



1 Lotus Marketing Research Services

About 1Lotus Research

- 1Lotus Market Research is an independent market research fieldwork agency assisting Market Research Companies, Market Research Fieldwork partners, Advisories, Consulting Firms, Outsourcing Firms and Clients.
- We are a team of experienced market research professionals - practitioners of high degree of innovation, actionable solutions in tactical and strategic market research fieldwork at Asia Pacific and Middle East countries



Capabilities

- Market Research Services
- Market Research Consulting
- Market Research Outsourcing
- Market Research Fieldwork



Market Research Capabilities

Qualitative Research

- Face to Face Interviews (F2F); Personal Interviews
- Self Competition Interview
- Computer aided telephonic interviews (CATI)
- Mystery Shopping exercises
- Central location tests (CLT) / Hall tests

Continued...



Market Research Capabilities

Quantitative Research

- One to One Interviews (In-depth interviews) (telephone, face-to-face, in-facility/in-Clinic)
- Focus Group Discussions
- Mini Groups
- Ethnographic Research

Continued...



Market Research Capabilities

Online Research

- Web Based Survey
- Online Focus Groups
- Online Bulletin Boards
- Online Community recruitments & support

Continued...



Market Research Consulting

- Consumer Market Research
- Business to Business(B2B) Market Research(B2B)
 - Market Sizing Study
 - Dealer Satisfaction Surveys
 - Customer Satisfaction Surveys
- Industrial Market Research
- Technology Market Research
- Social & Rural Market
- Research Strategic Market Research
- Customized Experience Research
- Usability Testing



Market Research Outsourcing

- Outbound call center
- Computer aided telephonic interviews (CATI)
- Web CATI
- Transcriptions
- Secondary Research (Desk Research)



Market Research Fieldwork

Fieldwork Expertise

- Lotus Market Research offer quantitative and qualitative, consumer, business-to-business and primary market research fieldwork at Asia Pacific & Middle East.
- We are very committed to follow strict in-house quality control procedures, processes and we understand that we need not have to boast about our quality unless we prove.



Coverage

1Lotus Research conducts B2C, B2C, technology and primary healthcare market research across Asia Pacific and MENA Region - viz. In Asia Pacific : India, China, Taiwan, Singapore, Hong Kong, Malaysia, Japan, Thailand, Indonesia, Vietnam, Australia and Sri Lanka and In Middle East Region : UAE, Abu Dhabi, Saudi Arabia, Jeddah, Riyadh, Kuwait, Qatar, Bahrain, Oman, Egypt, Philippines and Turkey.



For more information regarding our multi country market research fieldwork and research capabilities, please feel free to visit www.1lotusresearch.com OR drop a line to info@1lotusresearch.com

