

PATH-FINDER

MARKETING & SERVICES



(MARKET RESEARCH & PRAMOTIONS)

Impartiality - Accuracy - Integrity - Delivery - Service

About Us



PATH-FINDER was established over 8 years ago, it's been a long time since we have been providing excellent quality research. Our mission though, quite simply put, is to provide clients with the right information, at the right time and at the right price. No matter how big or small the project, we offer the highest possible level of service. Furthermore, we do not want to be recognised only for providing high quality data; but also want to work alongside with you as a business partner. Our aim is to always provide you with fair pricing, consistent quality all the way.

We deliver solid, tactical market research & Promotions consulting in South Maharashtra.

PATH-FINDER double-digit growth over the past 8 years is the result of satisfying the needs of a very demanding client base. Ultimately, an indicator of our success lies in the fact that our clients express their satisfaction by coming back with repeat businesses. Our singular focus has always been in ensuring our clients' belief in market research investment, and the fact that it will ultimately pay off, in terms of sales, profitability and long term brand health.

Why Our Service



Delivering Success early More advantage pioneers in the industries 8 successful years established client relationship, over 6 years of working together with some of the largest corporate.

Successful track record & relevant skill sets-“Winner” activities time after time.

Infrastructure



We Have a Very Good Experience Team Of Supervisors, Team Leaders, Investigators, and Translators Etc.

- **We have a Good Teams of Interviewers Male & Female**

Our Work Practice



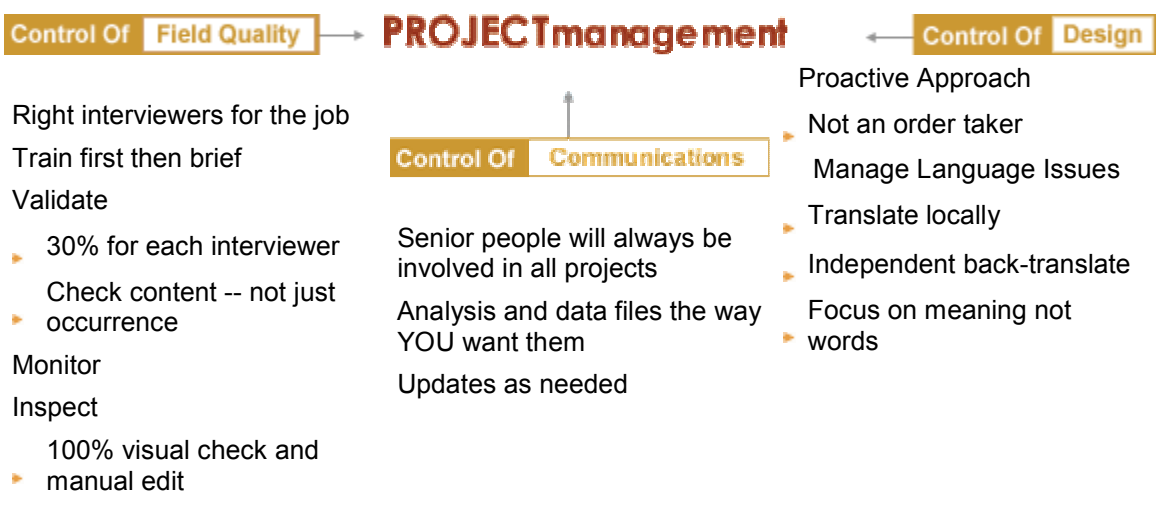
PATH-FINDER has previously conducted extensive market research and data collection in different sectors such as:

- FMCG
- Group Discation / DI's / CLT
- Media / TAM (TRP)
- IT & Communication
- Pharmaceuticals
- Social
- Financial & Insurance Services
- IRS / NRS
- Automobile Sectors



PATH-FINDER places great emphasis on effective project management processes and maintenance of high quality standards. A comprehensive “Best Practices” guide has been developed to facilitate effective project management.

In addition, a quality feedback system is used, in which our Clients can evaluate our service. This enables us to continually better ourselves and offer clients the best management process possible.



Centralised Project Management

Our project management process ensures that we have total control over the fieldwork quality across the region and the communications necessary with the client. Each study thus has consistency of methodology no-matter how many towns are involved while eliminating the headaches clients often face having to juggle multi-city projects.

Typical Centralized Activities	Typical Partner Activities
<ul style="list-style-type: none">▶ Client briefing▶ Back-translate▶ Brief field management▶ Pilot and Review▶ Monitor field and cross check▶ Client updates	<ul style="list-style-type: none">▶ Translate▶ Brief interviewers▶ Pilot▶ Conduct fieldwork▶ Field updates▶ Validate

clientele's



- AC Nielsen ORG-MARG
- I M R B International
- Research International (RI)
- Genesis Management & market Research
- T N S India Pvt. Ltd.
- Synovate India Pvt. Ltd.
- Prastut Consulting Pvt. Ltd
- Gallup India Pvt. Ltd.
- Lintas Linterland
- Q & M Advertising Agency
- The Third Eye Research
- Drshti Statistical Research Pvt. Ltd.
- Lumiere Research
- Hansa Research
- Millward Brown
- I C M R (Plan Man Consulting)
- Indianet Marketing Service Pvt. Ltd.
- G f k Mode Pvt. Ltd
- Prism Market Research New Delhi

Contact us

We have a Registered office in Kolhapur :

Huzefa Bohari (Proprietor)

PATH-FINDER MARKETING & SERVICES

98/2, Rankalavesh, Dudhali,
Opposite Ganga Hospital,
Above Anand Offset
K O L H A P U R – 416002
Maharastra – I N D I A

Contact for details :

H U Z E F A B O H A R I

E-mail ID : huzefa555@yahoo.com

Mobile : 91-9422424110

Phone : 91 - 231-2545110 / 3204110