



# Company Profile

2025



**Providing  
actionable  
insights**

**...and a deep  
understanding of  
African markets.**

Since our inception, we have focused on delivering tailored research solutions that empower businesses, organizations, and governments to make informed decisions that drive growth and impact.



# We specialize in qualitative research

which unlocks the human stories that drive business success. Through rigorous exploration of consumer psychology, behavior patterns, and market trends, we deliver actionable insights that help our clients make confident, customer-centric decisions.

We do not just collect data, we reveal the deeper consumer narratives and emotional drivers that shape market opportunities.

# Capture the context behind data.

Our qualitative research methods reveal the human stories behind consumer behavior through focus groups, in-depth interviews, digital ethnography, observational studies, customer journey mapping, and participatory design workshops. By capturing rich narratives and lived experiences, we help clients understand not just what consumers do, but why they do it – insights that transform data into actionable business strategies.



# More than just qualitative researchers

In addition to our core strength in qualitative research, we offer quantitative research and social listening research services through strategic partnerships with industry-leading experts.

This ensures that we provide a holistic market view by blending qualitative insights with statistical data and real-time online consumer feedback.

CornerStone AFRICA

## Quantitative Research:

Through our trusted partners, we offer data-driven insights that quantify trends, behaviors, and opinions. We conduct surveys, polls, and other large-scale data collection techniques to validate market hypothesis statistically, allowing clients to

gauge the scale and significance of consumer trends.

## Social Listening Research:

Understanding online conversations is essential in today's digital age. Our social listening services help clients track, monitor, and analyze consumer sentiment across social media platforms and other digital spaces. We partner with experts who use advanced analytics tools to capture emerging trends, potential crises, and customer preferences in real time.

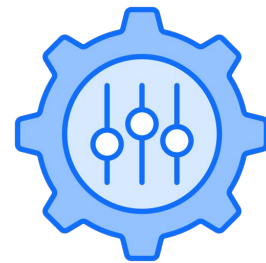


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# Our Approach

We believe that every client is unique, and so are their research needs. Our approach is built on:

## Customization:



We work closely with our clients to understand their objectives and tailor our research methodologies to provide the most relevant and actionable insights.

## Cultural Sensitivity:



Operating in Africa requires a deep understanding of local cultures, languages, and contexts. Our research is designed to reflect the diversity and complexity of African markets, ensuring culturally relevant insights.

## Flexible Research Design:



We employ hybrid methodologies that combine in-person engagement with virtual tools. Our flexible approach allows us to conduct comprehensive research across diverse African markets while maintaining data quality and depth of insights.

## Partnerships for Excellence:



By collaborating with specialized partners in quantitative and social listening research, we ensure that our clients benefit from the best practices across all research methodologies.

## Actionable Insights:



We transform research findings into clear, implementable strategies.

Our recommendations combine data-driven insights with practical market knowledge, providing clients with detailed execution roadmaps, risk mitigation plans, and opportunity frameworks.

# Innovation and Co-creation.

We facilitate innovation through Interactive co-creation sessions with customers and stakeholders and experts in collaborative environments to:

- Develop new product concepts through hands-on prototyping.
- Refine existing products with direct user feedback
- Generate innovative solutions through diverse perspective sharing.
- Create user-centric designs through direct consumer input.



# Industries We Serve

Cornerstone Africa serves a wide range of industries, including:

- FMCG (Fast-Moving Consumer Goods)
- Education Sector
- Financial Services
- Construction Sector
- Non-Governmental Organizations



# Why Choose Cornerstone Africa?

## Expertise in African Markets

Our deep understanding of the African market landscape enables us to provide localized insights that resonate with the realities of doing business in Africa.

## Bespoke Solutions

We don't believe in a one-size-fits-all approach. Our research designs are customized to meet the specific needs of each client, ensuring relevance and value.

## Holistic Research

Through our partnerships, we offer a well-rounded research approach, combining qualitative, quantitative, and social listening research for comprehensive market insights.

## Client-Centric Focus

We are dedicated to maintaining a close working relationship with our clients, offering continuous support, feedback, and recommendations to help them achieve their strategic goals.

## Our Mission

To provide clients with high-quality, actionable insights that enable them to make informed decisions, drive growth, and confidently navigate the dynamic African marketplace.

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