

# Cardas Research & Consulting Sdn Bhd

*marketing research and  
business intelligence  
information provider*



# Intro

are Who  
We?

Cardas Research & Consulting Sdn Bhd was founded in 2001 to engage in conducting face-to-face interviews, telephone interviews, and provide data processing services to corporations in Malaysia.

To date, we are one of the leading full-service marketing research, mystery shopping, and database consulting firms in Malaysia.

Occupying more than 10,000 sq ft office space in Dataran Prima Business Centre, Petaling Jaya, our office is equipped with 50 CATI stations, FGD rooms and viewing room, multiple computer servers with security and networking connecting more than 100 personal computers.



# Our Vision

Our vision is to be a leading global marketing and business intelligence information provider.

Our business objective is to provide our clients with actionable marketing intelligence, which could realized significant opportunities by plugging information gaps that could positively enhance the rate of success of a product or service.



# Our Service

There are 5 area of services we offer to our clients...

Consumer Research

Industry Research

Online Research

Mystery Shopping

Database Management



# Consumer Research



CRCG offers a comprehensive range of research applications...

- Primary techniques
- Secondary techniques

Advertising Concept Testing

Advertising Pre/Post Launch Testing

Attitudinal Study

Brand Awareness

Brand Loyalty

Customer Satisfaction

Customer Service Measurement

GeoDemographic Industry Trend

Market Feasibility

Market Segmentation

Product Positioning

New Product Development

Packaging Testing

Pricing

Salesperson Performance

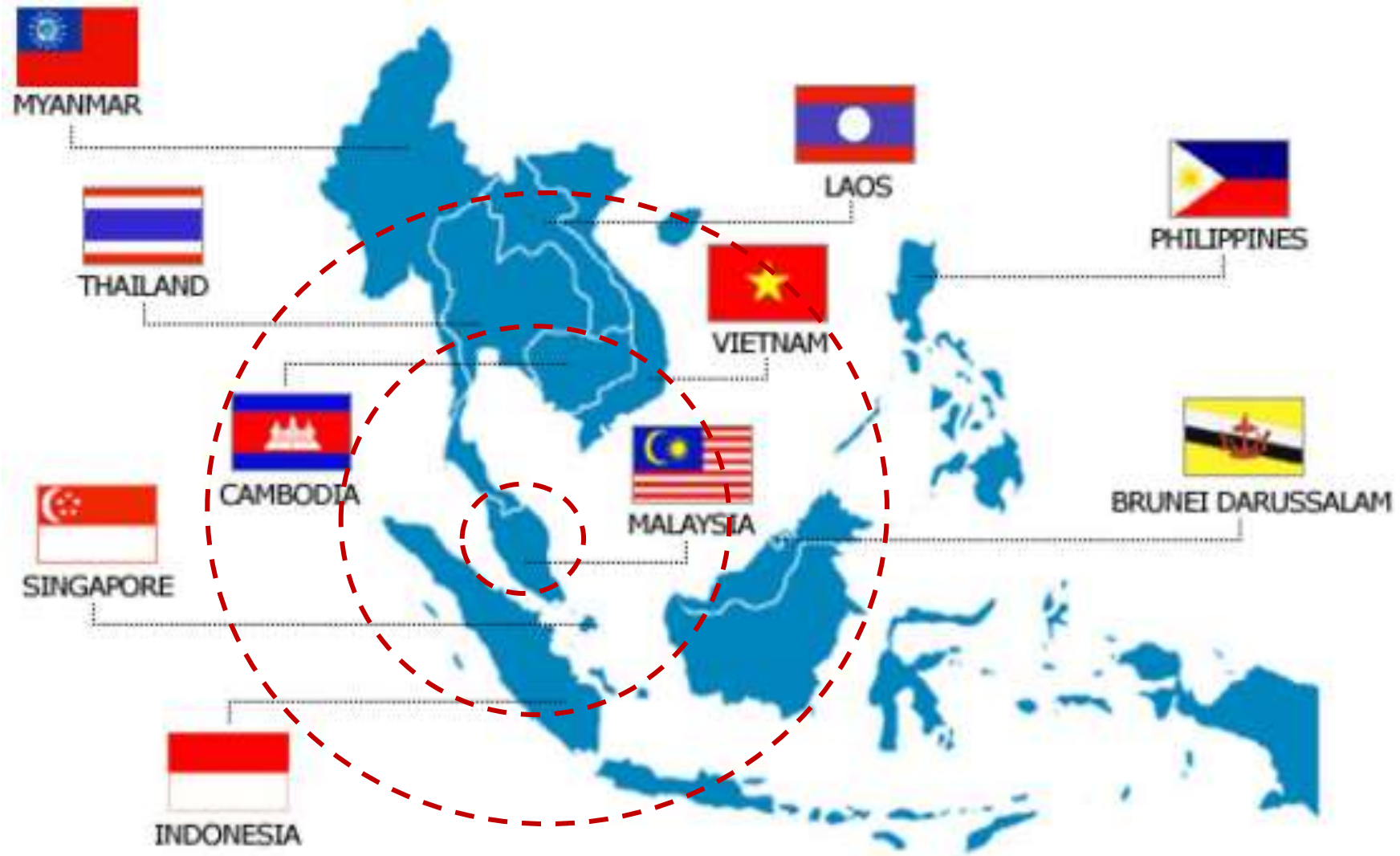
& others ....



# Consumer Research

## Coverage

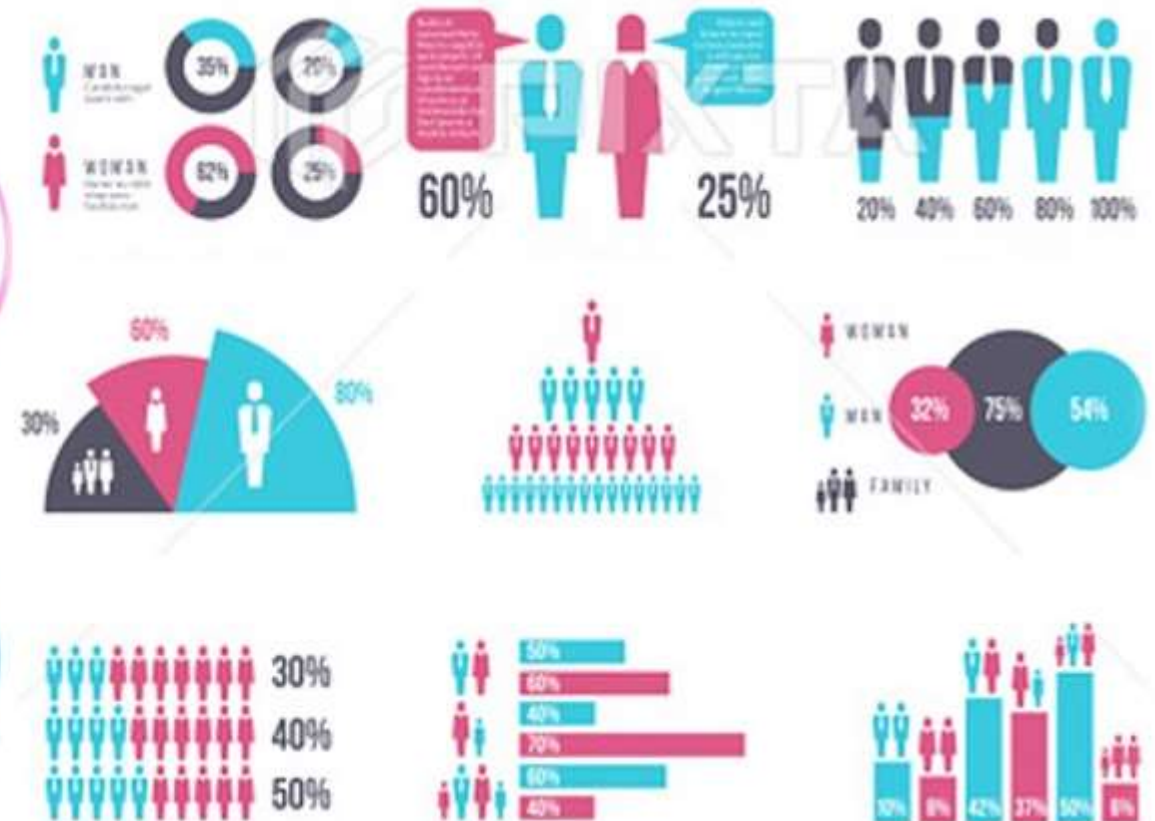
Our Consumer Research studies cover the following ASEAN countries...



# Consumer Research

## Methodology

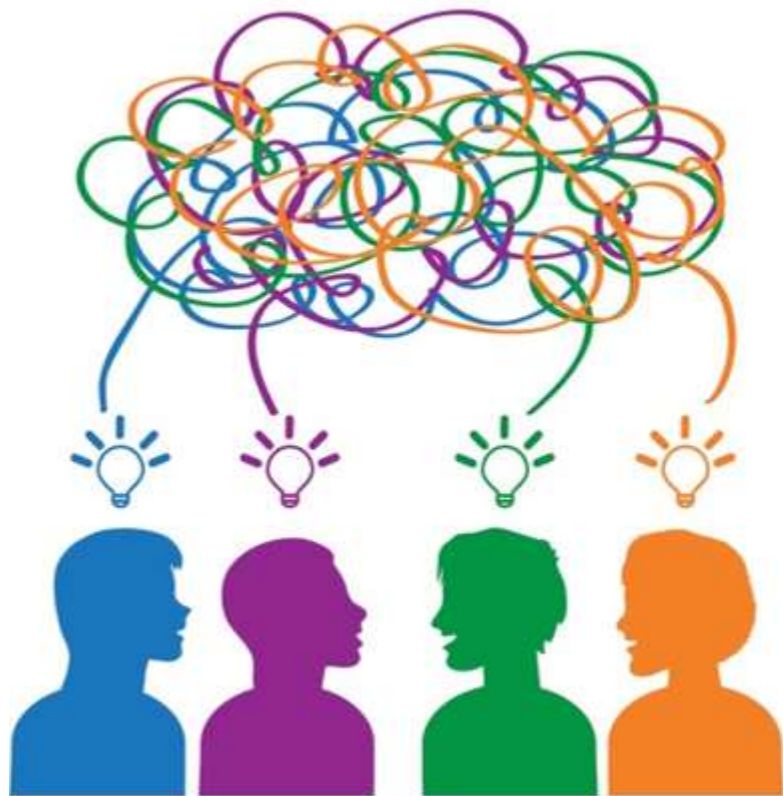
**Quantitative Research** is used to quantify the problem by way of generating numerical data or data that can be transformed into useable statistics. It is used to quantify attitudes, opinions, behaviours, and other defined variables – and generalize results from a larger sample population.



# Consumer Research

## Methodology

**Qualitative Research** is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem, helps to develop ideas, or to uncover trends in thought and opinions, and dive deeper into the problem.



# Industry Research

## Methodology

An industry is made up of a top tier of companies that produce and sell products and services to a target customer.

Industry analysis attempts to interpret the overall relevance of a particular industry to the needs of its market. Industry analysis also examines the internal forces in the industry such as manufacturing technology, materials sourcing and capacity to supply the demands of wholesale and retail distribution.



# Industry Research

## Methodology

CUSTOMIZED RESEARCH >

Our customized research provides detailed and comprehensive analysis of market opportunity, market trend, market size and market share.

SYNDICATED RESEARCH >

Syndicated research reports offer cost-effective solutions for clients to gain valuable market insight in order to explore and develop business strategies.



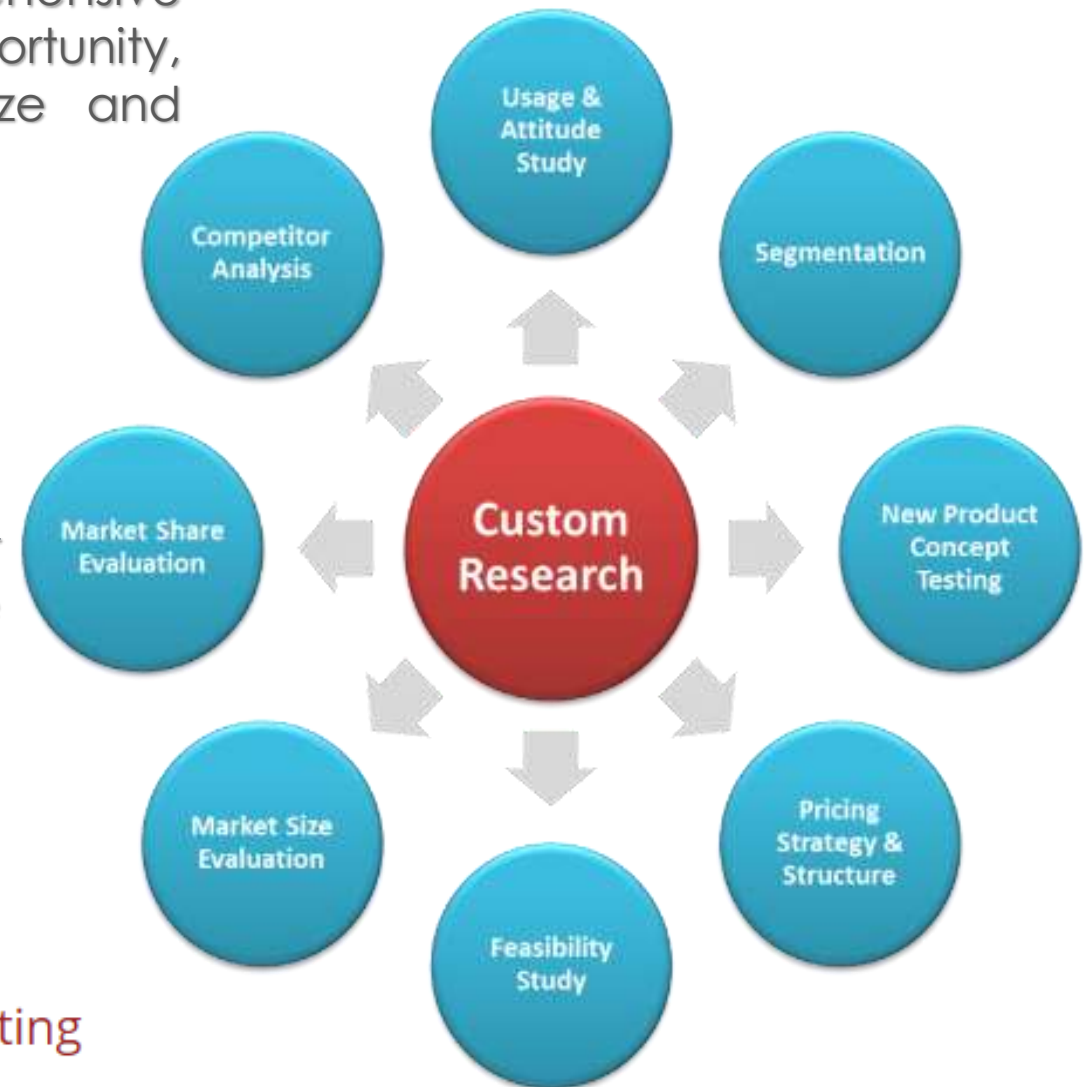
Market Sizing Estimation and Forecasting



Market Competition Evaluation

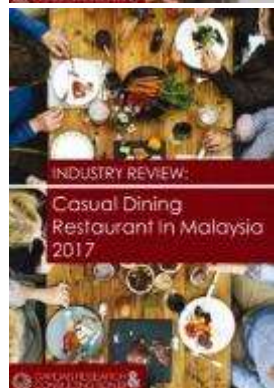


Market Share Estimation and Forecasting



# Industry Research

## Syndicated Research Reports



# Mystery Shopping

## Methodology

The aim of Mystery Shopping is to provide business information on customer service improvement. This objective can be achieved by providing information on the operations and the quality of service it is providing. Techniques used for Mystery Shopping includes

- mystery observation
- mystery visits
- mystery telephone calls
- mystery mails or fax
- mystery emails.



# Mystery Shopping

## Methodology

Our mystery shopping programs cover the following industries...

- Banking & Finance branches
- Retail outlets
- Restaurants
- Hotel & Resorts
- Call centers & service counters
- Car showrooms & service center
- Education Institutions
- Gaming / Entertainment



**Malaysia – Singapore – Indonesia – Thailand – The Philippines - Vietnam**

We have over 30,000 active shoppers residing in Malaysia, Singapore, Thailand, Indonesia, the Philippines, and Vietnam. Our total mystery shopping visits per year is about 30,000 visits.

# Report Findings

## Type of Report

Reporting can be made in either

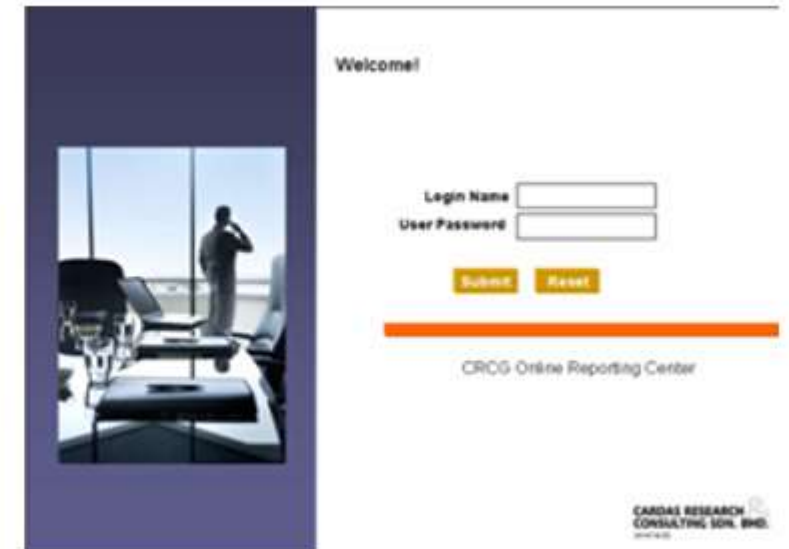
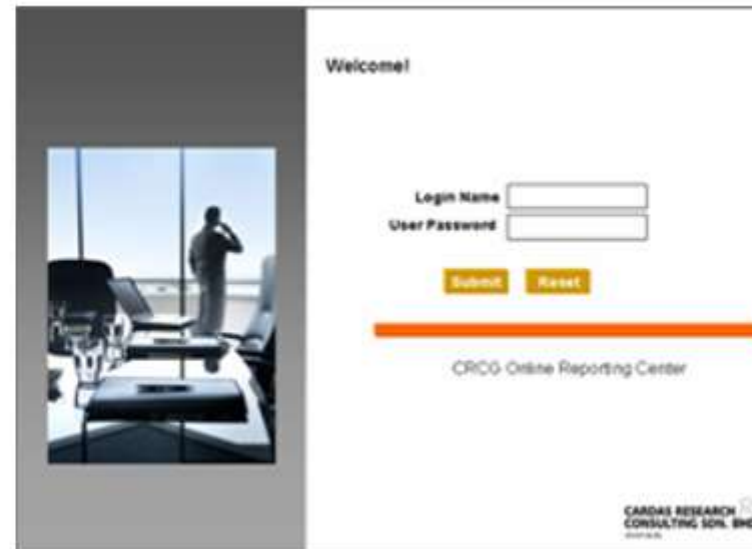
1) None web-based

Report will be made in MS Word or MS PowerPoint format with charts and table for easy reading.

2) Web-based

All web-based reporting will be broadcast via **CRCG Online Reporting Center** Report format will be in table and chart.

Users will be assigned username and password for accessing to their research study via CRCG website [www.crcg.com.my](http://www.crcg.com.my)



# Online Research

## Methodology

Online research has the ability to stand-alone, as well as complements other survey programs, as it is flexible and versatile at the same time. With one click of a mouse, all relevant data is within reach. Due to the borderless Internet reach, online research is able to bridge communication gaps, in a more cost effective manner, at the comfort of your own office.



# Online Research

## Methodology

Our CRCG Online Research offers the following services:

- Adhoc survey and panel design & implementation
- Customized survey design
- Multi language questionnaires
- Track responses
- Cost efficiency
- Technology support



# Facility CATI

## CATI Stations

CRCG uses Computer Aided Telephone Interview (CATI) for most of the telephone survey projects.

CRCG conduct telephone interviews nationwide with over 80,000 respondents annually.



# Facility FGD

## FGD Rooms & Viewing Rooms

All Focus Group Discussion rooms are equipped with...

- One-way mirror
- Digital audio and video recording system
- Remote viewing via internet



# Data base

## Database Management

Cardas Database, a member of CRCG, is the premier data processing, data entry, and back office management company offering a one stop solution to organization information processing needs.

Cardas Database team specializes in state-of-art system and technology to provide a professional service specializing:-

Data Processing

Data Conversion

Data Creation

Data Management

Database Designing & Management



# Membership

## Industry Affiliation

Cardas Research & Consulting Sdn Bhd & its director is also a member of the following organization and trade association...

[www.esomar.org](http://www.esomar.org)

Member of world research organization – ESOMAR



**MSPA**  
ASIA  
PACIFIC

[www.mspa-ap.org](http://www.mspa-ap.org)

Member & Board of Director of MSPA - Asia Pacific

[www.mrsm.org.my](http://www.mrsm.org.my)

Founding Member of Marketing Research Society Malaysia



# Experi ence

## Industry Experience

- Telecommunications
- Banking & Finance
- Automobile & Automotive Parts
- Education / Higher Learning Institution
- Public Policy & Administration
- Technology Research & Development
- Fast Moving Consumer Goods (FMCG)
- Media & Broadcasting



# Contact Us

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