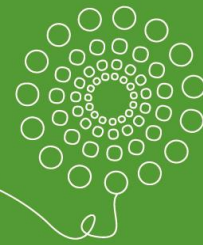




Creativity Solutions Growth



BACKGROUND

CSG (Consumer Search Group)

- 36 years of Market Research Excellence

- 1982 – Established in Hong Kong
- 1994 – Established in China (3 offices - GZ, BJ, SH)
- 2008 – Established in Macau (Macau Research Centre)
- 2011 – Joined Gallup International Association (GIA) and World Independent Network of Market Research (WIN)
- 2013 – Became member of The INTAGE Group (9th largest global research firm)
- 60 professional researchers
- Leading market research company in Hong Kong, conducted over 8,800 quantitative and qualitative studies
- ISO 20252 (quality standard of market research specific) accredited since 2017 & strictly follow quality standards of ESOMAR

COVERAGE

- **Hong Kong** - CSG headquarters with experienced research leaders managing large scale research trackers, strong in quantitative and qualitative with full service capabilities
- **Macau** - Our Macau office has a full service research team since 2008 with strong operation capabilities
- **China** - CSG coverage in key cities, supported by experienced research personnel
- **Asia**
 - As a member of The INTAGE Group, we have regional office support in Asia markets outside of HK and China including **Japan, Korea, Singapore, Thailand, Vietnam, Indonesia and India.**
 - In addition, **CSG has access to reputable research companies around the world in the GIA/WIN networks.** We can conduct regional studies in Asia at high quality with time and cost efficiency.

BUSINESS UNITS IN HONG KONG

CSG Research – We have 8 research teams providing full research services to global clients, government departments, semi-government organizations and commercial sector in the region, offering a full range of research methodologies and solutions delivering professional survey design, detailed data analyses, reliable research findings with insightful recommendations. We grow together with our clients.



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SERVICES

Quantitative Research

CSG works with clients on all types of Quantitative research including:

1. Concept Testing
2. Product Testing
3. Brand and Advertising Evaluation
4. Customer Satisfaction
5. Shopper Insights
6. Event Evaluation
7. Mystery Shopping
8. Customized studies based on client's unique needs

Qualitative Research

CSG has 6 experienced moderators conducting Qualitative research studies for clients:

1. Market Exploration
2. Website Testing
3. Product and Concept Evaluation
4. Consumer Behaviors and Understanding

CSG Consultancy

CSG Consultancy offers performance-driven consulting services:

1. Talent Engagement
2. Strategic Alignment
3. Change Management
4. Human Performance Improvement System
5. ESG Reporting Consulting

CAPABILITIES

- Research leaders experience: Avg. 25 years
- Operation staff experience: Avg. 10 years
- Professional researchers: 60
- Interviewers: 300+
- Mystery shoppers: 200+
- Interview tools: 300 tablets & iPads;
60 CATI booths

CSG Facilities



A MEMBER OF THE INTAGE GROUP

- **INTAGE** is the 9th **largest** research company in the world and the **market leader in Japan**. They expanded coverage in Asia since 2011.
- CSG now offers INTAGE's **best-in-class branded solutions from Japan** to our clients in Hong Kong and Asia region. For more details, feel free to contact us.

CONTACTS

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