



# Introduction to Nikkei Research

Full service research company, part of the Nikkei Group

**Nikkei Research**  
& Consulting

Thailand

NIKKEI RESEARCH & CONSULTING  
(THAILAND) Co., LTD.

**NIKKEI-R**

NIKKEI RESEARCH INC.



# Who we are

## Changing the world with insights.

Under social and economic turbulence, our forecast is the motivation of challenge and the power of innovation.

# Who we are

Nikkei Research is a member of the world's largest business and economic focused media group; NIKKEI, with FT(Financial Times) also in the alliance. Nikkei Research & Consulting (Thailand) Co., Ltd. is an expert research and consulting team expanding into Thailand from Nikkei Research Inc.

## Across **ASEAN**



Due to our strong network and research experiences in ASEAN countries, we can propose and provide reliable multi-national research customized for clients.

## **50+ years of experience**



Since its founding as Marketing Operation Center in 1970, Nikkei Research has provided reliable and excellent research services to support Japanese and non-Japanese clients.

## **High-quality data**



We aim to provide all our clients with highly reliable research data. We achieve this through stringent quality control based in ESOMAR-compliant flow of operations.

## **The Nikkei Group**

We are one of the group companies of Nikkei Inc. Nikkei is one of the largest newspaper companies all over the world, specializing in finance and business news publications.

**NIKKEI**



# Nikkei Research's business domains



## Asia-centered global research

Experience in over 65 countries, focusing especially in Asia, with support of Nikkei Research & Consulting (Thailand).



## Marketing research and analytics



From consumer research to B2B marketing research, provided with multifaceted analysis



## Revitalization of human resources and organizations

Research on employee satisfaction or health and productivity management to revitalize the work environment



## Big Data combined with Enterprise Data



Wide range of consumer research data stored as a single source database, combined with Enterprise Data

# Our global network

- Dedicated local partners in over 60 countries
- Head office in Tokyo, Japan. Overseas offices in Bangkok, Thailand and New York, USA



\*Colored: countries conducted fieldwork(excluding online surveys)

# We are a member of Nikkei Group

We are a member of the world's largest business and economic focused media group; **NIKKEI**, with **FT(Financial Times)** also in the alliance, making us expand farther to deliver solutions that fit your needs.



# No.1

World's largest financial media

- News
- Publishing
- Digital Business
- Broadcasting
- Advertising
- Research Institutions
- Human Resource Education
- Printing / production
- Sales system
- Overseas
- Travel & Other Services

# What we do

We offer a wide range of services including BtoB and BtoC marketing research, to governmental research projects and more, all tailored to meet the needs of our clients.

# Our services

## Marketing Research



- Full service, custom tailored, marketing research services.
- Strategy focused; branding, new market entry, employee engagement, etc.

## Statistical Research



- Leading large-scale research projects with the Japanese government to provide reliable government statistics, such as the Economic Census

## Database



- Financial statements statistics of corporations
- Corporate profiles
- Human resources data
- Industry information
- Analysts database
- POS data analysis

## Digital Marketing / Data science



- Analyze Big Data and bring solutions to various business challenges
- Combine Enterprise Data with Nikkei Research's single source database of consumer data



# Research themes



## Customer Research

- Customer Experience Survey (CX)
- Customer Satisfaction Survey (CS)
- Mystery Shopping



## Corporate/Enterprise Research

- Capital Expenditure (CAPEX) Survey
- Corporate Diversity Survey
- Economic Census



## Customer Relationship Management (CRM)

- Customer Profiling
- Targeting Support



## Employee Survey

- Employee Engagement Survey (ES)
- Compliance Survey



## Branding / Advertising

- Brand Strategy
- Positioning/Competitiveness
- Advertising Effectiveness



## Healthcare

- Concept Evaluation
- Treatment Pattern Survey
- Positioning Study



## Behavior Research

- Geodemographic/Area Marketing Research
- Sensory Observations



## Global/Multi-countries Research

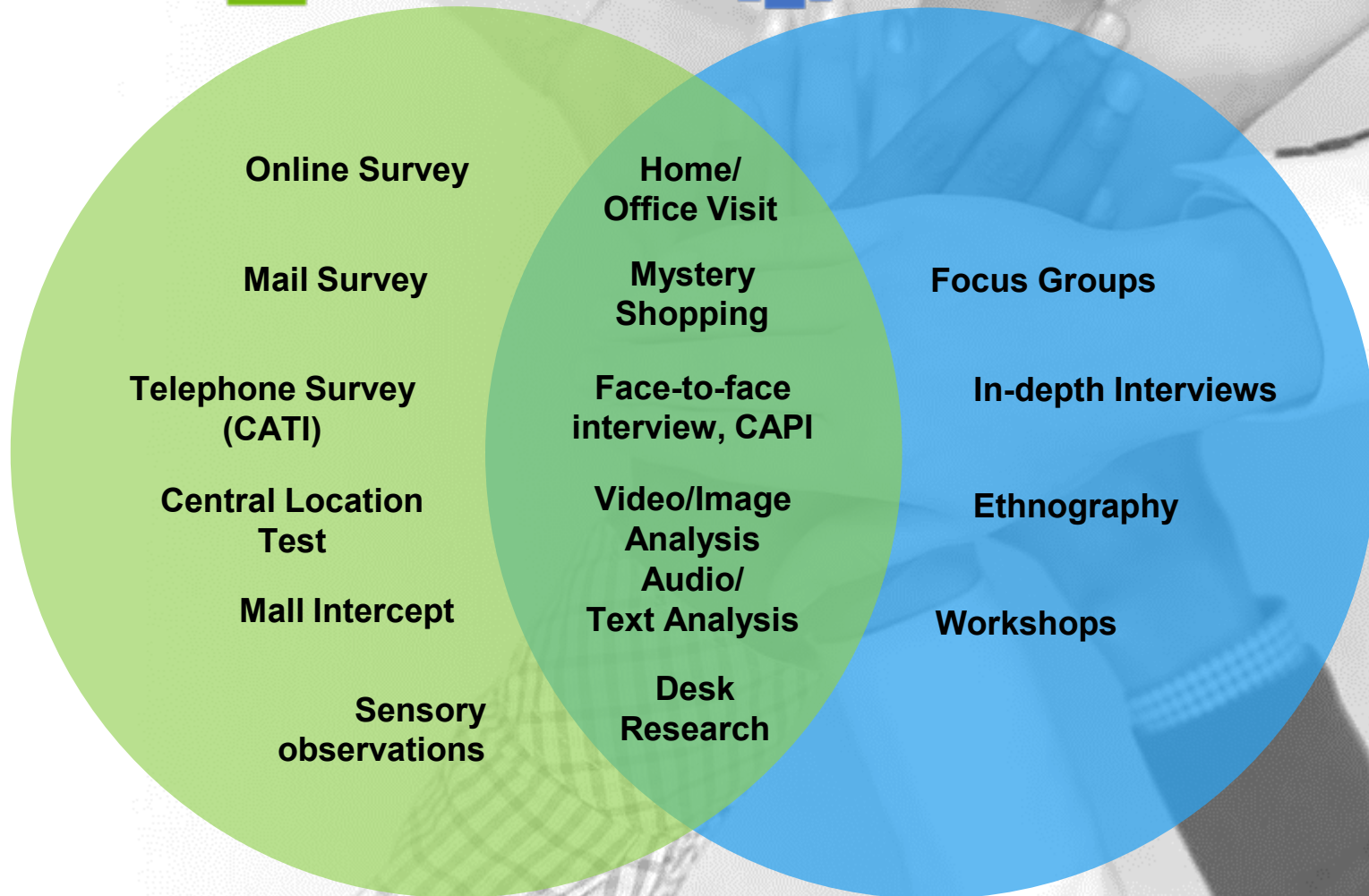
- Multi-country Branding Survey
- Market Entry Survey
- World-wide Customer Satisfaction

# Research methods






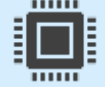





 **Quantitative**



**Qualitative**



# Industries

Government / Municipal 	Finance (Bank / Insurance) 	Automotive 	Electronics (Home appliance) 
Heavy industry 	University 	IT / Tech 	Transport / Travel / Delivery 
Media / Agency 	Energy 	Tele-communications 	Healthcare 
Construction / Real estate 	CPG / FMCG (Food / Cosmetic / Medicine) 	Games / Toys / Entertainment 	Fashion / Luxury brand 




# Our work

# Project Cases (B2C)

<b>Client</b>	Singapore 
<b>Market</b>	Thailand 
<b>Industry</b>	CPG / FMCG 
<b>Goal</b>	To understand and gain insights about the needs and attitudes of softener users
<b>Solution</b>	<p><b>Qualitative Research on product X user</b></p> <ul style="list-style-type: none"> <li>• Focus Group Interviews</li> <li>• 30 female respondents in 5 groups (including non-X users)</li> <li>• Ask about washing habits, purchase behaviors, brand awareness, fragrance evaluation, etc.</li> </ul>




<b>Client</b>	US 
<b>Market</b>	Thailand 
<b>Industry</b>	Automotive 
<b>Goal</b>	To develop a future-facing, unified and profitable approach to the client’s products, services and experiences
<b>Solution</b>	<p><b>Qualitative Research on Car owners</b></p> <ul style="list-style-type: none"> <li>• Online In-depth Interviews</li> <li>• 18 car-owners aged 18-49</li> <li>• Ask about decision making process on mobility, travel and dining out.</li> </ul>

# Project Cases (B2B)

<b>Client</b>	Japan 
<b>Market</b>	Asia (incl.Japan)/ Europe/ US
<b>Industry</b>	Electronics 
<b>Goal</b>	To build competitive strategies for advantages over rivals globally
<b>Solution</b>	<p><b>Customer Satisfaction Survey</b></p> <ul style="list-style-type: none"> <li>• Online Survey</li> <li>• 400+ respondents per country</li> <li>• Ask about service level, importance as a business partner, etc.)</li> </ul>

<b>Client</b>	UK 
<b>Market</b>	Thailand 
<b>Industry</b>	Real estate 
<b>Goal</b>	To understand customers' evaluation towards client's service
<b>Solution</b>	<p><b>Customer Satisfaction Survey</b></p> <ul style="list-style-type: none"> <li>• Telephone In-depth Interviews</li> <li>• Use a customer (factory owners) list provided by the client</li> <li>• Ask about the reason of choosing the client's service, evaluations, way of collecting information, etc.</li> </ul>

# Project Cases (Asia)

<b>Client</b>	India 
<b>Market</b>	Thailand 
<b>Industry</b>	Motorcycle 
<b>Goal</b>	To clarify current barriers and to understand potential customers' purchase preference in Thailand
<b>Solution</b>	<p><b>Branding Survey</b></p> <ul style="list-style-type: none"> <li>• In-depth Interviews in Bangkok and Chiangmai</li> <li>• 15 respondents for each city (including competitors' motorcycle owners)</li> <li>• Ask about purchase process, usage of current motorcycle, evaluation, etc.</li> </ul>

<b>Client</b>	Thailand 
<b>Market</b>	Thailand 
<b>Industry</b>	Government (MICE) 
<b>Goal</b>	To study the social/economic impact of the target event and understand the satisfaction of visitors and local people in the event
<b>Solution</b>	<p><b>On-site Event Survey</b></p> <ul style="list-style-type: none"> <li>• Intercept Survey on 100+ participants</li> <li>• Ask about general information (such as residence area and age), attending behavior and satisfaction of the event, etc.</li> </ul>

# Project Cases (Asia)











“Tailor-made” Ad Hoc Survey

<b>Client</b>	Japan 
<b>Market</b>	Indonesia 
<b>Industry</b>	Motorcycle 
<b>Goal</b>	To clarify the company's image and to understand behaviors of influencers
<b>Solution</b>	<p><b>Branding Survey</b></p> <ul style="list-style-type: none"> <li>• F2F survey &amp; In-depth Interview</li> <li>• Approx. 100s in Indonesia</li> <li>• Approx. 30 questions (including questions of top-of-mind awareness, etc. )</li> </ul>

<b>Client</b>	Japan 
<b>Market</b>	7 Asian countries (incl. Thailand)
<b>Industry</b>	Stationery 
<b>Goal</b>	To understand current working environment and to identify problems in the company.
<b>Solution</b>	<p><b>Employee Engagement and Compliance</b></p> <ul style="list-style-type: none"> <li>• Online &amp; Mail Survey</li> <li>• 2,680 employees</li> <li>• 31 questions (corporate culture and management, violations of law, etc.)</li> </ul>



# Report & Data

Category	Name	Description
Branding	Brand Index 	<ul style="list-style-type: none"> <li>Visualizing the value of corporate brands in a time-series data in Japan</li> </ul>
Finance	Finance RADAR 	<ul style="list-style-type: none"> <li>Measuring the financial awareness of individuals and the financial activities of households in Japan</li> </ul>
	Finance METER 	<ul style="list-style-type: none"> <li>Satisfaction survey of financial institutions collected from 160K consumers in Japan, covering city banks, regional banks, trust banks, securities firms, life insurance companies or general insurance companies</li> </ul>
	Analysts & economists catalogue 	<ul style="list-style-type: none"> <li>Individual profile covering: department, phone number, email address, brief history, qualifications, and sector</li> <li>Corporate profile covering: address, phone number, website URL, number of employees, ranking, ranked sector and detailed evaluation</li> </ul>
	Grand100 	<ul style="list-style-type: none"> <li>Financial gerontology-based survey from respondents over the age of 60</li> </ul>
Organization	Nikkei Smart Work Management Survey report 	<ul style="list-style-type: none"> <li>Rating report of corporations based on the Nikkei's "Smart Work Project"</li> </ul>
	SDGs Management Survey 	<ul style="list-style-type: none"> <li>Rating report of corporations based on SDGs</li> </ul>
	Salary Report 	<ul style="list-style-type: none"> <li>Nearly 30-years worth of local staff's salary data of Japanese companies</li> </ul>
	Global Employee Engagement Survey 	<ul style="list-style-type: none"> <li>Benchmark to understand the global position of each global branch when conducting employee engagement surveys</li> </ul>
Area Marketing	Capital Area Census & West/Central Area Census 	<ul style="list-style-type: none"> <li>Online database of user profiles and their usage of commercial facilities in the Tokyo (Capital), Osaka, and Nagoya areas</li> </ul>

# Smart Work

## Exploring the next generation leading company

Connecting advanced technology, innovation and structural changes for reforming work styles to improve productivity.



Report over Nikkei's various media.



Discussing issues with advanced case-studies in various symposiums.



Holding events for human resource development.

### Nikkei Research's role



Large-scale survey for multifaceted assessment.



Building theoretical formula of Smart Work.



Awarding the annual excellent company.



Consulting services for enterprises.

# Global Employee Engagement Survey

- Questions on workplace, compliance and corporate brand
- Age 20-59, full-time employee
- 20 countries / 1000+ samples each
- To be used as a benchmark to understand the global position of each global branch when conducting employee engagement surveys

## Countries






Australia, Brazil, Canada, China, Taiwan, France, Germany, India, Indonesia, Japan, Malaysia, Mexico, Philippines, Russia, Singapore, South Korea, Thailand, UK, USA, Vietnam








# Research project with the government

with the government

Office	Name	Description
Ministry of Internal Affairs and Communications with Ministry of Economy, Trade and Industry 	Economic Conditions Survey	<ul style="list-style-type: none"> <li>Survey on 48,000 offices / 4,000 companies from 35 service industries</li> </ul>
	Census of Manufacture	<ul style="list-style-type: none"> <li>Survey on 58,000 offices / 5,700 companies from the manufacturing industry</li> </ul>
Ministry of Economy, Trade and Industry 	Economic Census	<ul style="list-style-type: none"> <li>Survey on 1.27M offices / 260K companies with a collection rate of 92% (the collection rate required by METI: 80%)</li> </ul>
	Survey of Selected Service Industries	<ul style="list-style-type: none"> <li>Survey on 58K offices / companies with a collection rate of 82.5% (the collection rate required by METI: 80%)</li> </ul>
	Current Survey of Production	<ul style="list-style-type: none"> <li>Monthly survey on 5,600 offices / companies using 46 questionnaires</li> </ul>
	Quarterly Survey of Overseas Subsidiaries	<ul style="list-style-type: none"> <li>Quarterly survey on 1,400 companies with overseas subsidiaries (5,100 overseas subsidiaries)</li> </ul>
Statistics Bureau, Ministry of Internal Affairs and Communications 	Survey on Service Industries	<ul style="list-style-type: none"> <li>Monthly survey on 39,000 offices from the service industries</li> </ul>
Government Pharmaceutical Organization (GPO) 	Customer Satisfaction Study	<ul style="list-style-type: none"> <li>Survey on B2B domestic and international customers</li> </ul>
Thailand Convention and Exhibition Bureau (TCEB) 	Economic and Social Impact Audit (Sponsored Events / Flagship Events in MICE cities)	<ul style="list-style-type: none"> <li>Study on the economic and social impact of 26 mega events and 6 flagship events held during 2020 and 2021.</li> <li>Data are collected with participants, event exhibitors, and the community around each event's venue.</li> </ul>

# Research for B2B Database Construction

Reporting from	Name	# of recorded companies	Description	
1985	Nikkei Corporate Information 	3,900 listed companies	<ul style="list-style-type: none"> <li>• Company address</li> <li>• Phone number</li> <li>• Lead managing securities companies</li> <li>• Administrator of shareholder registry</li> <li>• Main bank</li> <li>• Auditing firm</li> <li>• Stockholders</li> <li>• Executives</li> <li>• Number of employees</li> </ul>	<ul style="list-style-type: none"> <li>• Listed market</li> <li>• Unit of trading</li> <li>• Stock price</li> <li>• Total assets</li> <li>• Equity capital</li> <li>• Revenue</li> <li>• Operating profit</li> <li>• Ordinary profit</li> <li>• Net profit</li> </ul>
1983	Nikkei Basic Corporation Information (Unlisted) 	28,000 unlisted companies	<ul style="list-style-type: none"> <li>• Company address</li> <li>• Phone number</li> <li>• Memberships</li> <li>• Business description</li> <li>• Corporate history</li> <li>• Capital stock</li> <li>• Capital flows</li> <li>• Executives</li> <li>• Customers</li> </ul>	<ul style="list-style-type: none"> <li>• Principal stockholder</li> <li>• Labor environment</li> <li>• Recruitment status</li> <li>• Starting salary</li> <li>• Affiliated companies</li> <li>• Main bank</li> <li>• P/L and B/S of 2 years</li> <li>• Revenues, net profits, and other financial data of 5 years</li> </ul>
2003	Capital Expenditures Survey 	2,500 companies selected by Nikkei	<ul style="list-style-type: none"> <li>• Collected twice a year</li> </ul>	



# Our resources

# In-house facilities in Bangkok





# Bangkok Team Profile



## **Aki Kawamura | Managing Director**

Aki joined Nikkei Research in 2004 and has 20 years of experience in market research and analysis, especially in emerging countries. She is a member of Nikkei Research and Consulting (Thailand)'s start-up team in 2017 and came back to Thailand as Managing Director.



## **Warunee Chookhare | Senior Vice President**

Chookhare has over 25 years of experience in market research and analysis. She is responsible for from planning the project, supervising of data gathering, evaluating and analyzing results as well as supporting to write and implementing the marketing action plan.



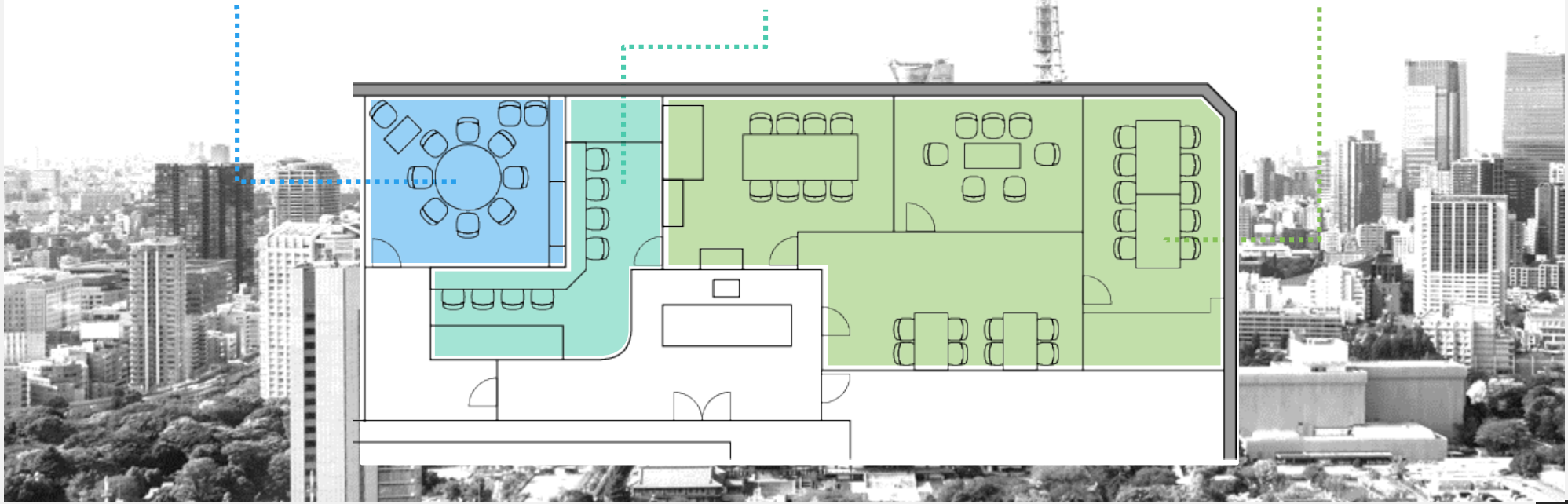
## **Pattranooj Saengchantr | Vice President**

Pattranooj has been in the research business for over 16 years. Her marketing research expertise includes both qualitative and quantitative methodologies across various sectors such as automotive, tourism & MICE, FMCG, finance & banking, etc.



**20 full-time staff and has access to more than 300 local interviewers/recruiters nationwide**

# In-house facilities in Tokyo



# Tokyo and New York Team Profile

## - Tokyo



### **Kiyoshi Shitamori | Executive Research Consultant**

With extensive experience in advertising, marketing planning, corporate strategy, and business development across various industries, supporting companies in expanding their global operations since 2023.



### **Michie Komoto | Chief Global Research Consultant**

Experienced consultant supporting client's global challenge focusing on branding, and engagement and compliance in the pharmaceutical industry.



### **Kunihiro Sato | Chief Data Scientist**

Member of Japan Institute of Marketing Science, The Japanese Society for Artificial Intelligence



### **Taku Toyoba | Professional Survey Statistician**

Expertise in healthcare research in Japan and overseas.

## - New York



### **Noriyuki Yokota | Senior Manager**


Based in New York from 2024, supporting local research and gathering the latest information from the US and Europe to assist in global business strategy and new business development.

# Contact us

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