MAKING RESEARCH COME ALIVE
“Making Research Come Alive”
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METRIX Research was established with us having a dream to build something with passion and drive that will make a difference to businesses. From our humble beginning in 2004 when we started as a subsidiary of METRIX Associates Consultancy Sdn Bhd to the present, our goal has always been to provide better focus to clients and to redefine how research should be approached.
We believe that a research agency should never function like a factory with robots that monotonously churn out mindless data.

Instead we believe, as a research specialist, it is our mission to see beyond data and unearth great insights. These insights should then act as a springboard to ideas and opportunities that will become actionable plans.

Because we consider ourselves an extension of your organisation, we believe in working together to come out with innovative research solutions that will realise your goals and help you thrive in today’s dynamic business environment.

At METRIX Research, we don’t let research remain at the grey data stage. Instead, we take it further by transforming it into colourful solutions.

In short, we make research come alive.
Our VISION is to be a world-class research-driven business service provider.

Our MISSION is to make a positive difference to our clients through our research insights.
We would like to create a vibrant and passion-driven work place that keeps us on the leading edge of research.

It is this dynamism in management, complemented by the hardworking nature of our team that has led to our rapid growth. And this success is a direct result of our dedication to our clients’ business.

We provide them with innovative research solutions based on reliable and quality data — all of which are seen to by a team of service-oriented personnel with over 35 years multinational experiences who promise out-of-the-box solutions.
Our Approach

Our set mission is achieved based on four key elements:

We are part of your team

We work on an interactive platform where all information and opinions are considered so that we can fully understand your needs and expectations.

We give you our undivided attention

We assign dedicated staff to each given project from start to finish.
We customise our solutions

We develop and implement research methodologies that are specifically designed to meet the needs of your business and budget.

We offer value

Our research techniques and in-depth analysis lead to innovative solutions that maximize profits at minimum cost.
Research Services

- Marketing Research
- Shopping Research
- Mystery Shopping
- Social & Political Research
- Industrial / Business Research
- Entrepreneurship Journey
Our Marketing Research services cover the entire marketing cycle, starting with identifying the market needs, up to the evaluation of customer service and satisfaction. We provide you with measurable quantitative and in-depth qualitative results, then translate them into actionable solutions for you to implement.

**Market Feasibility**
- Target Market Profiling
- Market Evaluation
- Competitive & Competitor Analysis
- Needs Analysis

**Marketing Strategy & Planning**
- Target Market Profiling
- Market Segmentation
- Competitive Analysis
- Consumer Awareness, Usage, Behaviour, & Attitude Study

**Marketing Analysis**
- Distribution Network Study
- Pricing Sensitivity Study
- Product & Packaging Research
- Communication/Promotion Study

**Advertisement/Communication Development & Evaluation**
- Advert/Communication concept evaluation
- Advert effectiveness evaluation – pre & post testing
- A&P effectiveness monitoring

**Sales Research**
- Customer satisfaction measurement/monitoring
- Customer experience evaluation
Shopping Research

Via Shopping Research, we help you delve deeper to understand and discover the motivations and triggers that drive shoppers during their visit to a retail shop or a mall. We have the experience and the tools to help you find out more about your shoppers.

Customer Dynamics Study
Discover and understand the behavior of your current customers towards your business. Provides an accurate and in-depth body of information based upon the characteristics of visitors to the place of business. Through this research, we are able to find out relevant answers like:

- Target Customer Profiling
- Mall /Retail Outlet Evaluation
- Visit and Spending Pattern Analysis
- Needs and Expectations Analysis

Mystery Shopping
An essential tool to gain relevant insights into the shopper experience. It is also a good motivation tool for customer service. With this tool, we can:

- Evaluate the level of service and facilities
- Identify training needs
- Identify the improvements received

Shopper Behaviour Study
Studying shopper behavior helps retailers understand consumer perception about their mall / retail store. Uncovering and connecting wrong perception about the mall /retail store may give retailers crucial advantage over competitors. Our tool will help the retailer gain in-depth understanding of the shopper’s behavior on a typical shopping trip.
This incognito, Ninja-like service gives you objective insight into exactly how your business is presenting itself to your customers. It compiles info of each of your business outlet and location doing the right things and that your customers are being serviced the way they should. Losing customers or getting bad reviews on your brand are costly.

From operational compliance to customer service, appearance and wait time, you can measure and optimize your operations, improve customer satisfaction and maximize sales. Our services includes:

- Customer service evaluation
- Competitor analysis
- Company standards and procedures evaluation
We perform public opinion polling using various quantitative methods to gather feedback on public issues. Qualitative executions are utilised to enhance the quality of findings. Secondary data & information provides perspectives to opinions.

We can help you gain insights into the hearts and minds of the ‘rakyat’ on current social, economic or political issues.

- Social policies and issues
- Politics and public opinion
- Government and public affairs
- Voters sentiment study
In researching industries and businesses, Metrix approach integrates five key business perspectives into a holistic view of factors that impact the industries of your interest.

1. **Customer Behavior**
   Comprehensive review on customers on the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on business decisions.

2. **Competitive Landscape**
   In depth, systematic analysis of a business of its primary and secondary rivals.

3. **Innovative Technologies**
   Tacking and monitoring on technologies that could potentially displace an established technology that creates a completely new industry.

4. **Business / Marketing Directions**
   Assessment on industry players’ business or marketing direction, goals and plans from management leadership perspective.

5. **New Business Models**
   Review on processes, tools and techniques of industry players to monetize and maximize their business value propositions.

We believe that the ability to generate this composite view of your market, coupled with comprehensive coverage on targeted Malaysia industries, is rare in Malaysia.

Our consultants are business strategists with expertise in B2B. Our services include:

- Industry Environment Analysis
- Business or market feasibility studies
- Industry Value Chain Analysis
- Competitors Analysis

Research Services

**Industrial /Business Research**

Metrix provides a thoroughly researched, reliable, unbiased and current business information that is critical to you. Our team of dedicated expert analyst who research economic, demographic and government data verified with primary information where we will provide you with valuable insights on the industries, the top leaders and its key business environment indicators, so that you can make well-informed decision.
It is a program suitable for entrepreneurs looking for a structured way to turn ideas into invoice. Developed in-house, it utilizes known tools such as Value Proposition Canvas (VPC) and Business Model Canvas (BMC) to navigate the discovery journey of an entrepreneur. Discovery here means finding enough evidence of the viability and sustainability of your business idea before executing it.

Our training and coaching program encompasses lectures, demonstrations as well as practice so that the participants will have the necessary set of skills and know-how of structured entrepreneurship. It is also delivered in either English or Bahasa, depending on the participants.

This program comprises of three separate modules:

**Module 1**
Participants will learn ideation and segmentation techniques that will assist them in extracting the problems that their products and services will solve. This will end with building a business model that will support the creation and delivery of their products and services.

**Module 2**
Once the Business Model is completed, we will guide the participants how to validate any ideas you’ve drafted in Module I. Who to test the model with? What to ask them? How to analyse the collected information? and what are the changes to be made on the business model.

**Module 3**
Teaches participants how to pitch (presentation) the validated Business Model to investors.

The modules above were developed by the Growth and Innovation (GI) Unit headed by founder, Encik Razak Abdul Manaf, an entrepreneur and a co-creator of the Business Model Generation book.
Over the years, we’ve worked with corporate clients as well as governmental bodies both domestically and internationally across a wide variety of industries, delivering tailor-made solutions to aid them in achieving their respective objectives.

We’ve included a focused selection of our successful assignments here to provide you with a clearer picture of our capabilities and expertise.
Our Experience

Corporate Image / Perception Study

Finance
- Corporate image and identity study for a stock exchange in view of changes in the local and international capital market environment.
- A study to gauge consumer perception for a local bank in order to unearth a competitive edge in the banking industry filled with numerous local and foreign banks.
- A Financial Institution who tracks their target market’s perception on them as the main player in providing financial support to SMEs to gain more prominence in the market place and gain more ‘market share’.
- A Takaful player, being one year in business, need to know where they are with regards to their positioning and image in the market vis-à-vis competitors to enable them to strategize their communication in the coming years.
- A Takaful player wish to have a promotional campaign with the youth as the youth will be the future subscribers to Takaful products. A study in uncovering the youth’s attitude towards financial products especially insurance provide great insights for the client to strategise on their promotional activities.
- A review of an insurance brand’s positioning vis-à-vis other prominent insurance brands in the country. This is done on a bi-yearly basis to track the brand’s performance vis-à-vis its competitors.
- A review of a financial institution’s brand image and customer perception, in an effort to create a more positive and attractive image for its current and potential customers.

Government
- Corporate Image study for a Government Agency in an effort to rebuild the corporate image in the eyes of the public. As an effort to attract and get more Muslims in Selangor to ‘berzakat’, the client embarks on this project to have an understanding on their ‘target market’ perception on them how this could impact their effort in attracting more subscribers. Their efforts are being evaluated by tracking perception over time, and the increasing number of subscribers.
Oil & Gas
- Understanding the business issues and regulatory requirements of an oil & gas activity, which is to be consolidated into the implementation framework of a new business venture.
- Identifying the feasibility of opening up the market for existing products and services.

IT Applications
- Identifying the feasibility of introducing a business portal to an established IT application company, so as to add value to their existing customer portfolio and to diversify their customer segment.

Telecommunication
- Identifying target market’s readiness to adopt 3G technology and its applications.
- A leading telecommunication service provider engaged METRIX as its research advisor to address the declining revenue and subscription of fixed line telephone services. Studies include identifying the drivers of subscription and to assist the client in formulating a new offering for their fixed-line customers. The research that METRIX conducted is the cornerstone of an ongoing one-year campaign.

Finance
- Evaluating the effectiveness of a reward system in the banking sector.
Usage, Behaviour & Attitude Study

**Telecommunications**
- Evaluating consumer usage level and their behaviour towards a telecommunications service in an attempt to provide better service to existing users.
- Evaluating user-behaviour and perception towards a telco product. Measuring the effectiveness of a telecommunication product value chain (from distribution to retail) so as to help increase efficiency.

**IT**
- An evaluation of a software company’s customer usage level, in regards to a product range and their future needs.

**FMCG**
- Evaluating consumer behaviour in using a personal care product as well as the feasibility of launching a new product into the market for a multinational company. Annual surveys in tracking consumer behaviour and attitude in using household products as well as input into a multinational company’s yearly business and marketing plan.
- A comprehensive study on the lifestyle of young Malaysian females. This is part of a multinational company’s effort in developing personal care products for the local market.

**Automotive**
- An in-depth understanding of the behaviour of local car users, their attitude towards differing car-makes and servicing components.
- A thorough study of Malaysian motorists and their behaviour and usage attitude toward cars and car accessories. This is part of a multinational company’s study in developing new automotive product concepts for the Malaysian market.
- Car clinics to evaluate the market’s interest and acceptance of different car models. Understanding the dynamics of passenger car drivers and purchasers in Malaysia.
**Usage, Behaviour & Attitude Study**

**Retail & Retail Development**
- A monthly survey for a premier shopping mall in Klang Valley in understanding their customers' shopping habits and needs. This survey enabled the client to actively improve their offerings to retain existing customers and attract potential customers.

- A thorough evaluation of Malaysian shopper behaviour and attitude towards shopping for shopping malls in Klang Valley as input for their yearly business and marketing plans.

- An evaluation of shopper behaviour and psychographic segmentation in Klang Valley for future development of shopping malls in the area.

- A survey on shopper needs when it comes to making decision to select their shopping destination, especially in relation to hypermarkets. This survey assisted the client in charting out where retail outlets are to be located in the newly built shopping mall, where the hypermarket is the anchor tenant.

- Customer and Market Dynamic studies for a shopping mall as an evaluation whether there is a need to reposition the mall to be in line with the mall’s target market and existing customers.

- A thorough survey for a yet to be built shopping mall in the heart of KL. To determine the retail mix and mall concept, so as to capture the desired target market.

**Tourism**
- An evaluation of the behaviour of Muslim tourists in choosing their holiday destination, their needs and wants as well as identifying the trend of Muslim tourists in Malaysia visiting Northern Asia (Korea, China) as a holiday destination.
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An assessment of an F&B retail chain’s brand and offerings with regards to relevancy to the target market. The output of this research is enabling the client to realign its product offerings, promotions as well as repositioning its brands to be relevant to the target market.

A review of a financial institution’s brand image and customer perception, in an effort to create a more positive and attractive image for its current and potential customers.
**Telecommunication**

- Pre & Post testing of an ad campaign on data services for a major telecommunications company with the goal of producing an effective long-term advertising campaign.

**Automotive**

- An evaluation of an entire two models of a local car brand’s communication in coming up with a new communication strategy was set to attract more customers.

**Utilities**

- A tracking project for an ICT unit in measuring its customer satisfaction level in an effort to improve operations and service level for its customers.
  - Acquiring a benchmark customer satisfaction index (CSI) of a training & learning unit and identifying priority areas to improve so that they can continue to be relevant and providing something really worthwhile for their customers.

**Finance**

- A study to fulfil a local financial institution’s desire to attract more customers as well as to retain existing customers.
Mystery Shopping

- **Ice Cream Chain Store**
  - Monthly mystery checks of seven outlets in two cities in the country.

- **Restaurant**
  - Monthly mystery checks of an outlet in Kuala Lumpur.

- **Retail Chain Store**
  - Monthly mystery checks of 49 outlets in Malaysia including Sabah & Sarawak.

- **Shopping Mall**
  - Quarterly checks on a leading shopping mall in Kuala Lumpur — its facilities, customer service and car park.

- **Retail Tyre Shop**
  - Monthly checks on product prices and services of 450 outlets throughout Malaysia.

Employee Satisfaction Study

- **Utilities**
  - A project with an ICT unit in measuring its employee satisfaction with regards to critical attributes. The outcome of the research enabled the unit to identify barriers in employees’ performance, based on the satisfaction level and to determine the required improvement actions based on the barriers the employees are currently experiencing.
Software Application
- A comprehensive new product and market development, in assessing the customers’ pain in using current offerings in the market of getting traffic information and the 'gain' that the customers’ wish to have as an input into product development. Subsequently test the product vis-à-vis customers’ input and assist the customers to iterate in their product development to meet customers’ needs.

Food & Beverage
- Assessment of new products through taste test and concept testing for various F&B products including ready-to-drink beverages, hot beverages and instant food.

Social Study
- Understanding the social sentiment of the Malaysian public on current social policies and issues for a local management consulting company.
  - A comprehensive study on the public’s sentiment on a massive infrastructural development set for the next 20 years was conducted as a baseline to input into a 10-year communication and education strategy. Subsequent periodical assessment of the public sentiment for continuous communication planning and tactics.
  - An assessment of the current situation on social enterprises was conducted for a youth organisation to help the client come up with activities that can attract the youth to embark on social entrepreneurship and subsequently to nurture the youth.
Our Experience

Industrial / Business Research

**Government**
- A masterplan study on the country’s distributive trade industry.
- A comprehensive study to include new business model as part of the national franchise development plan.

**Automotive**
- A primary study on the current and future outlook of the Malaysian automotive industry involving government plans, efforts made and opportunities in the LCV segment.

**Entertainment**
- A secondary study in reviewing the Malaysian terrestrial and cable TV offerings to the Malaysian public. This study is an input to an international content provider for its marketing strategy.

**Business Services**
- A study to assess the potential of commercial cleaning industry in Malaysia for foreign investment consideration.

**Tourism**
- A study on cruise tourism in Malaysia. Output of the study is to identify the feasibility of developing the product in Malaysia, recommend on the development plans and promotional strategies of cruise tourism products for Malaysia.

**Primary Industries**
- An evaluation of consumption of cocoa midstream and downstream products within the supply chain of the Malaysian cocoa industry, including consumers. The evaluation will input the strategy of promoting Malaysian cocoa to the domestic market as well as producing local cocoa food-based and non-food-based products based on market demand and needs.
To date METRIX has served the following companies:
Our Clientele

Advertising, Consultancy, Market Research

- Benenson Strategy Group
- Dentsu Advertising
- Friends Advertising
- Gallup Singapore
- Intage Japan
- Ipsos Business Consulting
- Mic Consultancy (China)
  - Milward Brown
  - Spencer Azizul

Automotives

- Hap Seng Star
- Honda Malaysia
- Mitsubishi Motors (Malaysia)
- Michelin Malaysia
- Perodua

Banks, Finance, Insurance

- Asian Institute of Finance
- Bank Rakyat
- Credit Guarantee Corporation
- Jardine Lloyd Thompson
- Malaysian Debt Ventures
- Takaful Ikhlas
Our Clientele

Fast-Moving Consumer Goods (FMCG)
- FJ Benjamin
- Giordano
- Kao Malaysia
- Nestlé Malaysia
- PepsiCo International
- Philips Malaysia
- Royal Selangor
  - Unilever
  - Yun Nam

Government-Linked Corporations (GLCs)
- Bursa Malaysia
- Petronas Gas
- PNB
- Merdeka Ventures
- Telekom Malaysia (TM)
- Tenaga Nasional
- TM Net
- University of Malaya

Telecommunication, Engineering, Technology
- Oppo Malaysia
- Rentokil Initial
- Philips Malaysia
- Telenor
- Telekom Malaysia (TM)
- Tenaga Nasional
- TM Net
Our Clientele

Government Ministries & Agencies

- International Centre for Education in Islamic Finance
- Italian Trade Commission
- Majlis Amanah Rakyat (MARA)
- Malaysia Cocoa Board
- Malaysian Development Corporation
- Ministry of Domestic Trade and Consumer Affairs
- Ministry of Education
- Ministry of Entrepreneur and Cooperatives Development
- National Hydraulic Research Institute of Malaysia (NAHRIM)
- Tourism Malaysia

Property Developers & Management

- Andaman Property Management
- Boustead The Curve
- Dijaya Corporation Bhd
- IIUM Properties
- KIP Mart
- KLCC Property Holding Bhd
- Menara KL
- Mesra Mall
- MRCB
- Nu Sentral
- Putrajaya Holdings (Alamanda)
- SP Setia Bhd Group
- Suria KLCC
The Minds Behind The Team

"In an ever-changing market place, one needs to constantly evolve to be relevant. However, it is crucial to identify the right changes to be made and do it well."

Abdul Razak Manaf
Chairman

**ABDUL RAZAK** has worked in the government and corporate sectors in various capacities. After graduating from University in 1971, he began his working life as a civil servant. He then joined the hospitality industry, before embarking on a 25 year career with a multinational oil & gas company.

There, Razak started with a stint in training and human resources management. Subsequently, he spent most of his working career in all aspects of Sales and Marketing, including stints in New York, London and Rome.

For the last 15 years, Razak has been an entrepreneur with interest in social activism. While keeping his lifelong interest in both the theory and practice of business in general, Razak’s current passion revolves around Entrepreneurship & Innovation.

With over 40 years of working and business experience, Razak wants to pass on his knowledge and experience to his younger peers. His passion now is to contribute to the growth of Metrix’s staff. He wants to mentor them to achieve their full potential. His wish is for young Malaysians to grow and be able to compete internationally.
Rozina Mat Rawi’s vocation has always been in the area of research and business development both in the capacity of a consultant or a manager. As a consultant, Rozina spent five years in Coopers & Lybrand Management Consulting, covering mostly the South East Asian markets in the manufacturing sector.

Rozina spent the next three years as part of the development team at Bursa Malaysia’s Malaysian Central Depository. This gave her extensive exposure in the local capital market and financial industry. Then, she moved on to marketing research, where she spent two years in TNS Malaysia. It provided her with a platform to garner skills, knowledge and experience in marketing and market research.

Rozina spent the last 15 years building Metrix’s business, where she garnered opportunities in market research and consultancy in various industries and sectors. This includes providing input into the formulation of the Distributive Trade Master Plan, Development of Franchise Industry, Development of product & marketing for tourism products in Malaysia as well as developing marketing strategies for local businesses.

Rozina’s qualification is in Statistics in Operational Research. Her professional goal is to contribute to the success of well-informed local companies.

“

The value of research is best expressed when we are able to use its truth to help our clients give their best to their customers.

”

Rozina Mat Rawi
Managing Director
In order to maximise the value that we bring to our clients, we believe in leveraging the unique expertise of our network of associates, comprising of individuals, institutions and organisations with whom we are continuously fostering relationships.

Our associates include practitioners from related services such as fieldwork specialists, advertising, public relations, socio-political analysts, human resource management and ICT professionals. We also nurture relationships with associates from other disciplines, such as writers, graphic designers, academicians and professional associations; further adding value to the services we offer.

Our network of resources will grow in tandem with the diversity of projects we undertake.
METRIX RESEARCH HAS BEEN A MEMBER OF 
ESOMAR SINCE 2003.

METRIX RESEARCH IS A FOUNDING MEMBER OF 
MARKETING RESEARCH SOCIETY OF MALAYSIA (MRSM).

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“Come speak to us today to see how we can help you.”
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CORE TEAM IN METRIX RESEARCH ARE MEMBERS OF ESOMAR (EUROPEAN SOCIETY OF OPINION AND MARKET RESEARCH) WAPOR (WORLD ASSOCIATION OF PUBLIC AND OPINION RESEARCH)

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