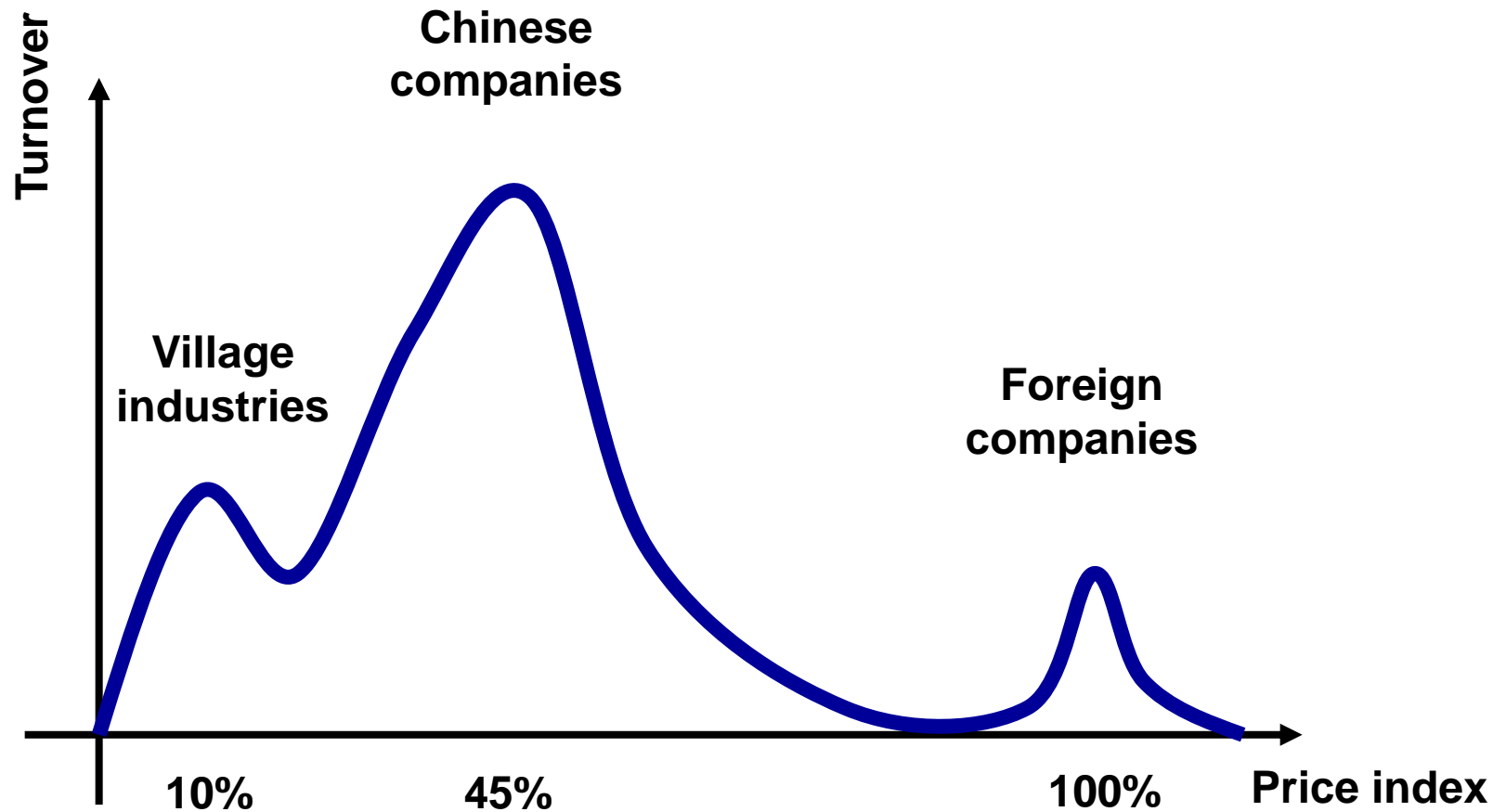


## Asia Base Research



## Market Research in China

# Know your market place



- **Tailor-made market research in China since 1994**
- **Some 20+ experienced research professionals**
- **Offices in Suzhou, near Shanghai**
- **Tested methodologies**
- **B2B focus**
- **Long-term partnerships with clients**



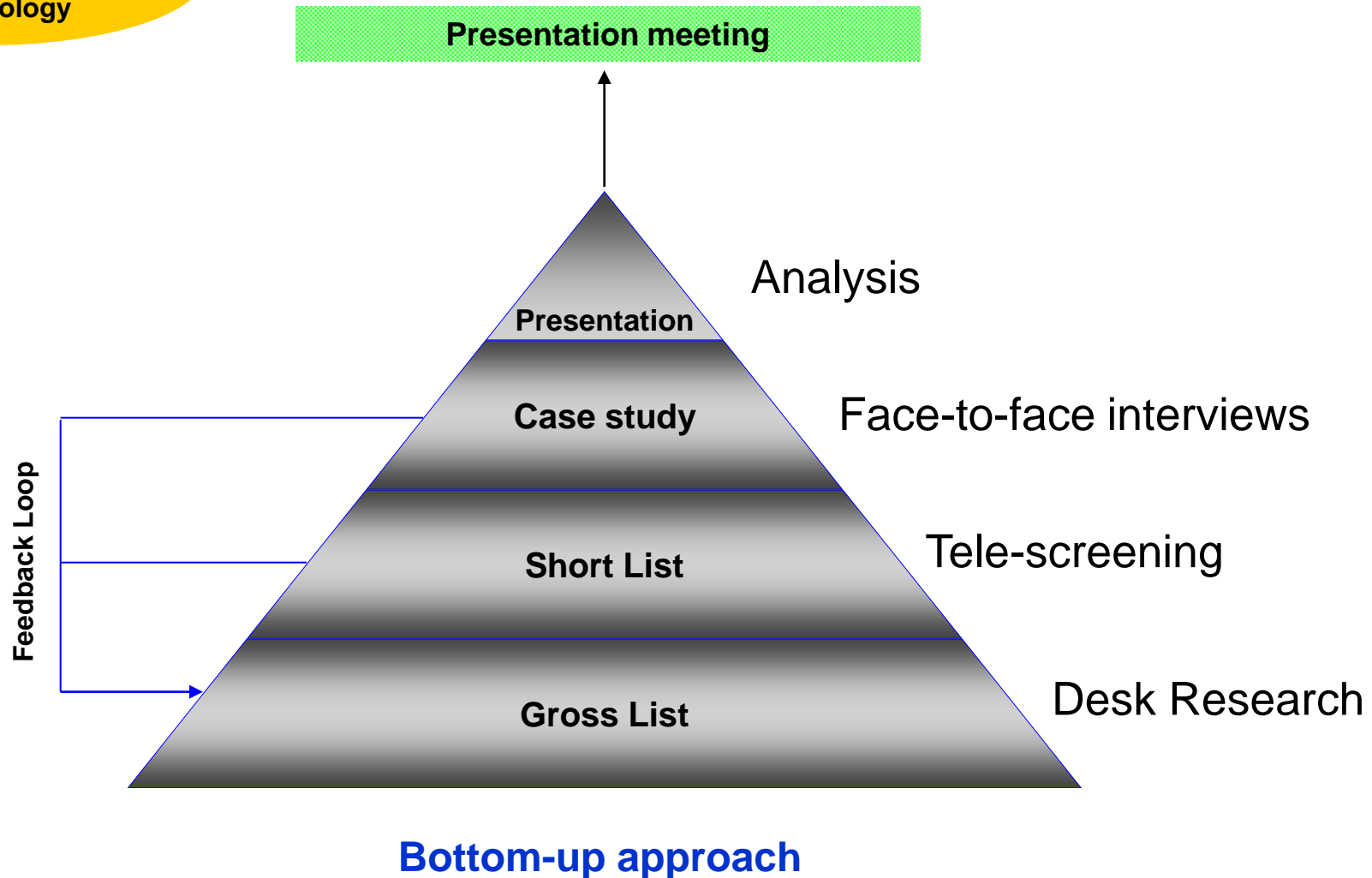
- ✔ **Market surveys**
- ✔ **Company short listing**
- ✔ **Company assessments**
- ✔ **Commercial due diligence**
- ✔ **Ad-hoc support and workshops**

# Sample of industries

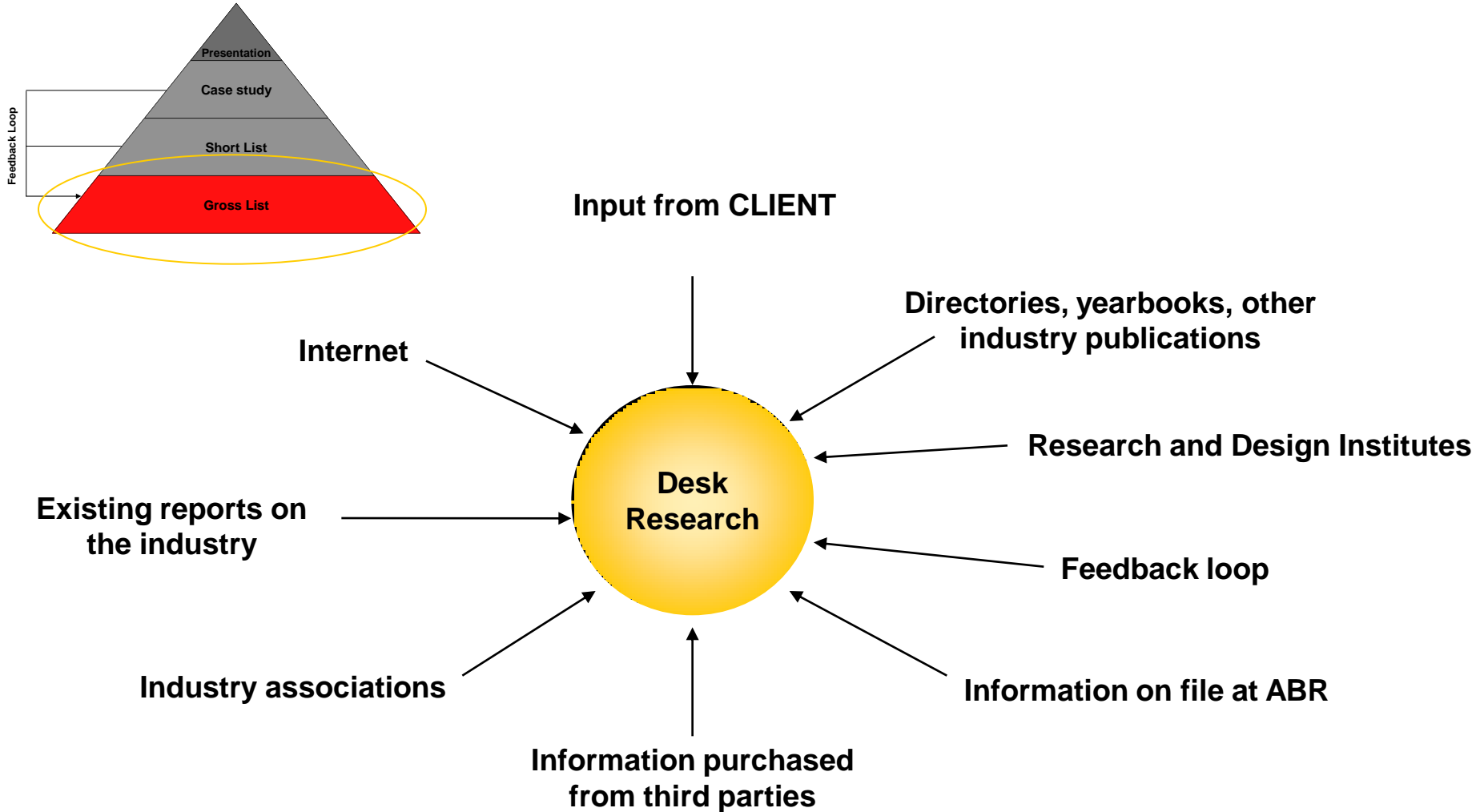


# Project Methodology

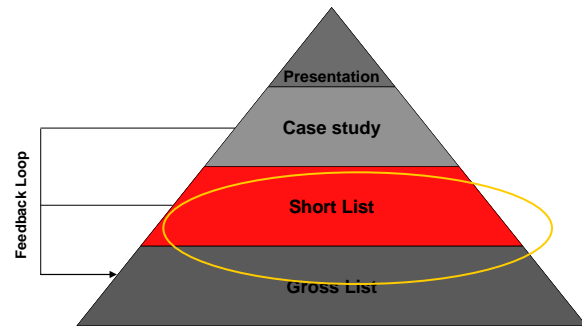
Securing quality  
through tested  
methodology



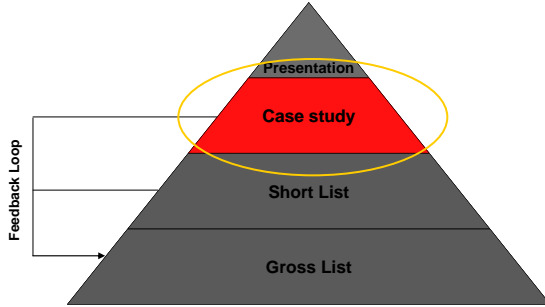
# Gross-list generation



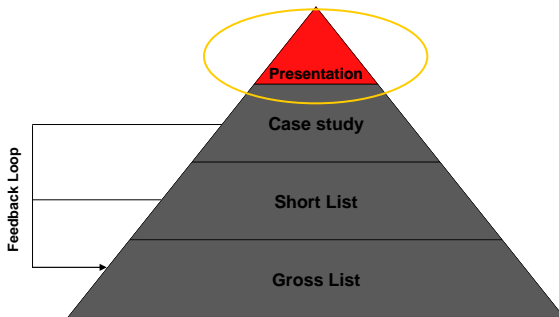
# Short-list generation



- Conducted by skilled researchers
- Phone calls each take 10-30 minutes but preparation takes hours
- Tabulation of findings into Excel spreadsheet
- Filtered according to set criteria



- Conducted by experienced project managers
- In-depth questions
- ½ - 1 full day on-site meeting
- Deliverables are case study reports of 6-15 pages



- PowerPoint format: 20 - 30 slides
- Comparison of interviewed companies
- Presentation, face-to-face or by teleconference
- Short list + all case studies + presentation are deliverables

## Check out our project-reference list

<http://www.asiabaseresearch.com/references.htm>

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