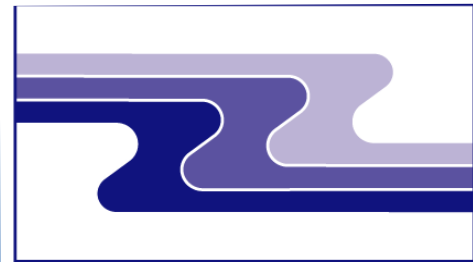
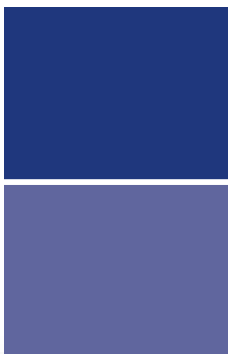


**20 YEARS +
EXPERIENCE**

**The only independent agency - provider of
integrated research solutions and client
service in the region**



**Your Insight
& Fieldwork
partner**



INDOCHINA RESEARCH

**Company
profile**



Vietnam

Established: 1994

Offices: Ho Chi Minh City, Hanoi
and 2 provincial offices

Coverage: 43 of 63 provinces
nationwide

Staffing: Full Time – 25

Field Force - 200



Cambodia

Established: 1995

Offices: Phnom Penh, 2
provincial offices

Coverage: 21 of 21
provinces nationwide

Staffing: Full Time – 52

Field Force – 200



Lao PDR

Established: 1999

Offices: Vientiane, 3
Regional offices

Coverage: 17 of 17
provinces nationwide

Staffing: Full Time – 40

Field Force - 100



INDOCHINA RESEARCH



KEY FIGURES

100%

independent
agency

11

In-house
moderators and
training new
ones

2,700+

Projects
successfully
completed

20

years in
Indochina

3,500+

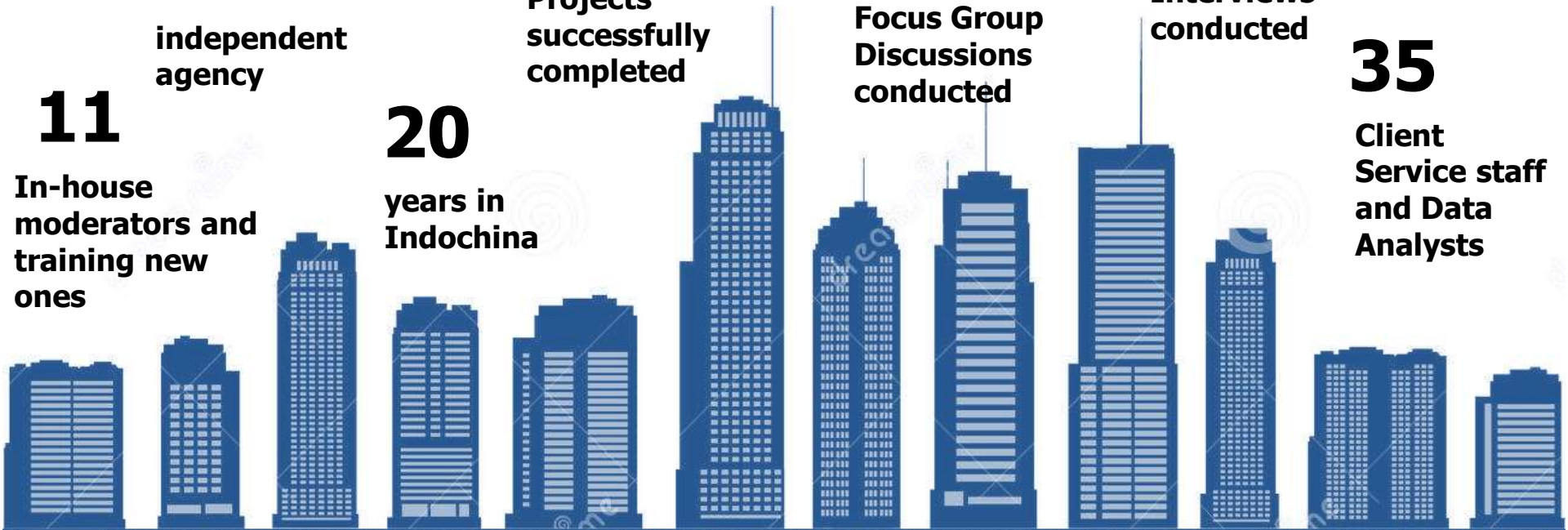
Focus Group
Discussions
conducted

3m+

Personal
Interviews
conducted

35

Client
Service staff
and Data
Analysts



SOME QUESTIONS WE CAN HELP YOU ANSWER !



Examining Communication Effectiveness

- How strong is our brand ? What does our brand mean to our target ?
- Which media should I invest in to reach my target audience ?
- Who is aware of, understands or takes action through my advertising?
- What are the impact of my events ?



Resolving Marketing Challenges

- Is the customer base loyal or disloyal ?
- Importance of brand in the overall buying process
- Do our products and services deliver what my target wants?
- How can sales and promotions be more effective?
- What will keep customers more satisfied ?



Expanding Business Opportunities

- Is the market potential big enough to justify our investment ?
- What are the most important decision making factors of my target ?
- What different types of customer are there in the market / category?
- What are the distribution and promotion strategy that are more effective ?
- What are the key market drivers ?

WHAT WE DO



QUANTITATIVE

U&A and Tracking Studies

Customized ad Hoc Research

Product and idea testing

Satisfaction survey

TV Audience shares

Event Evaluation

KAP and M&E Studies



QUALITATIVE

Product & concept testing

Focus group discussions

In depth interviews (IDI)

Observation/immersion

Ethnographic profiling



RETAIL

Sector overviews

Retail census & audit

Mystery shopping

Digital mapping & analysis



EXPERIENCED IN COMMERCIAL & SOCIAL RESEARCH



COMMERCIAL RESEARCH

B2B / B2C



© Can Stock Photo - csp17406267

- **Media & Advertising**
- **Pharmaceuticals**
- **Personal Care**
- **Petroleum**
- **Retail**
- **Telecommunications**
- **Tobacco**
- **Real Estate**
- **FMCG**
- **Household Products**
- **IT**
- **Mobile Handsets**
- **Automobile**
- **Banking & Insurance**
- **Mystery Shoppers**
- **Beverage, Food & Dairy**
- **Beer & Spirits**

SOCIAL RESEARCH

- **Agriculture & Natural Resources**
- **Business environment & SME**
 - **Education**
 - **Energy**
 - **Finance & Insurance**
- **Institutional Perception**
 - **Health**
- **Social & Socio-economic issues**
 - **Water & Sanitation**



SOME OF OUR CLIENTS



LBC
Beerlao
ISUZU
Unilever
Lao Tobacco Limited
AO ASIA PACIFIC
F&N
unicharm
Carlsberg
Nestle
YAN
Coca-Cola
Oishi
PNIJ



ACB
Beeline
Lao Telecom
bfl
Fullerton Financial Holdings
ANZ
OCEAN BANK
krungsri
TPBank



tns
ims
GfK
Ipsos
NIKKEI NIKKEI RESEARCH
KLEFFMANN GROUP
more than facts
Millward Brown
groupm
AIP
Kadence International
abnimpact
ZS



CBRE
CapitaLand
MuaBanNhaDat



unicef
THE ROCKEFELLER FOUNDATION
THE WORLD BANK
Digital Divide Data
The World Justice Project
SIS INTERNATIONAL RESEARCH
ERM
UNFPA
ADB

WHAT OUR CLIENT SAY ABOUT US



Client feedback : Feb 2015 - Rural survey in 9 provinces

"I would say **VN has been the most problematic country for our agency** as we don't have any representative there and have to rely heavily on local supplier.

I've worked with previous local supplier in 1 project but I wonder if the quality of deliverables could be better, so **I decided to take risk by changing from old supplier we have used to work with for so long to IRL** (and it's the first time we change the agency).

Now it's proved that we made the right decision, VN can finish the report much quicker and our global client is satisfied with the result."



MYSTERY SHOPPERS

Objective : Support Sales and Client Service Department to ensure implementation of policies by POS staff.

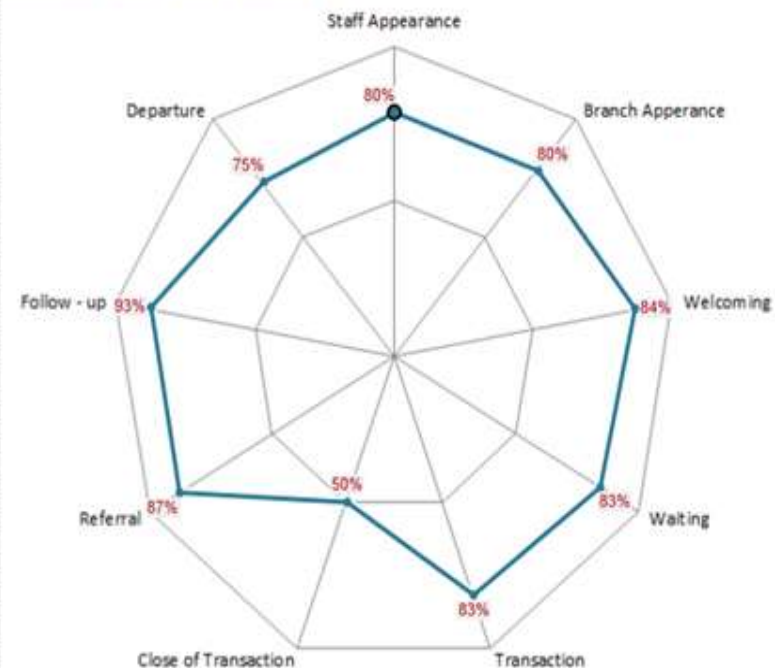
Methodologies : Mystery shoppers visits in selected POS and competition based on approved scenario

Outputs : Dashboard reports at POS or aggregated levels providing results from the visits and tracking of KPI

Business implications : Helps you keep track of the quality of service within your network, follow up with relevant training programs and materials

Industries : Retail and corporate banking, Luxury retail hospitality, retail and distribution services

Client Service Delivery



HIGHLIGHTS ON SOME KEY PROJECTS

CONSUMER RESEARCH – USAGE & ATTITUDES

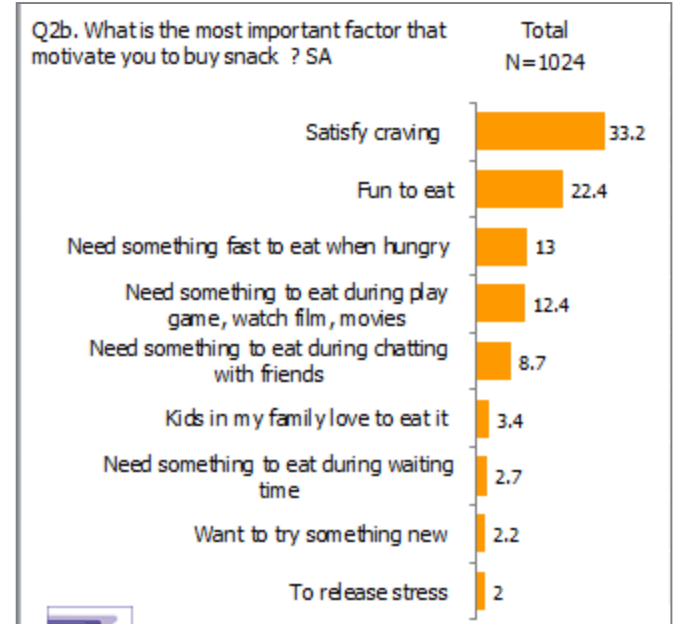
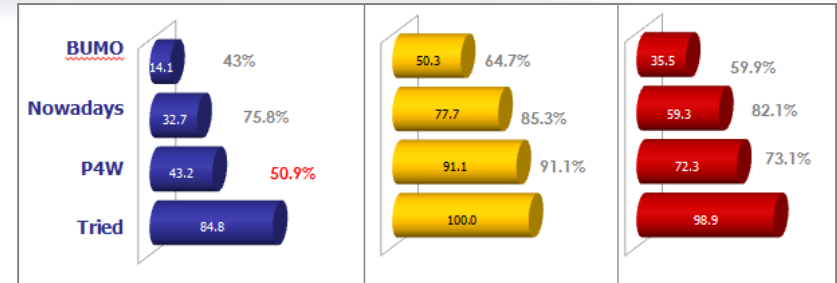
Objective_: Understand consumer's demographic, their usage & attitude, their media habit, etc...

Methodologies : Qualitative research in Focus Groups and quantitative survey among recent and potential buyers and non-users

Outputs : Report on important criteria for sales and marketing ; support BOM to have background to build up and track the customer centric strategies.

Business implications : Provide insight that can serve for sales and marketing services to optimise marketing spendings and improve sales conversions.

Industries : all B2C



HIGHLIGHTS ON SOME KEY PROJECTS

MARKET ENTRY – MARKET INTELLIGENCE

Objective_: To understand about specific B2B / B2C markets to evaluate the potential to enter and compete with current players.

Methodologies : Desk research, Qualitative and Quantitative primary data collection and analysis

Outputs : Report on market size, key players, key competitive edge to compete in this industry, current operational, distribution system of main players, etc.

Business implications : Provide primary insight that company can use to make decision to enter or expand their business and how to define competitive advantages and planning based on marketing intelligence.



HIGHLIGHTS ON SOME KEY PROJECTS/SERVICES

EVENT EVALUATION

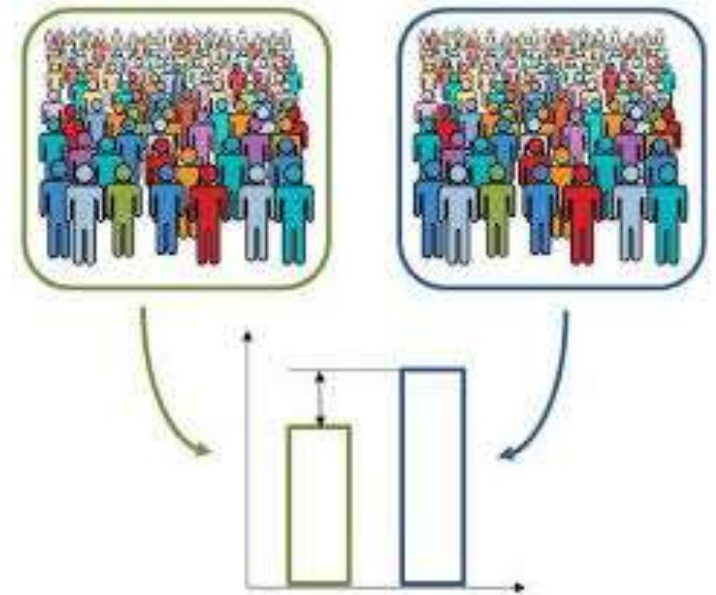
Objective : Measure the effectiveness of events and promotional actions

Methodologies : Pre/Post event digital suveys

Outputs : Report on the satisfaction of the participants and measuring engagement levels, Net promoter scores variations.

Business implications : Get systemic feedback on all events organised ; be able to evaluate the performance of each event to optimise future budget allocation and benchmark performances

Industries : Adaptable to all business events



HIGHLIGHTS ON SOME KEY PROJECTS

SOCIAL RESEARCH

Objective : Monitoring and Evaluation of Economic status of vulnerable Household from a previous baseline survey. To update status of Vulnerable Household in regard to land compensation and provide qualitative data to monitor along the project duration.

Methodologies : Quality control of the baseline database. Qualitative interviews following a structured discussion guide.

Outputs : Updated database and location map of confirmed and newly identified vulnerable Households.



QUALITY ASSURANCE



Indochina Research complies with the ESOMAR International Code of Conduct on Market and Social Research. We do not have a corporate membership, but the most senior managers hold individual memberships.



We fully comply to ESOMAR International Code of Market and Social Research Practice.

ESOMAR is the world organization for enabling better research into markets, consumers and societies. It has 4,900 members in 130 countries.

We understand confidentiality issues. All our service agreements include clear confidentiality clauses.

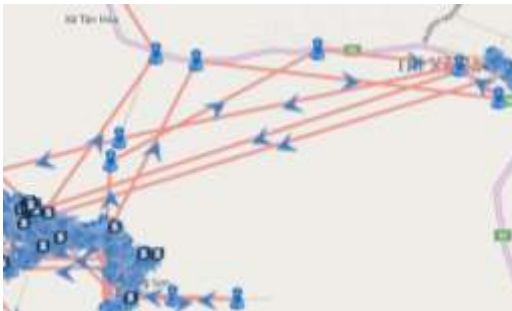


INDOCHINA RESEARCH

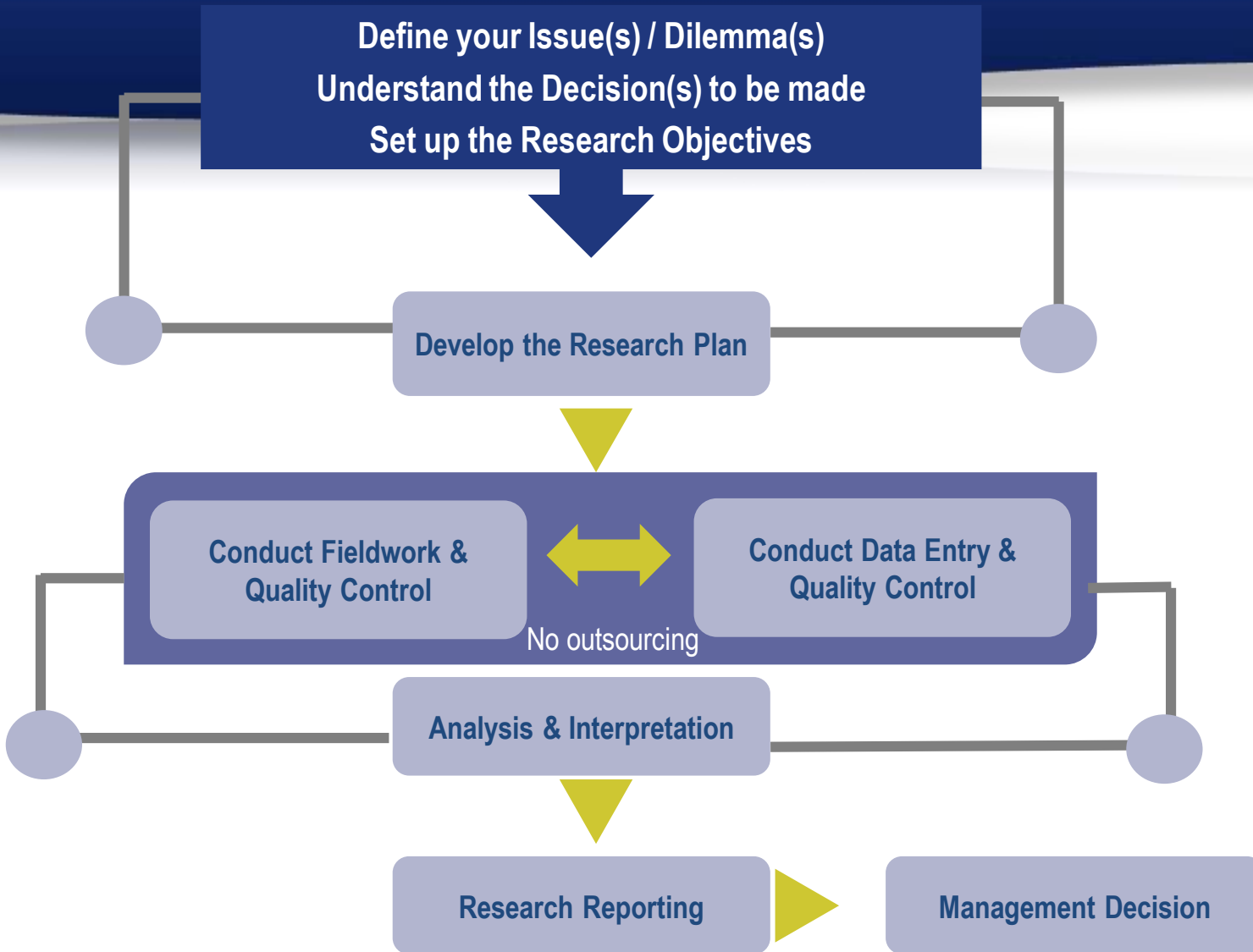
TABLET SURVEY DATA ACQUISITION

Using tablets for market research ensure the **highest level of quality in data acquisition**

- Strict monitoring of quota and interviewer performance
- Interview time and duration automatically recorded
- Specific questions/answer recorded for back checking and analysis
- Integrated routing and logic check in the questionnaire
- GPS location recording
- Picture of Survey location / respondents
- Data punching error reduced from questionnaire
- Multimedia capacities for survey design



OUR GENERAL APPROACH TO RESEARCH





15 years in South-East Asia in marketing, business development and market research. Xavier is a researcher with experience from both the client and consultancy perspective.

He has specialized in media research and communication effectiveness in Vietnam.

He has worked for Kantar Media as Client Service Director and as Director of marketing research for the sole private Pay TV operator in Vietnam.

Xavier also has extensive experience working with international trade and governmental agencies, fundraising, technical assistance and social research projects.



Our Research Managers

Phung Thi **Nam Trang**
Senior Account Manager
trang@indochinaresearch.com



7 years experience, specialized in Mystery Shopping, client satisfaction, Healthcare & Social Research

Dinh **Loan**
Account Manager
loandinh@indochinaresearch.com



5 years experience, specialized in Market Entry, Media, Client satisfaction, Automobile & Store audit

Hoang Hong **Hanh**
Senior Research Exec.
hanhhoang@indochinaresearch.com



5 years experience, specialized in FW Tracking projects, Brand Health Check, FMCG, Retail

Our Fieldwork Managers



Ngo Ngoc Minh Thu, Fieldwork Manager South
Nguyen Lan Anh, Fieldwork Manager North

Thu and Lan Anh manage the fieldwork operations of IRL nationwide. They have a team of 200 permanent and part-time time field force under them

Their responsibilities encompass the overall management of field research activities conducted by IRL. Specific tasks undertaken include the recruitment, training and supervision of FW team and interview teams, administering project finance. They also support Client Service Team during proposal stage.

Lan Anh has been with IRL for 18 years, Thu for 14 years.

With 2,000 projects and over 3 million interviews completed regionally, experience is key to why people choose to work with Indochina



INDOCHINA RESEARCH

**Thank you for giving us opportunity to support
your business !**

For more information, please contact:

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General Manager – Vietnam**

**xavier@indochinaresearch.com
Mob: +84 90 626 9577**



ESOMAR
member

ESOMAR membership is individual only. Xavier Depouilly, as the General Manager at Indochina Research (Vietnam) Ltd. is the ESOMAR member. As an ESOMAR member, he complies with the ICC/ESOMAR International Code of Marketing and Social Research Practice.

