for co-creation
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B2B RESEARCH

Executive-level intelligence for commercial decision-making:

- Executive and decision-maker research (C-suite interviews)
 - Market entry and opportunity assessment
 - Competitive intelligence studies
 - Channel and distribution research (formal and informal trade)
 - B2B customer experience and satisfaction research
 - Organizational and stakeholder research
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CONSUMER RESEARCH

Understanding 1.4 billion consumers:

- Brand health and equity tracking
 - Consumer segmentation (needs-based, value, attitudinal)
 - Product and concept testing
 - Shopper and retail intelligence (formal and informal channels)
 - Customer satisfaction and loyalty research (NPS programmes)
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- Media and communications research

HEALTHCARE RESEARCH

Ethically governed health intelligence:

- Patient pathway and experience research
- Healthcare provider research (physicians, nurses, pharmacists)
- Pharmaceutical market assessment
- Public health and population surveys (KAP studies)
- Health communication and behaviour change research

FIELDWORK SERVICES

End-to-end field execution for research organizations:

- Recruitment and sampling (probability and non-probability)
- Enumerator training and certification
- Field supervision and quality control
- Transcription and translation (local languages)
- Project management (centralized multi-country coordination)
- Data processing and delivery

THE SIMTESS RESEARCH OPERATING SYSTEM

Every research organization has a way of working.

At SIMTESS MSR, our work is guided by six operating principles developed through years of field experience across diverse African markets.

These principles provide the governance structure behind every project we undertake and ensure consistency, reliability, inclusion, quality, and accountability regardless of country, methodology, or operating environment. Together, they form the SIMTESS Research Operating System.

1.FIELD RELIABILITY STANDARD The Field Reliability Standard governs how data is collected, verified, and monitored during field execution. Key controls include: • Enumerator certification and training • GPS location verification • Interview validation procedures • Supervisor review and oversight • Data quality monitoring • Independent quality checks • Data cleaning and validation processes Outcome: Reliable and auditable field data.	2. RURAL INCLUSION PRINCIPLE The Rural Inclusion Principle ensures research extends beyond urban centers to include underserved and hard-to-reach populations. Key controls include: • Community liaison engagement • Local enumerator deployment • Local-language adaptation • Offline data collection capability • Rural recruitment protocols Outcome: More representative and inclusive samples.	3. TRUST & CULTURAL CONTEXT LENS The Trust & Cultural Context Lens ensures research instruments and interpretation reflect local realities, cultural dynamics, and contextual drivers of behavior. Applications include: • Consumer trust studies • Public opinion research • Institutional perception assessments • Community sentiment measurement • Brand reputation studies Outcome: Insights grounded in local context rather than assumptions.
4. MULTI-COUNTRY CONSISTENCY STANDARD The Multi-Country Consistency Standard governs how research is executed across multiple	5. HIGH-RISK ENVIRONMENT SAFEGUARD PRINCIPLE The High-Risk Environment Safeguard Principle supports research in fragile, security-sensitive, and operationally	6. MIXED-METHOD INSIGHT APPROACH The Mixed-Method Insight Approach combines quantitative and qualitative evidence within a unified

markets while maintaining methodological comparability. Key controls include: • Unified questionnaire design • Standardized field procedures • Harmonized sampling approaches • Centralized project oversight • Consistent reporting structures Outcome: Comparable results across countries and regions.	complex environments. Key controls include: • Risk assessment procedures • Respondent protection protocols • Ethical safeguards • Security escalation processes • Field safety procedures Outcome: Safe, ethical, and compliant research execution.	analytical framework. Methods may include: • Surveys • Focus group discussions • In-depth interviews • Ethnographic research • Desk research • Data analytics Outcome: Decision-ready insights supported by multiple evidence sources.
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HOW THE OPERATING SYSTEM WORKS

These principles are not standalone methodologies.

They operate together throughout the entire research lifecycle:

Research Design → Field Execution → Quality Assurance → Data Validation → Analysis → Reporting

Whether conducting consumer research, healthcare studies, social research, public opinion surveys, monitoring and evaluation projects, or multi-country market studies, the same operating system governs execution and quality assurance.

GEOGRAPHIC COVERAGE

Our research capability extends across every region of Africa, with active field presence and country-specific expertise in 40+ countries. Beyond Africa, we have executed research in the Middle East, Southeast Asia, and the Americas for client engagements requiring global reach.



Table 2: Geographic Coverage by Region

REGION	COUNTRIES WITH ACTIVE RESEARCH CAPABILITY
WEST AFRICA	Benin, Burkina Faso, Côte d'Ivoire, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, Togo
EAST AFRICA	Burundi, Ethiopia, Kenya, Madagascar, Malawi, Mauritius, Rwanda, Tanzania, Uganda
SOUTHERN AFRICA	Angola, Botswana, Lesotho, Mozambique, Namibia, South Africa, Zambia, Zimbabwe
CENTRAL AFRICA	Cameroon, Central African Republic, Chad, Congo Republic, Democratic Republic of Congo, Equatorial Guinea, Gabon, São Tomé & Príncipe
NORTH AFRICA	Algeria, Egypt, Libya, Morocco, Sudan, South Sudan, Tunisia

QUALITY & GOVERNANCE

ESOMAR ALIGNMENT

SIMTESS MSR operates in full alignment with ESOMAR — the global association setting professional standards for market, opinion, and social research. Complete responses to the ESOMAR 28 Questions are available upon request and published on our website.

FIELD RELIABILITY STANDARD — 7-POINT QUALITY ASSURANCE

Table 3: 7-Point Quality Assurance Framework

#	QUALITY GATE	PROTOCOL DESCRIPTION
1	Enumerator Certification	All field researchers complete a structured certification programme before deployment.
2	GPS Validation	Every CAPI interview is GPS-stamped at initiation and completion.
3	Audio Audit Trails	Randomized proportion of interviews (minimum 10%) are audio-recorded and reviewed.
4	Real-Time Supervisor Monitoring	Field supervisors monitor data submission through the project dashboard in real time.
5	Back-Check Interviewing	Minimum 10% of interviews are back-checked within 48 hours of completion.
6	Data Validation and Cleaning	Structured validation before analysis: range checks, consistency checks, outlier identification.
7	Independent Quality Audit	Additional audit layer applied to all large-scale or high-stakes engagements.

LEGAL AND ETHICAL COMPLIANCE

All research conducted by SIMTESS MSR is subject to ethical review protocols appropriate to the engagement type. For development sector, healthcare, and politically sensitive research, additional ethical safeguards govern:

- Informed consent protocols
- Respondent confidentiality and data security
- Vulnerable population protections
- Data handling in compliance with NDPR and applicable legislation

SECTOR EXPERIENCE & CLIENT PORTFOLIO

SECTORS WE SERVE

Table 4: Sectors We Serve

SECTOR	SECTOR
Consumer Goods & FMCG	Healthcare & Pharmaceuticals
Financial Services	International Development
Technology & Telecoms	Government & Public Policy
Humanitarian & NGO	Education

CLIENT CATEGORIES

Corporations and Multinationals

Consumer goods companies, financial institutions, technology firms, and retail organizations requiring market entry intelligence, brand health tracking, and consumer behaviour research.

Development Organizations and NGOs

International NGOs, bilateral agencies, and implementing partners requiring baseline surveys, endline evaluations, and population-level studies.

Government Agencies and Multilateral Institutions

Public sector clients requiring policy research, citizen perception studies, social impact assessments, and public opinion research.

Research Agencies and Global Consultancies

International research firms requiring a trusted African fieldwork and execution partner.

SELECTED ENGAGEMENTS (Anonymized)

1. Multi-country brand tracking study for a global FMCG company — 6 West African countries, 8,000+ respondents, quarterly tracking.
2. Healthcare provider perception study for a pharmaceutical MNC — 4 East African countries, 250+ physicians and pharmacists.

3. Digital financial services adoption research for a development finance institution — 8 countries, 12,000+ respondents, mixed-methods design.
4. Rural electrification impact evaluation for a multilateral agency — 2,500 households across 50 communities, baseline and endline.

Full case studies and client references available upon request, subject to confidentiality agreements.

PROCUREMENT & COMPLIANCE

RFP RESPONSE COMMITMENT

We acknowledge all formal RFPs within one business day and provide a complete proposal — including methodology, timeline, team structure, and commercial terms — within five business days.

PROCUREMENT DOCUMENTATION AVAILABLE

- Capability Statement (this document) — PDF download
 - ESOMAR 28 Questions — complete responses
 - Methodology documentation — detailed protocols
 - Company registration — BN3531275 (Nigeria)
 - Insurance and compliance certificates — available upon request
 - Bank Reference Letter or Voided Check or Direct Deposit Form — available upon request
 - Tax Registration — available upon request
 - Anonymized case studies — available upon request
 - Panel Book — available upon request
 - Redirect URL's — available upon request
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CONTACT US

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African Field Reliability Framework™ · Rural Access Execution Model™ · Pan-African Trust Index™
Multi-Country Research Assurance Protocol™ · Fragile Environment Research Framework™ · Hybrid Intelligence Method™
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