

Come speak to us today to see how we can help you.

We are a member of



Core Team in METRIX are members of

ESOMAR (European Society of Opinion and Market Research)
WAPOR (World Association of Public and Opinion Research)



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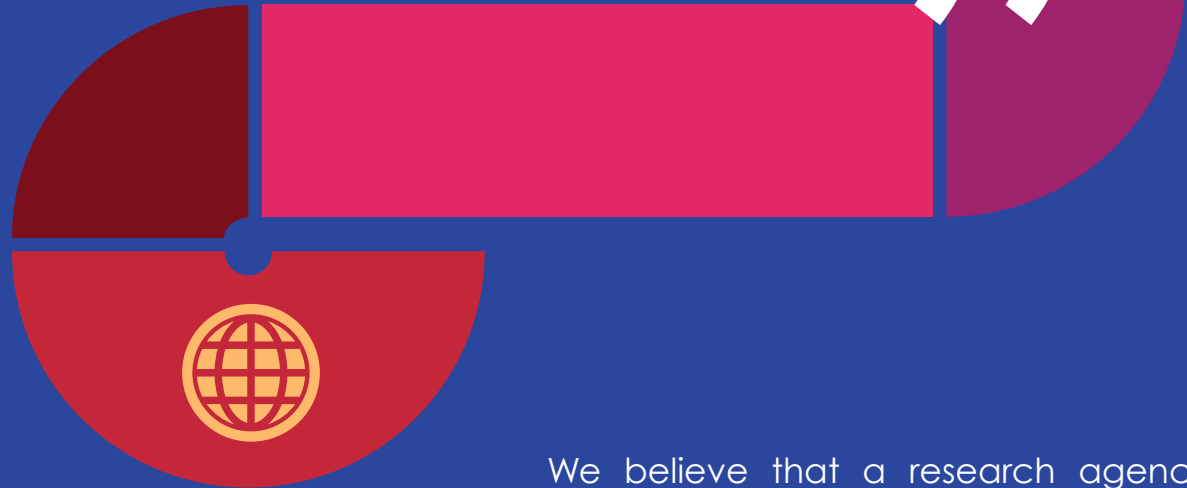
MAKING RESEARCH

COME ALIVE



“ In an ever-changing market place, one needs to constantly evolve to be relevant. However, it is crucial to identify the right changes to be made and do it well. ”

– Abdul Razak Manaf, Chairman.



Who are we. What we stand for.

METRIX Research was established with us having a dream to build something with passion and drive that will make a difference to businesses. From our humble beginning in 2004 when we started as a subsidiary of METRIX Associates Consultancy Sdn. Bhd. to the present, our goal has always been to provide better focus to clients and to redefine how research is to be approached.



We believe that a research agency should never function like a factory with robots that monotonously churn out mindless data.

Instead we believe, as a research specialist, it is our mission to see beyond data and unearth great insights.

These insights should then act as a springboard to ideas and opportunities that will become actionable plans.

Because we consider ourselves an extension of your organisation, we believe in working together to come out with innovative research solutions that will realise your goals and help you thrive in today's dynamic business environment.

At METRIX Research, we don't let research remain at the grey data stage. Instead, we take it further by transforming it into colourful solutions.

In short, we make research come alive.

“The value of research is best expressed when we are able to use its truth to help our clients give their best to their customers.”

– Rozina Mat Rawi, Managing Director.



How we can help you succeed.

At METRIX Research, we help you make informed decisions based on quality findings and actionable insights, through a process that leads to **'winnable'** solutions. We will engage you to understand your business and marketing issues. After we have addressed these issues, we then formulate a research programme that will help you unearth new insights and findings.

All of which will enable you to act and achieve **'success'**.



The minds behind METRIX Research

METRIX Research's core team of research professionals have over 30 years of experience in marketing, business development and all aspects of research that cover a myriad of industries and clientele.

Chairman - Abdul Razak Manaf

Has over 35 years of business, marketing and human resource management experience in both the public and private sectors, as well as working experience in the British, European and American markets.

Managing Director - Rozina Mat Rawi

Has over 20 years of marketing & industrial research and business development experience that covers manufacturing, finance, telecommunications and consumer goods industries within the Asean markets. She has extensive expertise in financial and socio-political studies.



Our Vision

Our vision is to be a world-class research and consulting company. With many years of success in Malaysia, Singapore, and Indonesia, we are well on our way to achieving this goal. Ultimately, we plan to expand to cover countries that lie beyond ASEAN.

We like to create a vibrant and passion-driven work place that keeps us on the leading edge of research. It is this dynamism in management complemented by the hardworking nature of our team that has led to our rapid growth. And this success stems from our dedication to our clients' business. We provide them with innovative research solutions based on reliable and quality data - all of which are seen to by a team of service oriented personnel with over 35 years multinational experience that promise solutions that are out-of-the-box.



RESEARCH SERVICES



Marketing Research

Market Feasibility

- Target market profiling
- Market evaluation
- Competitive and competitor analysis
- Needs analysis



Marketing Strategy and Planning

- Target market profiling
- Market segmentation
- Competitive analysis
- Consumer awareness, usage, behaviour and attitude study
- Shoppers study
- Lifestyle research



Marketing Analysis

- Distribution network study
- Pricing sensitivity study
- Product and packaging research
- Communication/promotion study

Advertising/Communication Development and Evaluation

- Advert/Communication concept evaluation
- Advert effectiveness evaluation: pre & post-testing
- A&P effectiveness monitoring

Mystery Shopping Programme

- Customer service evaluation
- Competitor analysis
- Company standards and procedures evaluation

Sales Research

- Customer satisfaction measurement/monitoring

Branding and Positioning

- Corporate image/identity study
- Positioning/re-positioning study
- Brand health/equity monitoring

Social and Political Research

- Social policies and issues
- Politics and public opinion
- Government and public affairs
- Voters sentiment study



Industrial/Business Research

- Industry background analysis
- Business or market feasibility studies
- Industry Value Chain analysis

