

## SSRI: Your Global Business Partner in Japan



***Social Survey Research Information Co., Ltd. (SSRI) is an independent full service market research company located in Japan.***

***In addition to domestic clients, we have also been providing services to international clients for global market research since late 1980s.***

***- Since 1982 -***



### ***From healthcare professionals to general consumers --***

With our considerable experience in healthcare market research and with a vast network of business partners across Japan, we are now expanding our services to cover non-healthcare areas (consumer products, services, etc.).

Through our network of business partners, we have access to a large population of consumers across Japan (more than 1 million via online panel alone), which allows us to recruit even the more difficult sample targets.

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.

**Our Fieldwork Services --**

We provide services in various industries with various methodologies:

■ Industry ■	■ Project types ■	■ Methodology ■
<ul style="list-style-type: none"> <li>• Automobile</li> <li>• Cosmetics</li> <li>• Entertainment &amp; Tourism</li> <li>• Foods &amp; Confectionary</li> <li>• Games &amp; Toys</li> <li>• Healthcare / Medical</li> <li>• Information technology</li> <li>• Over the Counter Drugs</li> <li>• Personal Care Products</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness &amp; Usage Studies</li> <li>• Brand Equity Studies</li> <li>• Communication/ Ad Tests</li> <li>• Concept Tests</li> <li>• Customer Satisfaction Studies</li> <li>• Packaging/Shelf Tests</li> <li>• Product Tests</li> <li>• Promise/Benefit Screens</li> <li>• Tracking Studies</li> </ul>	<ul style="list-style-type: none"> <li>• Face to face interviews</li> <li>• Telephone interviews</li> <li>• Focus Group</li> <li>• Online survey</li> <li>• Mail (postal) Survey</li> <li>• Central Location Testing</li> <li>• Street interviews</li> <li>• Home use test</li> <li>• Mystery shopping</li> </ul>

**Quality Assurance --**

SSRI is a member of ESOMAR, JMRA EphMRA, and PBIRG, and as a leading healthcare market research company in Japan with over 20 years of experience, we guarantee our commitment in providing high quality, professional services.

**Covering All of Japan and Expanding To ASIA --**

In addition to covering all of Japan, we also have partners in Asia with expertise in each country. Hence, we have the capability to offer consultancy based on knowledge of local, regional and global markets and conduct efficient and accurate research in Japan and Asia.



**Your research partner in Japan and beyond**

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