



#KarachiPedia2017



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Let's Understand Karachi's Potential?

- **Karachi**

- **I**s the largest city of Pakistan by population
- **P**opulation has grown 80.5% in the last decade, making it the world's fastest growing megacity (1)
- **S**tands 7th amongst most populated cities of world(2)
- **I**s the second largest Muslim populated city after Jakarta (2)
- **H**as a population more than 145 countries of the world (3)
- **H**as population more than Baluchistan and slightly less than the whole KPK province
- **I**s supposed to be one of most economical city of the world (4)
- **W**ith 49 percent returns in 2012, the Karachi Stock Exchange (KSE) was one of the five best performing markets in the world (5)
- **A**nd also has one of the largest **Consumers Base** in Pakistan

1-<http://demographia.com/db-worldua.pdf>

2- http://en.wikipedia.org/wiki/Urban_agglomeration#cite_note-Demographia-1

2- http://en.wikipedia.org/wiki/List_of_countries_by_population_in_2010

3-<http://www.mercer.com/press-releases/worldwide-cost-of-living-survey-2012>

4-<http://www.brecorder.com/top-news/1-front-top-news/114568-karachi-market-one-of-worlds-best-performers.htm>

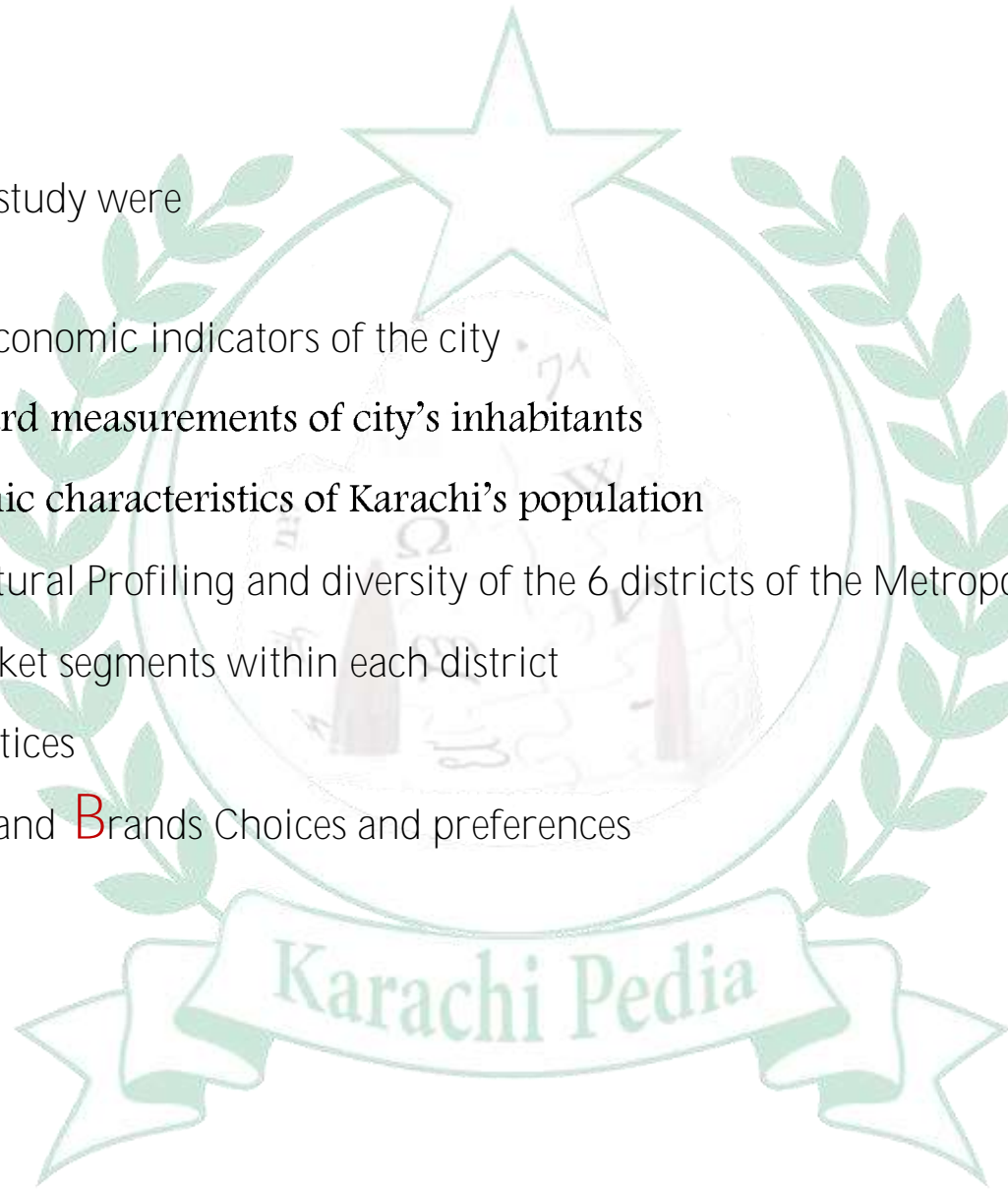


Objectives

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- The **M**ain objectives of this study were
 - **U**nderstanding basic economic indicators of the city
 - **A**ssessing living standard measurements of city's inhabitants
 - **A**ppraising demographic characteristics of Karachi's population
 - **E**thnic, lingual and cultural Profiling and diversity of the 6 districts of the Metropolis
 - **S**ynthesis of target market segments within each district
 - **M**edia habits and practices
 - **C**ategory penetration and **B**rands Choices and preferences





Electoral Board of Karachi

- **Karachi City District Govt.**

- Districts 06
- Sub-Divisions 29
- Union Committees 209
- Wards (4/UC) 836

- **Cantonment Board**

- Seats -32

- **Karachi District Union Councils**

- Seats -38

- **Total Electoral Units – 279**

What Benefits You will Get



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How #KarachiPedia2017 Can Help You

#KarachiPedia2017 – A Tool to Get Best ROI

- **#KarachiPedia2017** will not only help you in understanding the inhabitants' profile at city level but also assist in understanding Karachi's districts & within districts - their Sub division – which are the key break-up variables of the city called Mini Pakistan. This information will help you in planning your investments in
 - OOH / BTL activities
 - Intelligent allocation of resources
- **#KarachiPedia2017** will provide you the information about Media habits of Karachiites – it will help you in taking key decisions about your efficient planning of utilization of media & communication budgets
- District wise category & brand penetration picture will assist you in increasing your distribution services & sales force deployment planning
- **#KarachiPedia2017** will assist you in understanding city lifestyle - which will help you in planning an effective communication for your target market



Let's Explore Karachiites True Profiling

- What is the current Socio Economic Classification
- What is their Average Income level
- What is their Average Household Expenditure
- Home position – Own vs Rent
- Income Frequency
- Mother Tongue
- Household Size – Gender Ratio – less than 14 years members
- Available Commuting Facilities
- Available White Goods

*Pulse Consultation special analysis of Karachiites based on
SEC
Income &
Household durables*



A Tool to Reach Desired Target Market

- TV Viewership
- Radio Listenership
- Newspaper Readership
- Weekly and Monthly Magazine Readership
- Mobile Phone Usership
- Internet Penetration
- TVC recall





Capturing a Huge Brand's Warfare



Covering 40+ Categories

- Their penetration
- Brand choices

- Washing Machines (Manual and Automatic)
- Air Conditioners (Window vs Split)
- Microwave oven
- Refrigerators
- Deep Freezers
- Kitchen Appliances

- Cold Drink
- Ice Creams
- Ready To drink
- Make to drink
- Packed Juices
- Red Syrup
- Squashes

- Butter
- Margarines
- Mayonnaise
- Chicken Spreads
- Jam / Jelly

- Biscuits
- Chips
- Noodles
- Chocolate / Toffee

- Diapers
- Sanitary Napkins
- Depilatory

- Tea
- Tastes enhancing cubes
- Biryani Masala
- Quarma Masala
- Nehari Masala
- Tikka Masala
- Chat Masala
- Kheer
- Custard
- Ketchup
- Sweeteners
- Achar
- Oil & Ghee
- Packaged Milk

- Tooth Paste
- Bath Soap
- Hand Washing Soap
- Face Wash
- Lotion
- Shampoo
- Skin Creams /lotions

- TV Type
- Mobile Phone brands
- Preferred Cellular Company
- Money Transfer Services

#KarachiPedia2017 Scope

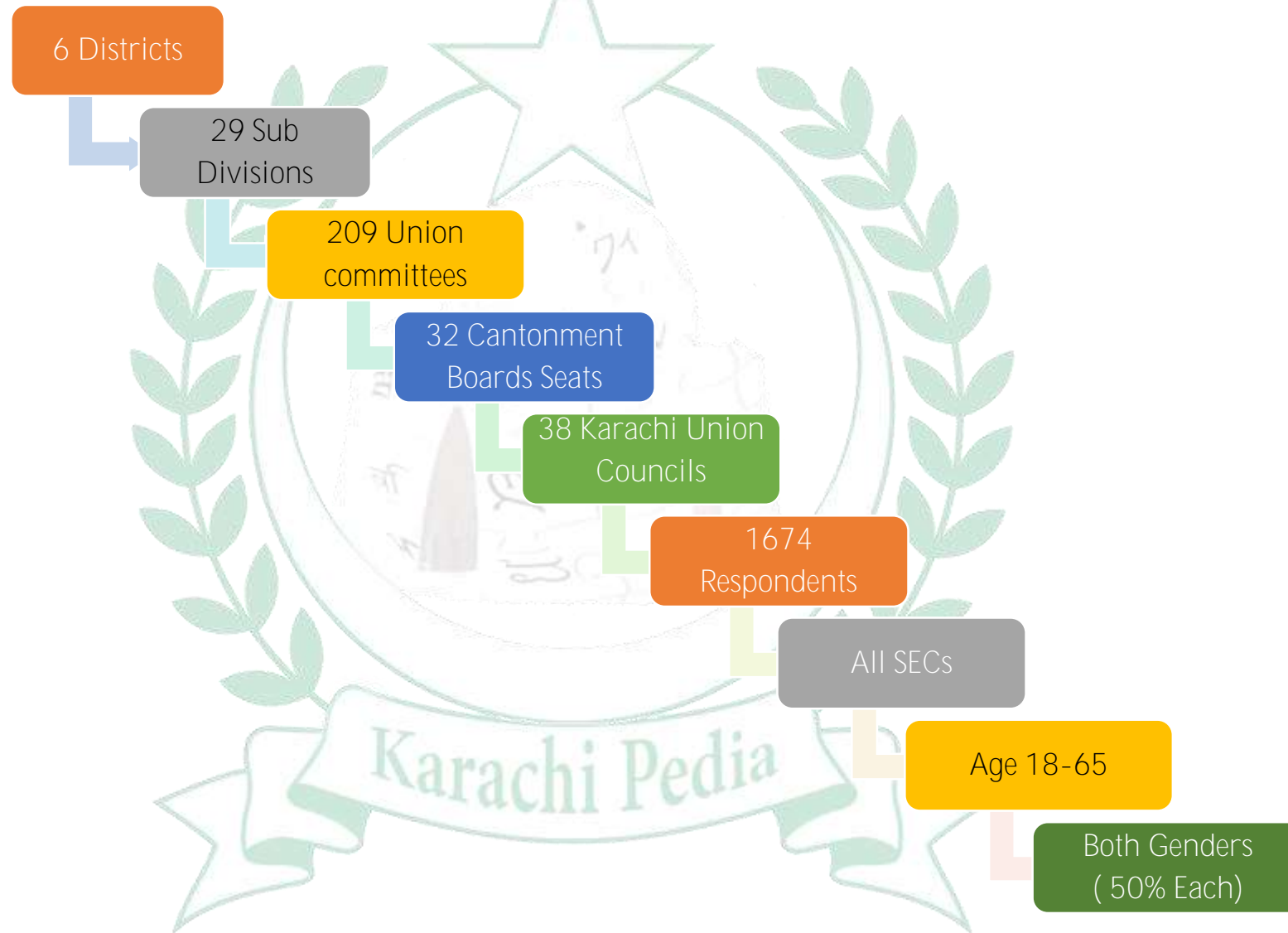


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A Bird Eye View

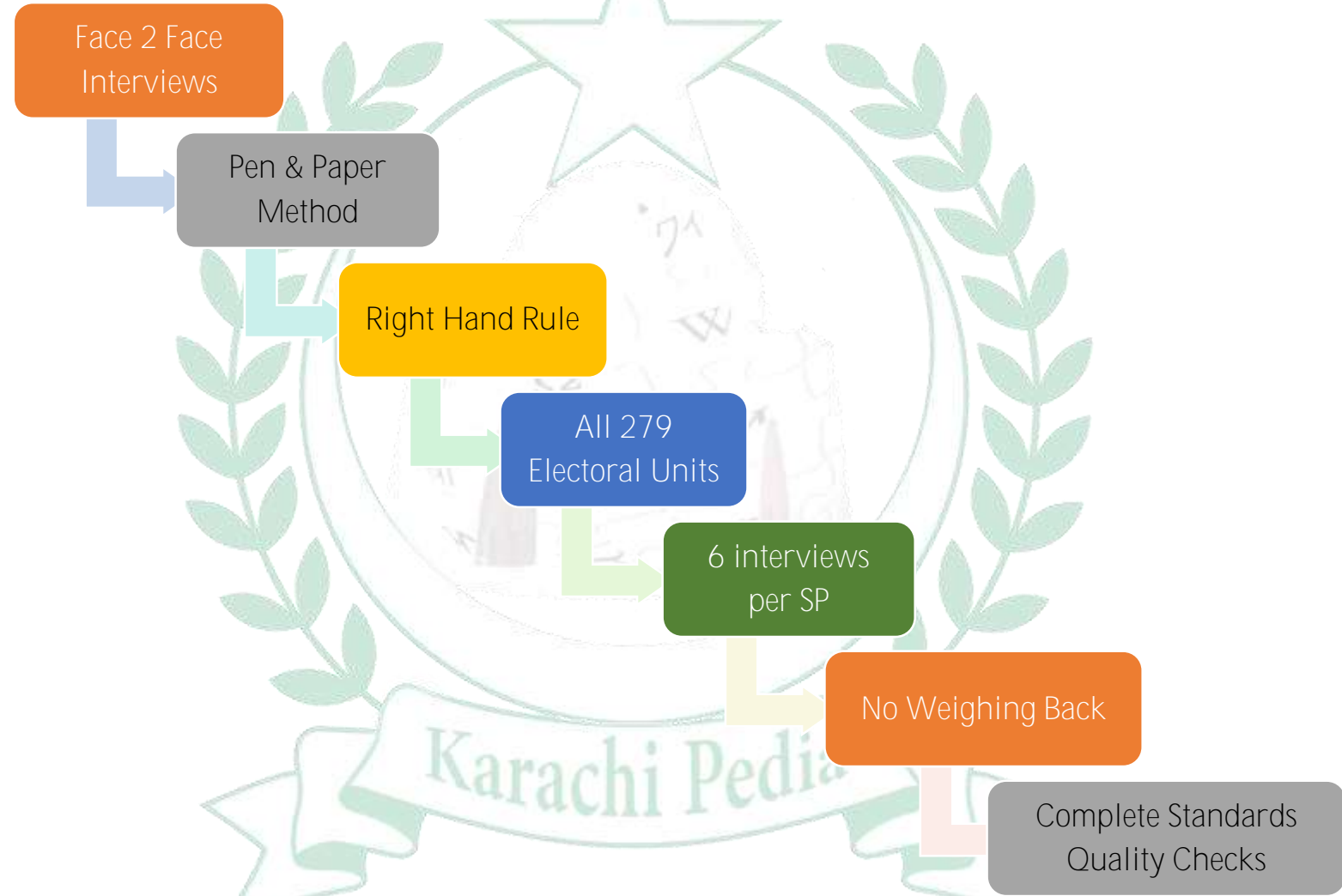
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Study Modalities

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Deliverables



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Deliverables

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- Two reports on PPT
 - Overall Karachi Learning
 - District wise learning
- Data of Clients category on Dynamic Excel

QUALITY CHECKS



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Data Quality Assurance



- In order to minimize interviewers biases and to ensure the veracity of data quality assurance measures will be undertaken at pre-field, field and post-field stages:

Pre field	During field	Post Field
<ul style="list-style-type: none"> Keeping in view target profile, interviewers with good educational background will be selected and trained for the project. To ensure the proper understanding of the questionnaire among interviewers and their acquaintance with the field process. Our training sessions will comprise the following components: <ul style="list-style-type: none"> Class Room Training Mock Sessions Trial interview in the Field Detailed interviewing guides for the team will be developed, which will contain general guidelines and survey specific explanations. The aim of these guidelines will be to provide a handy solution to interviewers whenever they will be confronted with any problematic situation in the field. 	<ul style="list-style-type: none"> During compilation of fieldwork, following steps will be undertaken to ensure its credibility: Field accompaniments by supervisors (At least 2 accompanies per interviewer) 10% Surprise checks and 15% telephonic back check by supervisor 100% field editing will be undertaken by supervisor. 30% fieldwork will be checked through independent telephonic verifiers 	<ul style="list-style-type: none"> Editing guides will be prepared for the Editors to review the consistency of responses and other logical checks. Data Entry Program will have in-built consistency and logical checks which will eliminate the chances of illogical entry. As a check on the data entry system, 20% questionnaires of each KPO will be re-punched.

Looking Forward To Working Together



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