

A black and white photograph of a person with long dark hair and glasses, seen from the side, working at a desk. They are looking at a large computer monitor. In the foreground, a laptop is open, displaying a website. Another monitor is visible in the background. The scene is dimly lit, with light coming from the screens and possibly a desk lamp.

# Introduction to Nikkei Research

Full service research company, part of the Nikkei Group



NIKKEI RESEARCH INC.

**Nikkei Research**  
& Consulting  
Thailand

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



# 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 & Consulting (Thailand) Co., Ltd. is an expert research and consulting team expanding into Thailand from Nikkei Research Inc., Japan.

## New but **long experience**



Just being established in 2017, most of our staff have a long research experience and have been working with our esteemed clients providing reliable and comprehensive research service.

## **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.

## 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.

## 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



## Marketing research and analytics



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



## Big Data combined with Enterprise Data



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



## Revitalization of human resources and organizations



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



## Asia-centered global research

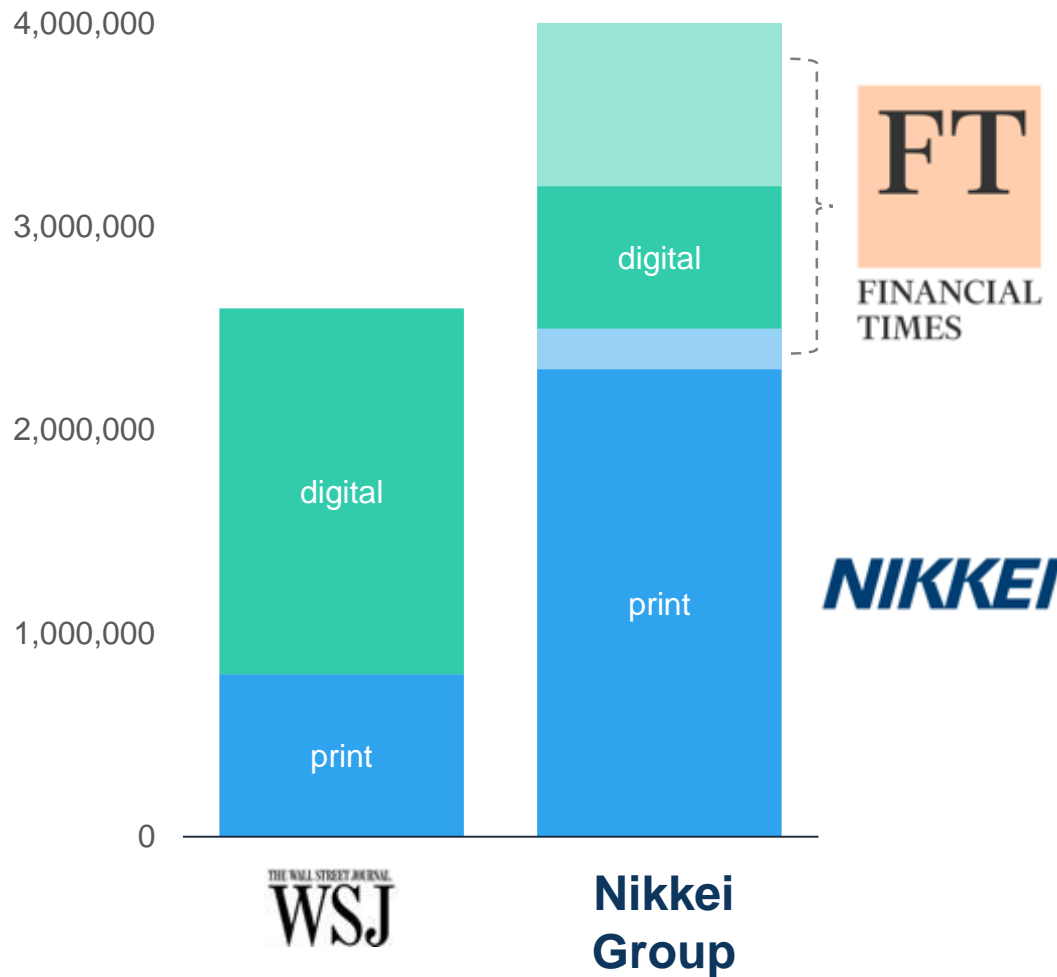


Experience in over 65 countries, focusing especially in Asia, with support of Nikkei Research & Consulting (Thailand).

**Nikkei Research**  
& Consulting  
Thailand

# We are a member of the Nikkei Group

Number of subscribers






# 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

# Nikkei Group's business domains

	Print	Digital
Japan Focused		
Global Focused		

# 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)





# 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

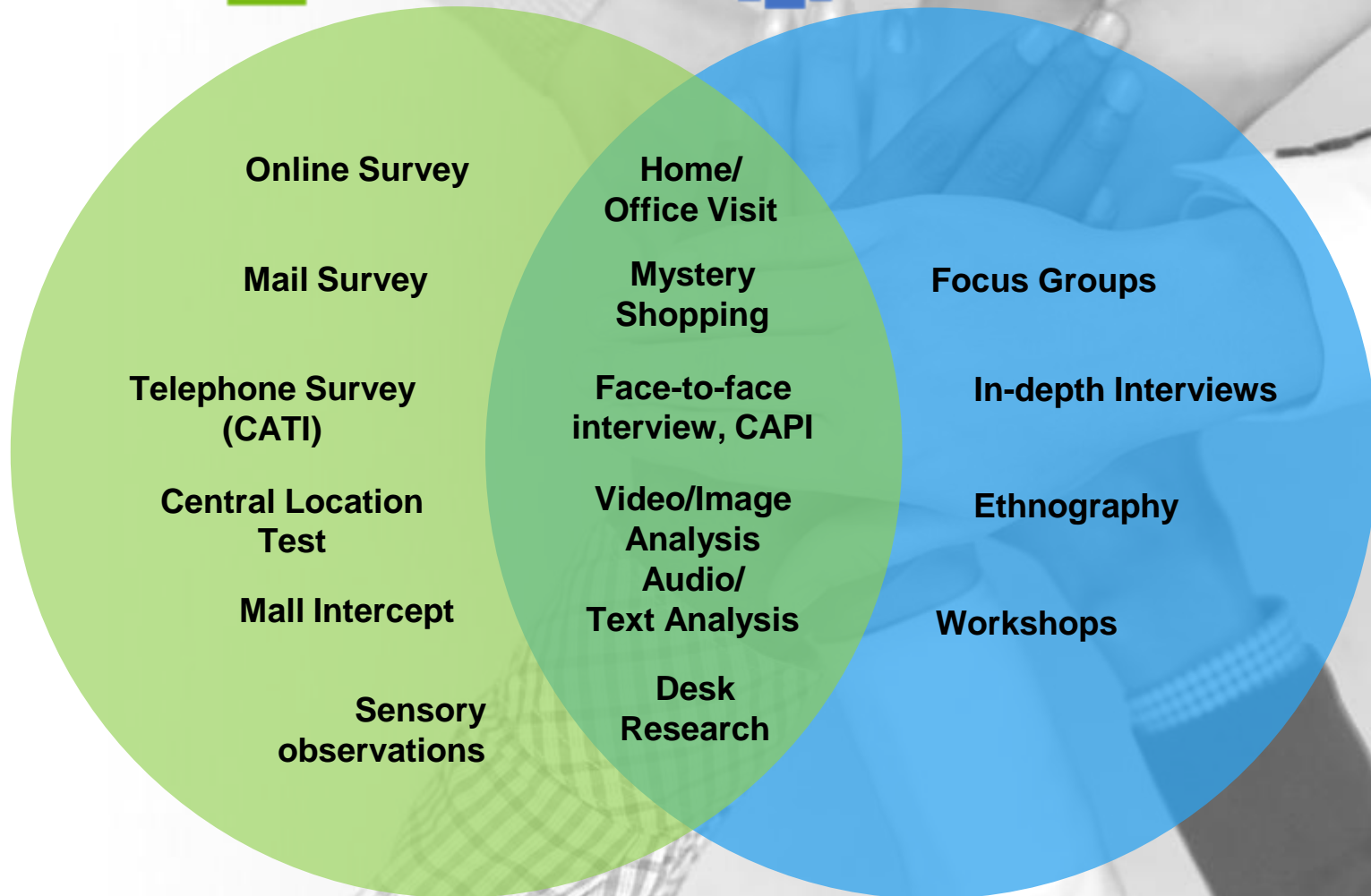
# Research methods



**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)




### “Tailor-made” Ad Hoc Survey




<b>Client</b>	UK 
<b>Market</b>	Japan 
<b>Industry</b>	Healthcare 
<b>Goal</b>	To review current position and forecast of the market in Japan
<b>Solution</b>	<b>Qualitative Research on Pharmaceuticals</b> <ul style="list-style-type: none"> <li>• In-depth Interviews</li> <li>• 50 opinion leaders</li> <li>• Ask about impressions of healthcare companies, awareness of medical brands, etc.</li> </ul>

<b>Client</b>	US 
<b>Market</b>	Japan 
<b>Industry</b>	Luxury fashion 
<b>Goal</b>	To understand preferences and purchasing habits of Japanese women in handbag shopping
<b>Solution</b>	<b>Japanese Women’s Brand Tracking Survey</b> <ul style="list-style-type: none"> <li>• Online Survey</li> <li>• 12,000 women aged 16–19</li> <li>• Ask about favorite handbag brands, shopping frequency, etc.</li> </ul>

## Project Cases (B2C)

### “Tailor-made” Ad Hoc Survey



<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 the pink variant softener users
<b>Solution</b>	<b>Qualitative Research on Pink Variant Users</b> <ul style="list-style-type: none"> <li>• Focus Group Interviews</li> <li>• 30 female respondents in 5 groups (including non-pink variant 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>	<b>Qualitative Research on Car owners</b> <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)

### “Tailor-made” Ad Hoc Survey



<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>	<b>Customer Satisfaction Survey</b> <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>	<b>Customer Satisfaction Survey</b> <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)




### “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>	<b>Branding Survey</b> <ul style="list-style-type: none"> <li>• F2F survey &amp; In-depth Interview</li> <li>• Approx. 100 companies 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>	<b>Employee Engagement and Compliance</b> <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>

## Project Cases (Asia)

### “Tailor-made” Ad Hoc Survey

<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>	<b>Branding Survey</b> <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>	<b>On-site Event Survey</b> <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>

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>

## 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.



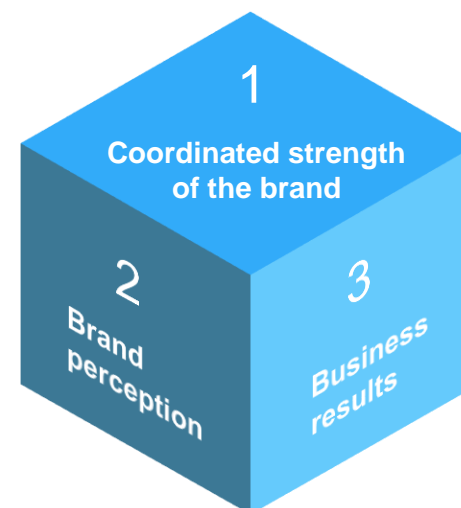
Awarding the annual excellent company.



Consulting services for enterprises.

## Visualizing the “brand value”

- Includes 600 corporate brands in broad industries in Japan
- Nearly 20 years of tracking data
- Research separated in both consumer's and BtoB's point-of-view



- The original “Perception Quotient” Index is calculated for comparing across different industries and demographical bias
- It covers not only awareness, demand for purchase and such, but it is also capable of deep breakdowns like access points, value drivers, impressions, and valued types of experiences.

# Salary Report

Reports & Data



## Local staff's salary data collected for nearly 30 years

- From data of Japanese companies in 17 countries.
- Actual salary data with bonus rates, benefits(insurance, education, etc.) and more.
- Rich and important information for HR strategy.
- Time series analysis including increase/decrease rates of employments and salaries.

### Countries

Brazil, Cambodia, China, Hong Kong, India, Indonesia, Malaysia, Mexico, Myanmar, Philippines, Singapore, South Korea, Taiwan, Thailand, United Arab Emirates, USA, Vietnam



#### TABLE OF CONTENTS

INTRODUCTION
FINDINGS
SURVEY METHODOLOGY
PROFILE OF COMPANIES INCLUDED
CHANGE IN STAFF NUMBERS
1. CHANGE IN THE NUMBER OF LOCAL STAFF MEMBERS
2. NUMBER OF LOCAL STAFF MEMBERS WITHIN THE NEXT YEAR
3. CHANGE IN THE NUMBER OF JAPANESE EXPATRIATES
4. NUMBER OF NEWLY RECRUITED STAFF
5. TURNOVER RATE
BENEFITS
1. BENEFITS PROVIDED
2. HOUSING ALLOWANCE/ASSISTANCE
3. BUSINESS TRAVEL ALLOWANCE
4. COMMUTING EXPENSE
5. PAID LEAVES
SALARY INCREASE/ BONUS
1. SALARY INCREASE RATE
2. BONUS
3. BONUS RATE
4. DISCRETION ON SALARY
5. MONTH OF PAY INCREASE
HEALTH AND MEDICAL INSURANCE
1. PREVALENCE OF CURRENT PLAN
2. EMPLOYEES' ELIGIBILITY FOR THE PARTICIPATION IN THE INSURANCE PLAN
3. INSURANCE COVERAGE/COST SHARE BY THE COMPANY
4. PLANNING FOR COST CONTAINMENTS FOR INSURANCE EXPENSES

#### PERSONNEL STRATEGY

1. MANAGEMENT
2. EMPLOYMENT/RECRUITMENT
3. RATING/EVALUATION
4. ORGANIZATION/ETHOS
ECONOMIC PROSPECTS
1. YOUR COMPANY'S ECONOMIC PROSPECTS
2. YOUR COMPANY'S ECONOMIC PROSPECTS: THE REASON [RECENT]
3. YOUR COMPANY'S ECONOMIC PROSPECTS: THE REASON [FUTURE]
SALARY BY JOB TITLES
HOW TO SEE THE SALARY CHART
JOB TITLE DEFINITIONS
SALARY LEVEL AT A GLANCE
TOTAL CASH COMPENSATION BY JOB TITLES
1. RECEPTIONIST
2. SECRETARY/ADMINISTRATIVE ASSISTANT
3. EXECUTIVE SECRETARY
4. GENERAL CLERK
5. ASSISTANT MANAGER
6. ACCOUNTING ASSISTANT/ACCOUNTING CLERK
7. ACCOUNTANT
8. ACCOUNTING MANAGER
9. CONTROLLER/TREASURER
10. GENERAL ADMINISTRATION MANAGER
11. HUMAN RESOURCES DIRECTOR/MANAGER
12. CUSTOMER SERVICE
13. SALES REPRESENTATIVE
14. SALES/MARKETING MANAGER
15. RESEARCHER/PLANNER
16. PRODUCTION MANAGER

17. PURCHASING MANAGER
18. BUYER
19. WAREHOUSE MANAGER
20. SHIPPING/RECEIVING CLERK
21. LOGISTICS COORDINATOR
22. QUALITY ASSURANCE/CONTROL MANAGER
23. IT MANAGER
24. SYSTEM ENGINEER
25. MECHANICAL ENGINEER
26. ELECTRICAL ENGINEER
27. VICE PRESIDENT/GENERAL MANAGER
28. SENIOR VICE PRESIDENT/EXECUTIVE VICE PRESIDENT/PRESIDENT
29. NON-REGULAR MANUFACTURING WORKER
30A. REGULAR MANUFACTURING WORKER-MANUFACTURING OPERATOR
30B. REGULAR MANUFACTURING WORKER-MAINTENANCE STAFF
30C. REGULAR MANUFACTURING WORKER - OTHER
31. DRIVER/CHAUFFEUR
COMPARISON ANALYSIS ON TRACKING DATA
QUESTIONNAIRE

\*The report is available in English



# 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



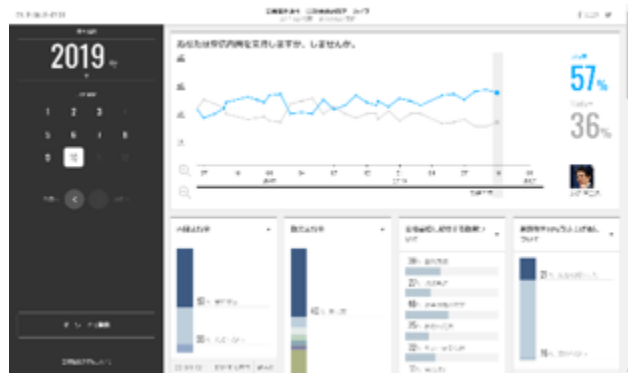
Office	Name	Description
Ministry of Internal Affairs and Communications with Ministry of Economy, Trade and Industry 	Economic Conditions Survey	<ul style="list-style-type: none"> <li>Survey on 48,000 offices / 4,000 companies from 35 service industries</li> </ul>
	Census of Manufacture	<ul style="list-style-type: 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>

# Supporting Nikkei's Media Business

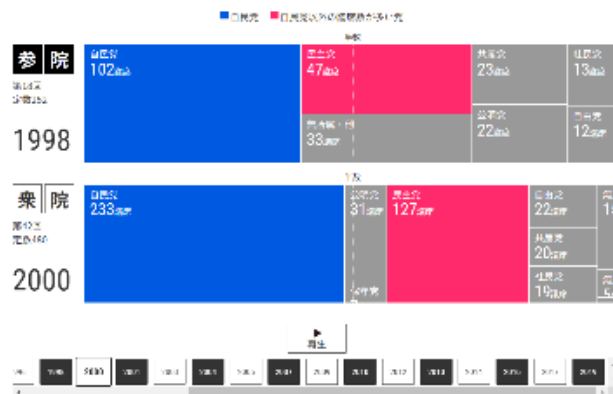
with Nikkei Group



## Poll Survey



各党の選挙後の議席数と議席占有率






## Digital marketing for The Nikkei

- Predicting cancellation
- Identifying loyal customers
- Visitor click path analysis
- Building KPIs
- Identifying target market segments
- Factor analysis of customer actions



# Research for B2B Database Construction

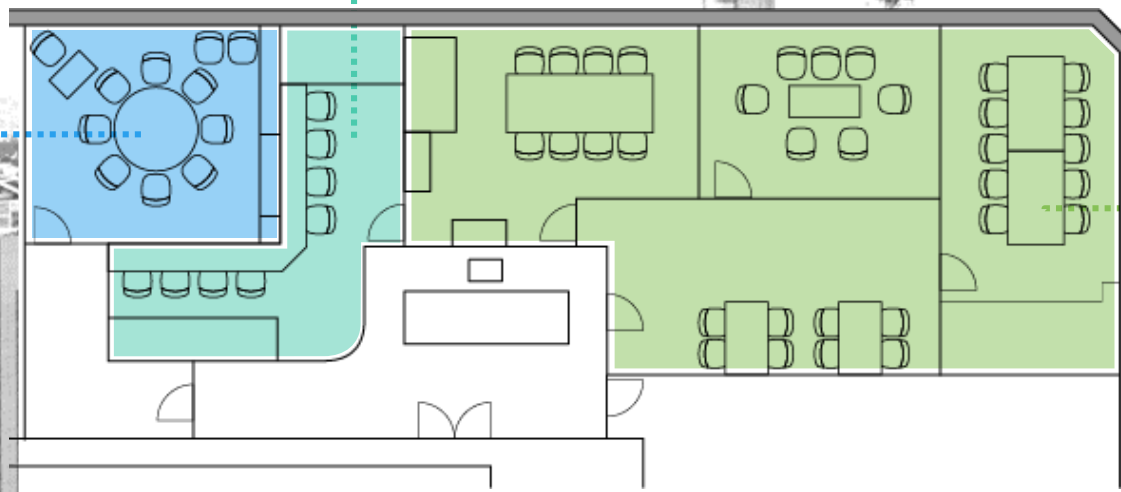
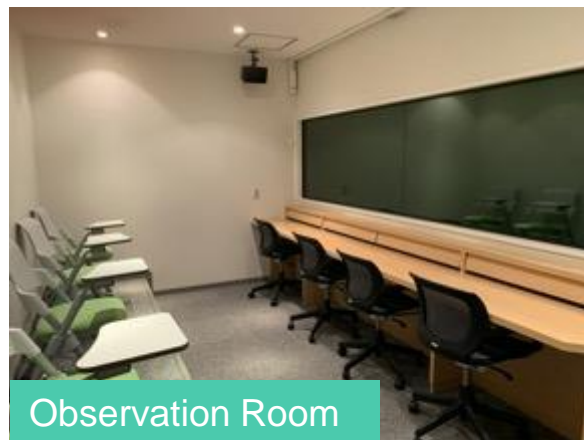
Reporting from	Name	# of recorded companies	Description	
1985	Nikkei Corporate Information 	3,900 listed companies	<ul style="list-style-type: none"> <li>• Company address</li> <li>• Phone number</li> <li>• Lead managing securities companies</li> <li>• Administrator of shareholder registry</li> <li>• 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 Tokyo



# In-house facilities in Bangkok





# Bangkok Team Profile



## **Osami Nitta | Managing Director**

Nitta joined Nikkei Research in 1990 and has over 28 years of experience in market research and analysis. He set up research division at NIKKEI Singapore in 1996 and had worked at NIKKEI America (2000-2004), as Chief Marketing 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**

# Contact us

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