



LibraSquared prides itself on being a small “family” type consultancy where personal relationships with clients are highly valued. We want to intricately understand our clients’ needs and their business. In this way we can develop the best solutions and provide results that are insightful.

LibraSquared offers a number of traditional qualitative and quantitative research methodologies but it is our firm belief that often innovative customised methodologies need to be used.

In order to remain small and still be able to offer a wide variety of research solutions, LibraSquared works with a number of informal partners for resources. These resources are used on a project specific basis to ensure that the most qualified individuals conduct each stage of the research process. Some of the services we offer include:

- Consultations with clients to evaluate research needs and benefits
- Questionnaire / Discussion guide design
- Fieldwork including focus groups, quantitative and qualitative telephone interviews and face-to-face interviews, mystery shopping and desk research
- Recruiting, transcribing and coding
- Analysis, report writing and presenting results
- Training in research methodologies

Some of our partners include:

- Qualitative Quarter / Quantitative Quarter
- Bizlink Consulting
- Catalyst
- Ipsos Markinor
- We also outsource to individuals for such activities as translations

In all activities, LibraSquared is committed to providing you with the best quality services. Our dedication to our clients business will become apparent as we work with you to solve your business pain. We maintain a high standard of quality in all that we do and will work with you in deciding on realistic timelines for your projects. We do not believe in rushing a project and compromising the quality of the data or reporting,

LibraSquared Credentials



but are dedicated to assisting our clients with their timelines. Our reporting will provide you with answers to your business pain and we are willing to brainstorm recommendations for our clients.

The owner of LibraSquared, Sandra Reinbrech, is a member of SAMRA (The South African Marketing Research Organisation) and will ensure that all research is conducted according to the SAMRA Code of Conduct.

Sandra obtained her 'O' Levels and International Baccalaureate Diploma in Swaziland where she was born and grew up. She later went to the University of Natal in Pietermaritzburg where she completed her BCom degree, majoring in Marketing, Marketing Research and Management. She continued on to complete a PG Dip in Management and International Marketing and started her MBA while working at the University as a Junior lecturer and tutor.

With over 10 years of academic and research experience in major research houses, Sandra is well versed in various research techniques. Sandra started her career running a small services firm in Swaziland before she became involved in the research industry, giving her extensive experience in business management.

Sandra has experience in both quantitative and qualitative research techniques and has a passion for teaching research to others. This is a tool she uses when she works with her clients so that they can better understand their research results. Client relationships are also important for Sandra allowing her and the client to communicate freely and discuss stages of the research process.