

# COMPANY PROFILE



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## Who we are

We are passionate, result-driven individuals who achieve success by creating innovative survey-based research products and services for clients in a competitive and evolving African market.

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## What we do

We provide meaningful insights that inspire change. We help our clients understand what their customers, employees, and stakeholders are thinking and why, so they can shape their future for success.

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## Why Vision Africa

Vision Africa is made up of passionate people that inspire change by finding innovative ways to deliver meaningful results through excellence in an evolving marketplace

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## With whom we have worked

We have worked for many organizations across various industries and countries. Not only do we work directly with organizations, but we also support multi-country surveys for some of the top international research agencies.

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## Get in touch

Contact our team of experts to find out more.

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## Who we are

We are passionate, result-driven individuals who achieve success by creating innovative survey-based research products and services for clients in a competitive and evolving African market.

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Vision Africa is the leading market research agency in Namibia, established in 1999. The company has a well-established, professional team and a comprehensive field force in Namibia. We also boast a network of research personnel in Angola, Botswana, Malawi, Mozambique, Zambia, and Zimbabwe. Vision Africa subscribes to the Code of Conduct of the European Society for Opinion and Marketing Research (ESOMAR) and is a corporate member of the Southern African Marketing Research Association (SAMRA).

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### Our Vision, Mission & Values



#### Our Vision

To provide meaningful insights that inspire change.



#### Our Mission

We are passionate, result driven individuals that achieve success by creating innovative survey-based research products and services for clients in a competitive and evolving African market.



#### Our Values

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## Our Values



### Passionate People.

We know it takes individuals with different ideas, strengths, interests, and cultural backgrounds to make our company succeed. We practice the art of thinking independently together. For that reason, it is important that each person remains honest and true to themselves; be exactly who you are to the best of your ability.



### Inspire Change.

The world resists change, yet it is the only thing that brings progress. We create an environment where employees can think big, have fun, and be proud of what they do. We use our drive and commitment to inspire change in others.



### Innovate.

We continuously search for new ways to gather timely and cost-effective insights for our clients. We simplify always without compromising on quality.



### Excellence.

We deliver our absolute best in all we do, holding ourselves accountable for results. When we make mistakes, we own them, correct them, learn from them, and grow.



### Evolving.

We are entrepreneurial and thus take risks and experiment. We follow the world closely with an open mind to enrich our own competences and continuously look for new markets to operate in.

## Management



**Cornelius D'Alton**  
MANAGING DIRECTOR

Cornelius has a successful track record in the corporate business environment with more than 13 years' experience in senior and general management positions within sales, marketing research, product development, customer service, and financial management in the financial industry.

In 2008, Cornelius joined Vision Africa and led the company from humble beginnings in Namibia and Angola to become a regionally represented research agency that offers its research services to clients in Botswana, Zambia, Zimbabwe, Malawi, and Mozambique.

As head of the organization, Cornelius is actively involved in most projects and has personally traveled to several of the above-mentioned countries to oversee both qualitative and quantitative projects, as well as moderate in-depth interviews and focus group discussions when needed.

At Vision Africa, Cornelius has created a passionate, result-driven team with a mission to achieve success by creating innovative survey-based research products and services for clients in a competitive and evolving African market.



**Laban Malule**  
EXECUTIVE DIRECTOR &  
HEAD: PROJECT OPERATIONS

Laban is a driven and dynamic professional whose career trajectory is a testament to his dedication and enhanced leadership skills in the field of marketing research.

Laban started his career journey as a junior researcher in 2003. His keen analytical mind and meticulous attention to detail quickly earned him recognition, leading to his promotion to the position of Field Manager in 2004.

While serving in this position, he took on greater responsibility for project execution and ensured the successful completion of projects within budget and on schedule. Laban demonstrated his ability to effectively manage teams, streamline processes, and encourage his team members to excel. Within a short period of time, Laban transitioned to the position of Assistant Research Executive, where his focus was centered around project management and client communication, ensuring a common understanding of project implementation.

In 2009, Laban ascended to the position of Research Executive and successfully continued to deliver actionable client insights and excel in project management. In 2017, Laban became the Operations Manager, a position that added responsibility for project quality assurance and the formulation of project implementation strategies.

Laban is currently one of the Executive Directors, ensuring that the business delivers on its mandate and vision. He holds a Marketing Research Diploma from the University of South Africa (UNISA).



**Arthur Kambambi**  
RESEARCH EXECUTIVE

Arthur joined Vision Africa as Research Executive. He has a rich and diverse background in Social Science, Clinical Psychology, and Sociology. He holds a Bachelor's degree (Hons) and a Master's degree in Sociology and Clinical Psychology from the University of Namibia (UNAM) and is currently furthering his postgraduate studies abroad.

He has previously held numerous impactful roles, including Assistant Lecturer/Tutor, Psychological Counselor, Dean of Students for Students and Alumni Affairs, Academic Coordinator, Data Analyst, Social Researcher and Evaluator, Language Interpreter, and Project Assistant. His professional journey spans various esteemed Nambian and international organizations as well non-governmental agencies and local government.

With over 8 years of experience in Research, his research interests are diverse, aiming to contribute novel insights and solutions to pressing societal issues. Proficient in both qualitative and quantitative research methodologies, his commitment to excellence is evident through his deep involvement in collaboration, interdisciplinary work, and community engagement. He leverages his knowledge and expertise to drive positive change, whether in academia, public institutions, or non-governmental organizations. Arthur speaks 13 languages, making him a valuable asset in his position.



Maxwell Chivasa

COUNTRY DIRECTOR: ZIMBABWE

Maxwell is an experienced and passionate market researcher with a wealth of experience spanning over 20 years in regional and Southern African markets. A specialist in both Qualitative and Quantitative research, Maxwell started his research career as a Research Executive at Probe Market Research Zimbabwe (then an affiliate of Gallup International). He then moved to Research International Zimbabwe, initially as a Senior Research Executive and was then promoted to Account Manager responsible for both Zimbabwe and Botswana markets.

He joined Vision Africa Research Services as an Account Executive responsible for markets such as Zimbabwe, Malawi, Botswana and Mozambique. He currently holds the position of Country Director in Zimbabwe and oversees project work in Malawi.

Maxwell holds a Bachelors Degree in Business Studies, and several Industry related Certificates while currently pursuing a Masters in Business Administration.



Miguel Deolfini

COUNTRY DIRECTOR: ANGOLA & MOZAMBIQUE

Miguel joined the team as Field Manager in 2010 and was promoted in 2016 to the position of Research Manager. With his in-depth knowledge of the Angolan market, he has served as the Country Director for Angola since 2019 and oversees the company's operations in Mozambique as well.

Miguel has an Honors Degree in Marketing Research from Monash University South Africa. With more than 10 years' experience in the marketing research industry, he has managed qualitative and quantitative surveys and continues to manage projects on the ground while applying his expertise to develop and implement growth strategies for Vision Africa in Angola and Mozambique.

We have an established presence in a range of African countries



## NAMIBIA

Namibia serves as the base for Vision Africa where from humble beginnings the company has expanded its service offering to customers throughout Southern Africa. Established in 1999 the company has many years of experience and become a leader in the market research field in the region.



## ANGOLA

Since 2006 Vision Africa has successfully conducted many market research surveys in the country. Vision Africa has a dedicated interviewer team within several provinces of the country. With vast experience in this market Vision Africa will ensure you obtain a deep understanding of the market.



## BOTSWANA

Vision Africa has been operating in Botswana since 2010 and has successfully completed several market research surveys in various industries. With experience in both qualitative and quantitative projects in this market, Vision Africa's field team ensures each project is managed professionally and completed on time.



## ZAMBIA

Operating since 2010 in Zambia, Vision Africa has gained vast knowledge of this market and can assist any client in better understanding the behaviour and motivations of consumers. Vision Africa has successfully completed several quantitative and qualitative market research surveys and regularly conducts tracking studies in the market. Vision Africa has a well-trained field team located in several provinces of the country that allow for quick mobilisation to conduct surveys throughout the country.



## ZIMBABWE

Vision Africa began operations in Zimbabwe in 2011 and has successfully completed many consumer and business-to-business research surveys for clients in various industries. Our Country Director has vast research experience and understands the local market intimately.



## MOZAMBIQUE

Vision Africa has been supporting clients in Mozambique since 2013 completing both social and consumer research projects with great success. A dedicated field team located in several provinces of the country gives us great local insight and understanding of a very complex market. With our distributed team, Vision Africa can quickly mobilise for surveys throughout the country. All field teams work directly for Vision Africa and have been trained by Vision Africa.



## MALAWI

Since 2016 Vision Africa has completed several market research surveys in the country. Vision Africa has invested significantly in training a dedicated interviewer team within the three provinces of the country allowing Vision Africa to boast the most expansive network of field teams throughout Southern Africa.

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## What we do

Namibia serves as the base for Vision Africa where from humble beginnings in 1999 the company has expanded its service offering to customers throughout Southern Africa.

With vast corporate experience, Vision Africa has become a leader in the market research field in the region. Over the past few years Vision Africa has cemented its footprint in neighbouring countries of Namibia and continues to establish itself as an affordable and reliable service provider to regional and international clients and research agencies.

Vision Africa pioneered the use of computer assisted interview technology in marketing research allowing for more reliable gathering of market data, which has become the international norm.



## Our Services

### Business Reputation Surveys



A Business reputation study is a 360° view of your business through the eyes of its stakeholders.

### Employee Opinion Surveys



Understanding employees can go a long way in reaching business objectives while keeping customers satisfied.

### Social Research



Social research involves gathering perceptions from citizens and other stakeholders about topics of importance to our society.

### Mystery Shopping



Mystery shopping gathers specific information from the customer's perspective about your business.

### Customer Satisfaction Surveys



The objective of a customer satisfaction survey is to get to know your customer better than you ever thought possible.

### Retail Audits



Retail audits encompass the tracking of product information such as prices, availability of stock and much more.

### Packaging Testing



The main aim is to evaluate whether the packaging of your product reflects what is inside and to ensure that it attracts your target consumer.

### Brand Performance



By tracking brand performance on a regular basis, companies can understand consumer perception and attitudes toward their brand(s).

### Advertising Pre-Testing



Is a form of research that helps businesses predict the in-market performance of an advertisement before it airs.

### Product Testing



Aim to provide manufacturers feedback on how their product is being perceived and used by consumers.

## Our Products



**MediaMetrics™** is a Vision Africa product that has become the de facto standard for media consumption and awareness in Namibia. We measure the reading, viewing, and listening habits of Namibians to help you make better marketing decisions on where and how to advertise your business, product, or service.

**MediaMetrics™** is a private sector initiative tracking study, set up to inform and guide the media buying, planning, marketing and advertising spend of organisations within Namibia, including stakeholders with significant advertising spend who have an interest in media penetration, consumption and preferences in Namibia.

The objective of **MediaMetrics™** is to reach a representative sample of Namibian consumers, to assess media usage patterns and preferences, and to assist advertisers on how to focus above and below the line advertising.

**MediaMetrics™** delivers affordable, reliable and accurate information about target audiences' viewing, listening and reading habits and preferences.

### 3

## Why Vision Africa

Vision Africa is made up of passionate people that inspire change by finding innovative ways to deliver meaningful results through excellence in an evolving marketplace.

We help our clients ask constructive questions effectively and efficiently, leading to a quantifiable outcome and subsequent solutions.

Through expertly designed questionnaires and discussion guides, we break the code to the human factors influencing businesses' efficacy.

Many years of field experience allow us to utilize smart sampling techniques and methodologies, diving deep to understand the underlying motivators that drive human behavior.

## Why Choose Us?

### Innovative Technology



We use advanced data collection methods to allow real-time syncing of data and immediate analysis.

### Local Insights



Detailed demographic analysis, timely and accurate data, and strategic recommendations based on real habits.

### Client Involvement



Clients are engaged from the initial stages, from crafting discussion guides to project completion

### Expert Analysis & In-depth Understanding



Through expertly designed questionnaires and discussion guides, we break the code to the human factors and delve deep to understand the underlying motivators that drive human behavior and influence business reputation.

### Field Experience



Many years of field experience allow us to utilize smart sampling techniques and methodologies. Our teams are positioned in key regions to efficiently conduct research in every country.

### World class & Leading standards



While all our enumerators are trained in accordance with the ESOMAR Code of Ethics, we continuously conduct quality checks on all collected data.

### Client Engagement



Weekly reports keep clients informed about project milestones and any challenges encountered.

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# With whom we have worked

We have worked for many organizations across various industries and countries. Not only do we work directly with organizations, but we also support multi-country surveys for some of the top international research agencies.

## Our Clients



WITH WHOM WE HAVE WORKED

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## Get in touch

Contact our team of experts to find out more.

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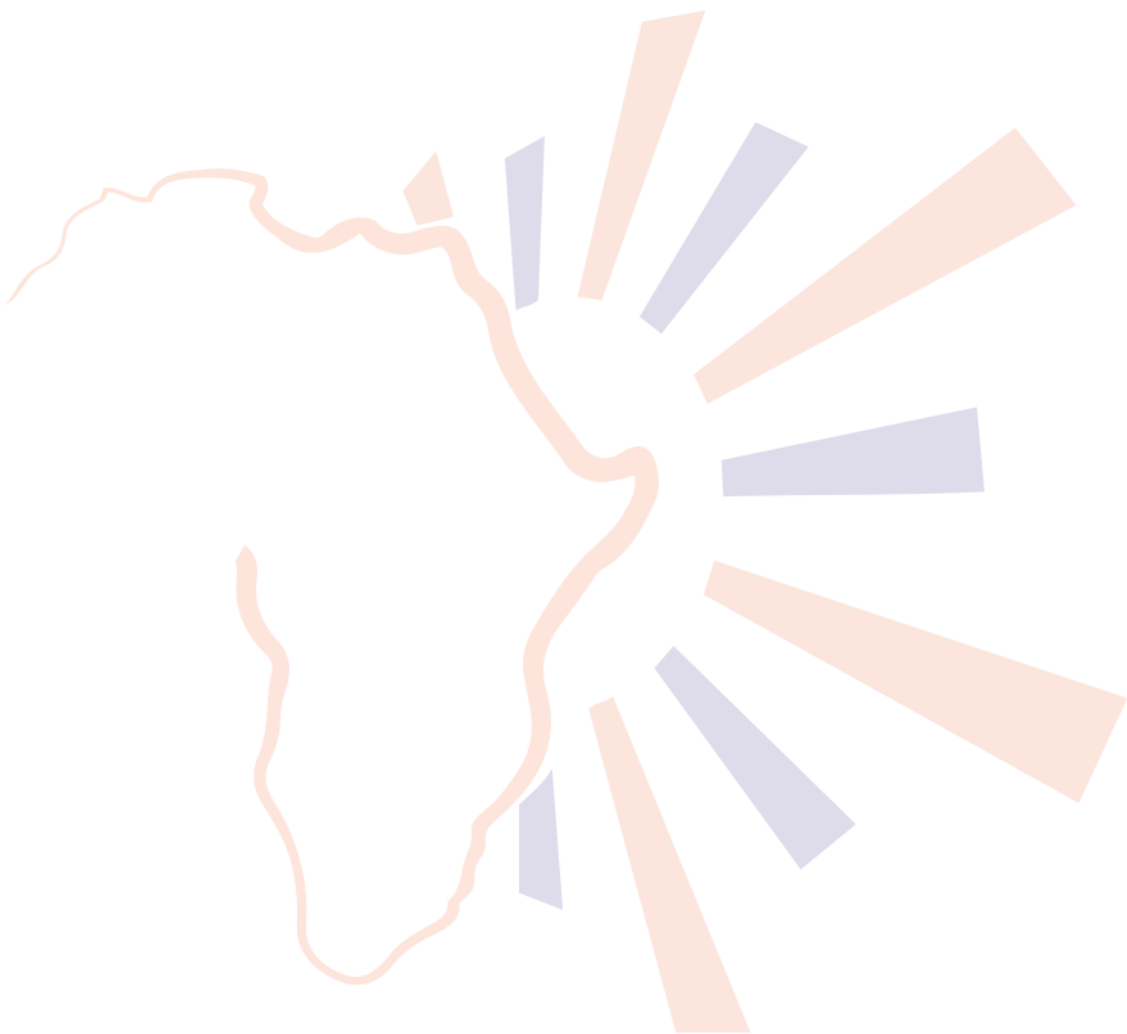
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# VISION AFRICA

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