



CREDENTIALIALS



Vision

To be the go to world class African research consultancy.

Mission

To provide complete, correct and clear data & insights for African markets.

Promise

Collaborative approach.
We reach all communities.
Quicker & cost-effective processes.
Local country insights .
Consistent delivery.

Affiliated to



pamro

Pan African Media
Research Organisation

NPC (Non Profit Company) Reg No: 2005/030478/09



Southern African Marketing Research Association
Quality Research • Quality Decisions



Testimonials

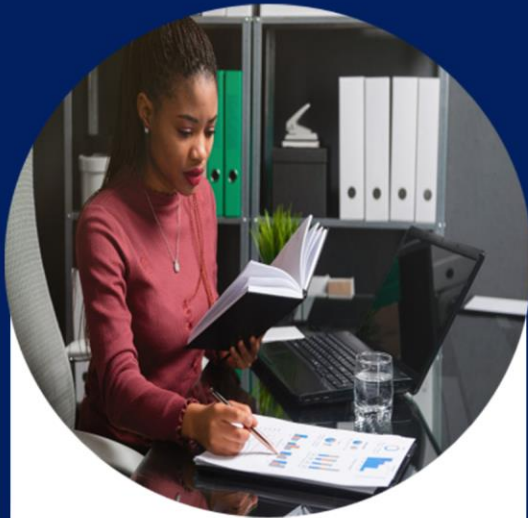
Thank you very much ... Being a 1st time project .. we had our hesitations, but we are glad to confirm that we were all impressed in the manner you do your work at TRS.
~ General Manager, 2020.

My team and I are completely satisfied with the services provided by TRS, the team enthusiasm as well as general conduct in discharging their duties” Principal Director, Dpt of Public Affairs & Knowledge Management, Office of the President & Cabinet (OPC), 2018

*“ TRS has done excellent marketing research for us, ... in SADC countries ... The work they did ..was quite specific ...”
Manager: Research & Customer Segmentation, 2016*



USING A **DIGITAL TOOLKIT** IN THE ENTIRE VALUE CHAIN



TDI: Topline Desk Insights

As a consultancy we start every project by doing background check or desk research for context on the current research project



TOPS : Topline Online Panel Surveys

TOPS are qualitative & quantitative research projects we do using electronic databases (panels) of citizens in our target countries.



TOTS: Topline Off The Shelf

Where necessary, we conduct Self-Initiated Research (SIR) to help make our solution to Client problems complete. At times TOTS projects are inspired by multi-sector needs, social media trends, disasters, droughts etc



THD: Topline Help Desk

THD is our after-sales service meant to help our Clients digest market insights & implement research recommendations. hts & implement research recommendations.

WE USE A DOCTOR-PATIENT' APPROACH TO SOLVING PROBLEMS

COMMON BUSINESS PROBLEMS or 'DISEASES'

- How do we listen to customers in this environment?**
- What is the impact of COVID-19 on our customers?**
- What is the customer experience? Cues for innovation?**
- What will be the customer priorities in future?**
- Is there appetite for our new product? Innovation.**
- How do we become future relevant? Strategic response.**
- Can our staff do what needs to be done? (virtual model).**

OUR SOLUTIONS or 'PRESCRIPTIONS'

- Awareness, Usage & Attitude Surveys.**
- Brand Health Check (BHC).**
- Customer Satisfaction Surveys (CSS).**
- Concept, product & pack testing surveys.**
- Customer Experience Monitoring.**
- Program Monitoring & Evaluation (M&Es).**
- Graduate Tracer Studies.**

28 April 2016

TO WHOM IT MAY CONCERN

TOPLINE RESEARCH SOLUTIONS (TRS)

This letter serves to confirm that we have commissioned Topline Research Solutions (TRS), under Mr Patson Gasura, during the past five years, to work on our national Stakeholder Satisfaction Survey as well as periodic Customer Satisfaction surveys to guide our strategic business plans. Stakeholder satisfaction is a key business imperative within the IDC.

We have been very satisfied with the way research assignments were handled by TRS, as well as effective handling of queries and professional conduct each time results were presented to the corporation. Their services ended at the expiry of the contract.

We therefore do not hesitate to recommend the TRS team for similar assignments

Yours faithfully



Sisa Mbuli

Head : Customer Relationship Management

23 March 2015

To Whom It May Concern

Re: Reference Letter – Topline Research Solutions (TRS)

This letter serves to confirm that Topline Research Solutions (TRS) was appointed as one of our research companies. We have had the pleasure of working with Topline Research Solutions (TRS) since 2008. We are pleased with the quality of work done by TRS and their professionalism.

W&RSETA thus has no reservation in recommending TRS for any research work.

Should you require further information please do not hesitate to contact me.

Yours sincerely



Andile Sipengane
Chief Officer: Qualifications & Research

5 October 2017

To whom it may concern

This letter hereby serves to confirm that Topline Research Solutions (PTY) Ltd was appointed by the National Credit Regulator (NCR) since 2014 to provide Market Research for various projects.

These projects are inclusive of the following:

- 2014 - Outcome Evaluation of Educational Campaigns conducted in 2013
- 2017 - Impact Assessment of Educational and Investigation Activities for 2016

We are satisfied with the services by Topline Research Solutions (PTY) Ltd and recommend them for any suitable market research assignments.

Yours Faithfully



Ms Mpho Ramapala
Manager: Education and Communication

31 July 2018

To whom it may concern

Letter of reference: Topline Research Solutions (TRS)

This letter serves to confirm that Topline Research Solutions has conducted a number of research studies for Sanlam and that we strongly recommend them.

We are impressed with their research expertise and very satisfied with the quality of their work. The studies they conducted for Sanlam, met the objectives and provided us with valuable insight. Furthermore, we very much appreciate their commitment and effort to meet agreed timelines.

We will use Topline Research Solutions for future studies without any reservations and strongly recommend them.

Kind regards



Jean Dommissie
Head: Client and Market Insights
Sanlam Personal Finance

We have the requisite experience, skills & reputation

We have a consistent insights delivery reputation

Reference: 10/18/18
Tolson: 10/18/18



OFFICE OF THE PRESIDENT

JEAN DOMINIQUE
President, Republic of Zimbabwe
Harare

20 November 2018

To Whom It May Concern

RE: TOPLINE RESEARCH SOLUTIONS (TRS)

This letter serves to confirm that the Department of Public Affairs and Knowledge Management (DPAKM) in the Office of the President and Cabinet (OPC) commissioned Topline Research Solutions (TRS) in June 2018 to conduct a Nation Branding Survey in Zimbabwe. In the main, the survey sought to identify what the country has to offer that is uniquely Zimbabwean to be used as a basis for a National Branding Strategy.

The project was completed and results presented to my Department on 12 November 2018 and later to the Ministry Information, Publicity and Broadcasting Services. My team and I are completely satisfied with the services provided by TRS, the team enthusiasm as well as general professional conduct in discharging their duties. I therefore have no reservations in recommending TRS under Mr Patson Gasura for any similar assignments.

Yours Sincerely

Ambassador Mary S. Muti
SENIOR PRINCIPAL DIRECTOR
OFFICE OF THE PRESIDENT AND CABINET



31 July 2018

To whom it may concern

Letter of reference: Topline Research Solutions (TRS)

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We are impressed with their research expertise and very satisfied with the quality of their work. The studies they conducted for Sanlam, met the objectives and provided us with valuable insight. Furthermore, we very much appreciate their commitment and effort to meet agreed timelines.

We will use Topline Research Solutions for future studies without any reservations and strongly recommend them.

Kind regards

Jean Domisse
Head: Client and Market Insights
Sanlam Personal Finance

Postal & Telecommunications Regulatory Authority of Zimbabwe



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Tel number: +263 242 333000
Fax number: +263 242 333041
Email: the.regulator@ptrca.gov.zw
Website: www.ptrca.gov.zw

Our Ref: HRM/yn/12/19

25 January 2019

TO WHOM IT MAY CONCERN

RE: RECOMMENDATION LETTER FOR TOPLINE RESEARCH SOLUTIONS (TRS)

Topline Research Solutions (TRS) conducted a Consumer Satisfaction Survey for Telecommunication, Postal and Courier Services on behalf of the Postal and Telecommunications Regulatory Authority in 2018.

We are generally impressed with the professionalism of the TRS team, in terms of meeting deadlines, presentation of ideas as well as quality of deliverables in general.

We therefore do not hesitate to recommend them for any suitable assignments.

For further enquiries, you are free to contact us at the above address.

Yours Sincerely

G. K. Machingira
DIRECTOR GENERAL

International Rescue Committee - Zimbabwe
14 Grandden Avenue
Gweru
Harare
Tel: +263 (0)4 4929444
Rescue.zw

19 February 2020

To Whom It May Concern

Re: REFERENCE LETTER - TOPLINE RESEARCH SOLUTION

This serves to confirm that International Rescue Committee (IRC) has dealt with Topline Research Solution (TRS) whereby they have provided our organisation with an M & E study End of Term Evaluation on our Supporting Resilience building of small holder livestock farmers in Chiredzi and Chipinge District programme.

We are impressed with TRS depth of knowledge and professionalism displayed in the execution of the projects including their articulation efficiency as well as quality of work done. Topline Research Solutions is a solid and reliable Research Solutions provider.

We therefore do not hesitate to recommend them for any suitable assignments.

If you have any further questions you may reach to me on the contact details below.

Zvidziro Muburuzwa

Country Director



Patson Gasura
Chief Executive Officer (CEO) for TRS

Patson has vast experience in market & public affairs research. Completed mandates in Africa since 1993. His skills include strategic research, conceptual, diversity management & cross-boarder.

Qualifications:

MSc Strategic Mgt (Derby,UK)
BSc Hons Agric Economics (University of Zimbabwe)
Advanced Certificate in Company Direction (ACCD) from
Institute of Directors Zimbabwe (IODZ)

Key Passion:

People reach, Engagement & Impact

Affiliation:

Southern African Marketing Research Association (SAMRA)
Pan African Media Research Organization (PAMRO), South Africa
Member of Institute of Directors (IOD) & Board Member-
Zimbabwe Insurance Brokers

Empowerment personal brand (www.patgasura.com)

CONTACT US



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