



# Indonesian Market Research Companies

# Indonesia Macro Information

Population :	243,065,158
Area Total :	1,919,440 km <sup>2</sup>
Per Capita GDP	USD 4,200
Forecast 2013 GDP Change	6.7%
Area Land :	1,826,440 km <sup>2</sup>
Coast Line :	54,716 km
Capital :	Jakarta
Climate :	Tropical with hot and humid conditions; more moderate conditions in highlands
Languages :	Bahasa Indonesian (Official), English, Dutch and local dialects including Javanese
Currency :	Indonesian Rupiah

Key Industries	
Industrial Equipment	Energy and Power
Media	Telecommunication
Chemicals	Healthcare
Electronics	Automotive
Mining	Vegetable Oils
Financial Services	Textiles and Apparel



There are over 20 Market research companies in Indonesia. These can be classified into following three categories:

- Multinational Companies with global presence like AC Nielsen, TNS, Polling center, Roy Morgan
- Asian companies with presence across Asia like Kadence, Spire Research and Consulting, FSPL, Solidance and Insight Asia
- Local Indonesian companies like Market Research Indonesia, Pixel, Qasa Strategic Consulting, Frontier, Field Survey Indonesia and Inmarcs

Most of the shortlisted companies provide full bouquet of services viz. Consulting, Research, Training and Field Survey

CLIENT should apply following filters in choosing the right partner in Indonesia

- Focus on companies with strong and varied industry exposure
- Companies with Pan Indonesia presence (Indonesia is large and field presence in the key five islands is critical)

Setting up call centers for in-house needs and for clients will not be a major challenge as there are large number of educated young Indonesians ( A location other than Greater Jakarta can be economical)

## Frontier Consulting Group (1998)

Services	<p>Marketing Consulting: Marketing Strategy, Differentiation, Communication Effectiveness and Efficiency, Pricing, Selling &amp; Channel Management, Marketing organizations and Strategic Brand Management</p> <p>Marketing Research: Qualitative research and Quantitative research</p> <p>Marketing Training: Digital marketing, Strategic marketing, marketing research and measurement, brand promotion and communication, customer satisfaction, loyalty and relationship, selling and distribution</p>
Key Industries Served	Automotive, Banking, Building Materials, Consumer Goods, Furniture, Gadget, Heavy Equipment, Insurance, Jewellery, Leasing, Pharmaceutical, Telecommunications
Other Insights	<p>Employees &gt; 500</p> <p>Conduct annual national survey for more than 2000 brands in Indonesia</p> <p>Initiator of several prestigious awards in the business world such as Top Brand Award, Top Brand for Kids Award, Corporate Image Award (formerly known as IMAC), Indonesian Customer Satisfaction Award (ICSA)</p>



## Field Survey of Indonesia

Services	<p>Market Growth: New product development, Usage and attitude, Market segmentation and Pricing strategy</p> <p>Satisfaction and Loyalty: Customer Satisfaction and Customer Loyalty</p> <p>Brand and Communication Strategy: Brand awareness tracking, Brand identity, Brand positioning, Brand loyalty and Brand marketing strategy</p> <p>Research:</p> <p>Qualitative Methods: Focus Group Discussion (FGD), In-depth interviews and home visit</p> <p>Quantitative Methods: Central Location Test, Face-to-Face interviews, Consumer Intercept, Mystery Shopper, Home Placements Consumer Panels, content analysis, Phone Interview and online survey</p> <p>Data Processing: Database / Data Entry Program, Cleaning Data / Validation data and Cross tabulation of data</p>
Other Insights	Extensive network in the five islands of Indonesia viz. Java, Sumatra, Kalimantan, Sulawesi, Papua, Bali and Lombok Including, as well as in major cities of the in Indonesia up into districts, sub-districts and villages



## INMARCS RESEARCH

Services	<p>Research Service :Marketing research, Mass Media research, Communication research and Other research</p> <p>Outsourced HRD and Marketing function:Recruitment and assessment, Interviewer field team (Qualitative and Quantitative), Coding &amp; entry data support team, Data Processing programming, Statistical analysis support and Spreading Product</p> <p>Event Organizer</p>
Key Industries Served	Banking, Consumer Goods, Furniture, Gadget, Insurance, Jewellery, Leasing, Pharmaceutical, Publishing, Cement and Media companies
Other Insights	The mobile survey arm of the company is ( <a href="http://www.mobilesurvei.com">www.mobilesurvei.com</a> )



## Pixel Research (2004)

Products (Trademarked)	Brand Power, Mandala, Consumerfact, Mindwork, Customersatmetrix, Optimizer, Comm-Track, Aspire, Adventure
Services	Computer-assisted telephone interviewing (CATI) service center located in Bandung
Other Insights	<ul style="list-style-type: none"> <li>• Own offices in five major cities of Indonesia viz. Greater Jakarta, Bandung, Surabaya, Medan and Makassar otherwise complete coverage of full Indonesia.</li> <li>• Also experience in Singapore, Malaysia, Thailand, Philippines, Brunei Darussalam, Hong Kong, Macau, India and Japan</li> </ul>



## PT MARSINDO KONSULT PRIMA (MRI) (1996)

Services	<p>Custom Research: Desk Research, Quantitative Research, Qualitative Research, Mystery Shopping</p> <p>Syndicated Research: Tracking Study (on specific categories), Omnibus Survey, Bank Consumer Monitor (BCMsm)</p> <p>Bank Service Excellence Monitor (BSEMsm), Hospital Service Excellence Monitor (BSEMsm), CS Driver SM Study on Banks, E – Channel Study, Consumer Confidence &amp; Consumer Behaviour, Lifestyle Study and Consumer Trends</p>
Key Industries Served	Beverage, Hair & Personal Care, Automotive, OTC, Cosmetic & Body Care, Household Product



## Qasa Consulting (2002)

Services	<p>Research Services, Consulting Services, Business Support Services, Retail Research, Strategic Business Services</p> <p>Retail Research Product, Customized Retail Research</p>
Key Industries Served	<p>Agriculture • Heavy Equipment • Packaging • Electronic • Home Appliance • Infrastructure • Shariah Finance • Banking • Telecommunication • Manufacture • Mining • Garment • Retail • Wholesale • Construction • Finance • Investment • poultry • Automotive • FMCG • Information Technology • Services • Transportation • Electric • Pharmaceutical • Advertising • Regulation • Commercial Economy • Property • Food &amp; Beverage • Chemical</p>
Other Insights	<p>QASA Market Update is available for Automotive, Syariah, Packaging, Infrastructures, Building and Construction, Chemicals and Agribusiness</p> <p>Apart from Indonesia company is also present in Thailand</p>



WINNING  
COMPETITION  
WITH US

## Insight Asia (1997)

Services	Market Entry and feasibility studies, Market & category segmentation, usage and attitudes, Product Innovation & Development, Testing and Sensory Research, Brand positioning and Image Development, Communication strategy, testing and evaluation, Brand Health Tracking and Customer & Employee Satisfaction measurement
Industry	FMCG, Banking and Finance, Telecommunication and Social and Public Opinion
Facilities	Fully computerized offices with a warm and friendly ambience, In-house Data entry & processing, In-house field management and Field Quality Control, Excellent in-house viewing rooms with one-way mirrors, video recording, live translations etc., Live Web streaming of focus groups on request, Advanced Questionnaire Design and Analysis Software. (Systat), CATI & CAPI capability, Online surveys and Product testing booths
Other Insights	Started from Indonesia, Company also has dedicated field and data entry teams in Singapore, Malaysia, Thailand, China, Vietnam and the Philippines. Have experience working in India, HK and Sri Lanka



## Spire Research and Consulting (2000)

Services	Business Partner Selection, Competitor Analysis, Consumer Research, Corporate Social Responsibility Consulting, Country Research, Cross-border Consulting, Customer Decision Dynamics Analysis, Decision Analytics, Knowledge Process Outsourcing, Market Environment Research, Market Sizing and Feasibility, Price Research, Value Chain Analysis
Key Industries Served	Automotive, Building & Construction, Chemicals and materials, Consumer products, Energy, Financial Services, Food, Government, Industrial Products & Services, Infocomm Technology, Life Sciences and Logistics
Other Insights	Presence in Australia, Greater China, Hong Kong, India, Indonesia, Korea, Malaysia, Russia, Singapore, USA and Vietnam



The Knowledge to Decide

## Focus Suites (FSPL)

Services	Consumer Research Practice, Healthcare Research Practice, B2B Market Research Retail Research Practice and Multi Country Research
Facilities	Video Streaming Facility, One Way Mirror Viewing Facility, Usability Testing Labs and Eye Tracker Services
Fieldwork	Quantitative Market Research, Qualitative Market Research, Computer Aided Telephonic Interviews (CATI), Advanced Analysis Practice, Online Panel Management and Building Communities
Other Insights	One of the largest primary pharmaceutical Business Intelligence fieldwork firm by Revenues HQ in India and Overseas presence in Saudi Arabia Qatar Kuwait Bahrain Oman Yemen Egypt Lebanon Philippines Indonesia Thailand Vietnam UAE China Taiwan Singapore Hong Kong



## KADENCE INTERNATIONAL)

Services	Data collection services direct to Management Consultancies and other Research Agencies across the globe as well as our In-House Insight teams
Industries	Agriculture and Animal Health, Automotive, Business Service, Construction and Trade, Consumer durables, Financial Services, Food and Drink, FMCG, Healthcare, Infocomm Technology, Telecom, Media and Publishing and Public and Social
Other Insights	International presence in USA, UK, Singapore, Malaysia, China apart from Indonesia





Market Research Indonesia	
Services	Market studies, customer interviews, competitive benchmarking, new product introductions, merger and acquisition searches, market entry and positioning studies, opportunity identification analyses, partner evaluations and due diligence, distributor searches, strategy formulation and hands-on strategy implementation workshops
Other Insights	Expertise is centered on the manufacturing, industrial applications, technology, greentech and the healthcare sectors in Asia.  Overseas presence in Singapore Thailand Vietnam Myanmar Malaysia China Cambodia Mongolia Brunei Singapore



# Indonesian Market Research industry Landscape



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