



SSRI

Social Survey Research Information Co., Ltd.

JAPAN

***Your Market Research
Partner in JAPAN***

- *Since 1982* -

- SSRI is an independent full service market research company located in Tokyo Japan.
 - Although SSRI started as a market research company providing services in various industries (in particular automotive), in 1987, we become the one of the first companies in Japan to focus on healthcare market research.
 - By 1990, SSRI was a leading company in the field of healthcare market research providing services to domestic clients.
 - Also, at this time, SSRI starts providing fieldwork services in Japan to international market research agencies for global healthcare projects.
 - By year 2000, SSRI was considered the leading market research company in the field of healthcare in Japan by domestic and international clients.
 - With our considerable experience in healthcare market research and with a vast network of business partners across Japan, SSRI is now expanding our fieldwork services for international clients to cover non-healthcare areas (consumer products, services, etc.).
- SSRI has been participating in ESOMAR, PBIRG, EphMRA, and JMRA since 1990 -

- *Fieldwork Services* -

- **International Market Research Operations** -

- International market research operations, is a team of bilingual staffs that has been providing local fieldwork services and analysis in Japan for over 15 years to global market research agencies.
- This team alone conducts over 80 ad-hoc projects each year for international clients and are experts in localizing materials for global market research.
- Members of this team also have extensive knowledge of the Japanese market, and are able to recommend the most appropriate research design (methodology, sample structure etc.) to fulfill your project needs.



Covering All of Japan and Expanding To ASIA

We also have close working partners in Taiwan, Korea and S. Korea, thus we can also provide fieldwork services for these countries along with Japan.

- *Research Techniques* -

- With our 25 years of experience in market research, we are capable of handling various data collection methods from the traditional (face-to-face, telephone, postal, focus groups, etc.) to the more increasing online surveys.
- We have extensive experiences in both qualitative and quantitative studies.

Qualitative

- *One-on-one interviews*
- *Focus group discussions*
- *Mystery Shopper Studies*
- *Home use studies*

Quantitative

- *One-on-one interviews*
- *Telephone Surveys*
- *Online Surveys*
- *Intercept Studies*
- *Self-Administered Surveys*

- Also, all one-on-one interviews can be conducted at SSRI's own viewing facility called "West-5" which is located in center of Tokyo.

- *Industries and Project types* -

- We are able to provide services for various project types and in various industries

Industries

- *Automobile*
- *Cosmetics*
- *Entertainment & Tourism*
- *Foods & Confectionary*
- *Games & Toys*
- *Healthcare / Medical*
- *Information technology*
- *Over the Counter Drugs*
- *Personal Care Products*

Project types

- *Awareness & Usage Studies*
- *Brand Equity Studies*
- *Communication/ Ad Tests*
- *Concept Tests*
- *Customer Satisfaction Studies*
- *Packaging/Shelf Tests*
- *Product Tests*
- *Promise/Benefit Screens*
- *Tracking Studies*

- Contact Information -

- Our consumer market research team will be lead by Ms. Hiromi Hashimoto with over 15 years of experienced in consumer marketing research in Japan, and will be supported by a bilingual fieldwork coordinator, Ms. Manami Oshima.

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