MAKING RESEARCH COME ALIVE
who we are.
what we stand for.

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 is to 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 serve 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.

"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.

how we can help you succeed.

At METRIX Research, we help you make informed decisions based on quality findings and actionable insights, through a process that leads to ‘winnable’ solutions. We will engage you to understand business and marketing issues. After we have addressed these issues, we then formulate a research programme that will help you unearth new insights and findings.

All of which will enable you to act and achieve ‘success’.

"THE VALUE OF RESEARCH IS BEST EXPRESSED WHEN WE ARE ABLE TO USE ITS TRUTH TO HELP OUR CLIENTS GIVE THEIR BEST TO THEIR CUSTOMER."

- Rozina Mat Rawi, C.E.O.
With many years of success in Malaysia, Singapore, and Indonesia, we are well on our way to achieving this goal. Ultimately, we plan to expand to cover countries that lie beyond ASEAN.

We like to create a vibrant and passion-driven workplace 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 stems from 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 that promise solutions that are out-of-the-box.

"WHEN YOU THINK OF A CUSTOMER’S NEEDS, WANTS, AND DEMAND AS JOB-TO-BE-DONE, THERE ARE FUNCTIONAL JOBS, SOCIAL JOBS, AND EMOTIONAL JOBS. WHAT JOBS ARE YOU HELPING YOUR CUSTOMERS TO GET DONE?"

- Nazarudin Jaafar, C.O.O.

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**our vision.**

It is to be a world-class research and consulting company.

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**the minds behind METRIX RESEARCH.**

**Abdul Razak Manaf.** Chairman.

Has over 35 years of business, marketing and human resource management experiences in both the public and private sectors, as well as working experiences in the British, European and American markets.

**Rozina Mat Rawi.** C.E.O.

Has over 20 years of marketing & industrial research and business development experiences that covers manufacturing, finance, telecommunications and consumer goods industries within the Asean markets. She has extensive expertise in financial and socio-political studies.

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research services.

Marketing Research

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.

Advertising/Communication Development & Evaluation.
- Advert/Communication Concept Evaluation.
- Advert Effectiveness Evaluation: Pre & Post-testing.
- A&P Effectiveness Monitoring.

Mystery Shopping Programme.
- Competitor Analysis.
- Company Standards & Procedures Evaluation.

Sales Research.
- Customer Satisfaction Measurement/Monitoring.

Corporate Image/Identity Study.
Positioning/Re-positioning Study.
Brand Health/Equity Monitoring.

Social & Political Research

Social Policies & Issues.
Politics & Public Opinion.
Government & Public Affairs.

Voters Sentiment Study.

Industry/Business Research

Industry Background Analysis.
Business or Market Feasibility Study.
Industry Value Chain Analysis.
METRIX RESEARCH IS A FOUNDING MEMBER OF MARKETING RESEARCH SOCIETY OF MALAYSIA (MRSM).

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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