

# Guide to Interviewing at Infomineo

## About us



Infomineo is a research service provider, based in Africa and the Middle East, with a global team of data collection and analysis experts dedicated to helping you solve your data challenges.

Our global coverage, best practice research methodologies and sense of service allow us to provide our clients with access to premium research and an unparalleled customer experience, leading to decision making success.

## Who we are



Founded in **2011**



### Fast growing staff

Tripled our staff in 4 years to over **100** full time employees



### Young Dynamic Team:

Our team holds an average age of **29** years old and are graduates from leading business schools.



### Diversity & Inclusion

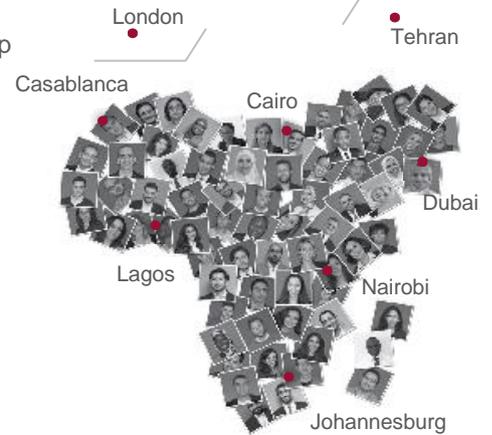
Women hold up to **50%** of top management roles



### 19 Nationalities



We operate from **8** offices



## Our Business Lines



Business Research



Market Research



Investment Research



Expert Network

## Life at Infomineo



Be a **GLOBAL REFERENCE** player in the field of value added business research

Be the **LARGEST RESEARCH TEAM** dedicated to the Africa & Middle East Region

Offer one of the most **FRIENDLY WORKING ENVIRONMENT**

### ENJOY

- Interacting with multicultural team
- A non-hierarchical company
- Promoting initiative taking
- International mobility
- A fun atmosphere

### GROW

- Continuous training
- Working with world class clients
- Exploring new topics regions and industries
- Feeding curiosity
- High-paced environment

### CONTRIBUTE

- To the promotion of the region
- To the company growth
- To your colleagues development

# Infomineo's Recruitment Process

## What is Infomineo looking for ?



### Engagement:

You are curious, ambitious, and love to overcome challenges



### Commitment:

You have a strong sense of client service and commitment to the team and the company



### Structure:

You are organized in your communication and problem solving approach



## The Recruitment Process:

Along with our focus on hiring candidates with the needed skills and experience, our recruitment process places a lot of focus on hiring individuals that fit with Infomineo's corporate culture and values



## What should I expect when interviewing with Infomineo?

### Selection based on Resume and Cover Letter:

#### Analysis of the Resume:

- Relevance of educational background
- Fit of past experiences with Infomineo's Activity

#### Analysis of the Cover letter:

- Level of originality and creativity put in the cover letter
- Quality of writing
- The strength of arguments used

### Motivation Interview:

#### Presentation of Infomineo Discussion of candidate's background and ambitions questioning around:

- Culture/ openness
- Personality
- Motivation
- Knowledge of data research methodologies



Depending on whether you are applying for a position within the core or support function, you should expect the following next steps

## Core Function

### Online Case study

A 1h research task is sent online to the candidate  
**Elements analyzed:**

- The understanding of client requirements
- Clarity of output
- Level of structure
- Sources used
- Completion degree

**Note: Being pragmatic and structured is the key**

### Two In-person Case Study Interviews

Case study consists in an open discussion on a real life client case  
**Elements analyzed:**

- Approach methodology and structure
- Listening skills
- Quants
- Reflexes in identifying key sources

**Note: The candidate needs pass the first interview to get into the second one**

## Support Function

### Technical Interview with Line Manager

Discussion with the support line manager  
**Elements analyzed:**

- Knowledge of the company's sector, business lines and services provided
- Knowledge of the most recent trends disrupting support line
- Knowledge of the latest techniques and methodologies applied in the support line

### Interview with Country Manager

Discussion with the country manager about the future contribution of the candidate to the company:  
**Elements analyzed:**

- Knowledge of the candidate about Infomineo's sector and services
- Contribution that the candidate will bring to Infomineo's support function based on his past experiences

# Preparing for an Interview at Infomineo

## Selection based on Resume & Cover Letter:

- Update your resume
- Create a unique cover letter tailored to the role to which you are applying
- Submit all your documents in English
- Send it through to us via our website career page, our facebook page or email us at [recruiting@infomineo.com](mailto:recruiting@infomineo.com)



## Motivation Interview:

**Familiarize yourself with the company and prepare to answer questions such as:**

- Why did you chose Infomineo?
- Where do you see yourself in few years?

**Learn about us by:**

- Skimming through our site and content.
- Getting to know the market we operate in
- Reading documentation about research processes, platforms and best practices

Depending on whether you are applying for a position within the core or support function, you should prepare for each next step in the following ways.

### Core Function

#### Online Case study

Prepare to complete an online case study by familiarizing yourself with research approaches and methodologies through the preparation material sent by Infomineo.

**During the case study:**

- Carefully read the client request
- Take your time to think about various approach and sources
- Place emphasis in structuring your findings
- Try to efficiently manage your time budget

#### Two In-person Case Study Interviews

We are looking for candidates that conceptualize a problem and quickly build on the information provided to find a structure solution.

**Demonstrating good quantitative skills and business sense will set you apart as a candidate.**

**Note: The case studies are usually market sizing cases.**

### Support Function

#### Technical Interview with Line Manager

Understand Infomineo's sector, competitors, service offer and structure

Review recent trends that

- Might disrupt Infomineo from your support line perspective
- Represent an opportunity for Infomineo from your support line perspective

#### Interview with Country Manager

Apply your knowledge in your support line to Infomineo's business model by discussing pragmatic solutions to the behavioral questions that the manager might ask. **We encourage our applicants to ask questions about Infomineo during our interviews.**

Learn about us through our website, social media channels and news page.

**Infomineo has a preference for individuals that can demonstrate structured approaches, clear communication and are capable of thinking outside of the box**

# Jobs & Expectations

## What is expected from me at Infomineo?

- 1 **Client Service Excellence:**  
At Infomineo, we expect our people to place themselves in our clients shoes and act with our clients interest at mind
- 2 **Rigor & Structure:**  
Systematic control of content quality, completeness and a respect to deadlines
- 3 **Over-Delivery:**  
At Infomineo, we work to continuously do better. We expect our people to proactively attempt to produce better output and continuously overpass their own limits
- 4 **Commitment & Dedication:**  
As a growing business, we expect our people to be willing to go the extra mile and contribute to the development of the company
- 5 **Creativity:**  
Working at Infomineo will mean continuously thinking outside the box and exploring alternative sources and approaches to completing your request
- 6 **Team Spirit:**  
Taking the time to helping your coworkers by exchanging knowledge and ideas within the team makes us smarter and more efficient as an entity



## What will I get in return?

- 1 **Business Consulting Best Practices**  
Exposure to and learning of professional best practices throughout your career progression
- 2 **Research Expertise Development:**  
Development of an expertise in business research techniques and use of recognized research platforms and databases.
- 3 **Business Knowledge Development :**  
Acquisition of unique knowledge on a specific geography and/or industry as well as the business and technology trends disrupting it
- 4 **Entrepreneurial Experience:**  
Opportunity to be part of an entrepreneurial environment with a non-hierarchical culture. At Infomineo, we encourage the exchange of ideas and taking initiatives to make the business grow
- 5 **Training/Coaching:**  
To maintain the quality of its work and foster the development of its people, Infomineo provides continuous training and coaching programs aimed at improving your knowledge and skillset within different areas of the business
- 6 **Feedback and Evaluation:**  
We place emphasis in providing our team with feedback on their progress against their goals. Our management team conducts bi-yearly evaluations to discuss your development goals
- 7 **Dynamic Work System:**  
Regular staffing on new projects with different clients on various topics
- 8 **Meritocratic Promotion System:**  
At Infomineo hard work and effort do not go unnoticed. Our promotion system is based on the impact and effort placed in your role



# Research Positions at Infomineo

## Managers



### Managers are in charge of three main responsibilities

- Management: Coaching and training of junior and senior analysts.
- Client Relationship: Act as the primary point of contact of our clients and ensure quality control of deliverables.
- Expertise: Lead a team of analysts in a given field of expertise (by industry, by region or by topic) and are in charge of knowledge management within the firm.
- Research: Managers oversee the research approach and process and perform research when needed.

## Associates & Analysts



### Associates and Analysts are in charge of conducting data research.

- They are in charge of the most complex generalist data research and will be leaders in a field of expertise (by industry, by region or by topic).
- They perform primary research, secondary research on public sources and secondary research on databases.
- They have a direct relationship with clients and are in charge of the full data gathering and analysis process.
- Depending on your level of seniority, you will be given higher responsibilities and delegated more complex tasks

## How will your research career at Infomineo begin?

Depending on your past experiences interview assessment, your seniority level will be evaluated.



During the first few weeks at Infomineo, you will be asked to attend a series of training sessions and mock requests that will provide you with the basics to performing within your role.

Depending on your skills and attitude demonstration during your first assignments, as well as your preference, you will be offered options on the type of requests to be staffed on.



You will be staffed on a series of requests that will be reviewed by your manager.

Infomineo provides you with an opportunity to change positions between 12 and 24 months depending on your performance.



As you proceed with your research career, you will develop a unique knowledge about a sector or geography. Infomineo also encourages its people to be involved with transversal activities within the company depending on personal interest.

# Excelling your Career with Infomineo

To help you reach your career targets, there will be ongoing training and coaching through:

- Welcome Trainings: Understanding the basics of working at Infomineo
- On-the-job training and coaching by senior staff
- Team meetings and knowledge sharing sessions
- Bi-weekly training sessions between various offices

## Examples of research tasks and assignments

- Assessing and quantifying the security services Market in a North African country.
- Forecasting the evolution of the market size of Balloons in Qatar for the years 2018-2025.
- Determining the contribution of Oil & Gas sector into the GDP of GCC countries 2013-2020.
- Gathering statistics on the number of kilometers of paved roads and the number of office and retail buildings in 50+ different countries.
- Building a database of >1000 SMEs prone to investing in a country, including key financials, industrial footprint, management contacts etc.
- Sizing the market of PET fibers in three African countries.
- Identifying 200 young executives (high potentials and entrepreneurs from Africa, Europe and USA) to be invited to an international forum.
- Sizing the market of logistics equipment in 5 different industries for 2010 and forecasting the market to 2020.
- Benchmarking 15 tourist destinations across the globe based on qualitative and quantitative data.
- Organizing expert interviews in the tractor market in South Africa.

## To contact us

Please visit: <http://www.infomineo.com/>

To apply, please visit our website: <http://www.infomineo.com/job-openings>

HR Queries: [recruiting@infomineo.com](mailto:recruiting@infomineo.com)

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