

BRS Outlook

A Sales and Marketing Publication from the Business Research + Specialists

Issue 1

The Business Research Specialists

The Business Research Specialists (BRS) was established in August 2003 to provide global best practice market research methodologies for the Thai market.

BRS is associated with the Macquarie Marketing Group, a leading sales and marketing consultancy established in 1996 and based in Australia.

Our Mission

'To help our clients gain deep insights into the needs and behaviour of their customers and the marketplace in order for them to enhance and differentiate their value proposition from competitors to drive business performance.'

Our Vision

'For BRS to provide unsurpassed insights into the behaviour, needs and expectations of the market place with unrivalled, innovative, confidential and pragmatic reporting from our professional, knowledgeable and engaging team.'

Our Core Services

BRS assists companies through the application of best practice methodologies, tailored to client needs in the areas of:

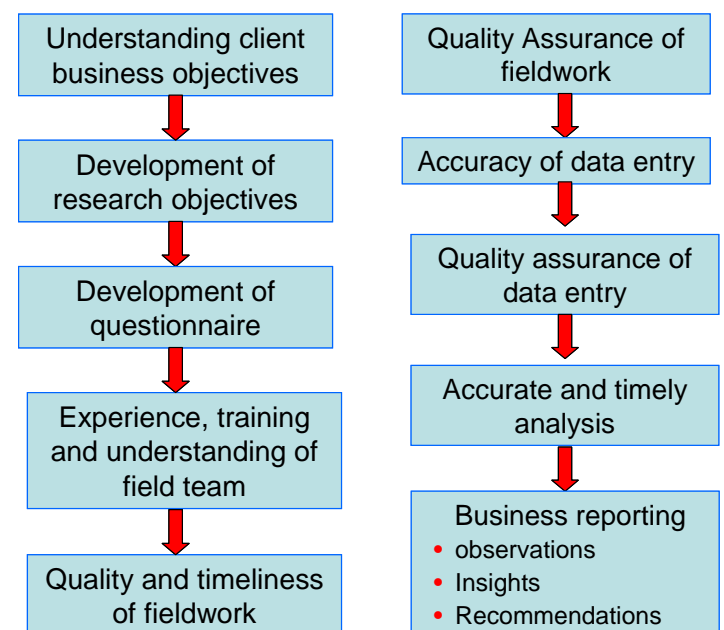
- Market research
- Satisfaction and Loyalty Monitors
- Customer Experience Management
- Brand Strength and Position Research
- Customer and Channel Research
- Advanced segmentation
- Sales Effectiveness
- Marketing Effectiveness
- Market share and Share of Wallet
- Competitor research

Our clients are leading organisations in Thailand, Australia and Southeast Asian Region in the telecommunications, retail, finance, energy, logistics, transport, manufacturing, metals, chemical, insurance, tourism and business services industries.

Our Experience

- The Senior management team of BRS has been working in Thailand for the past 9 years and has completed over 100,000 customer interviews across all market segments
- The BRS Senior team has undertaken numerous customer and market studies throughout SE Asia, including China, Indonesia, Malaysia and Australia for during the last 2 years
- BRS focus on market research – therefore are expert in questionnaire development, company qualification and recruitment, contacting respondents, QA, interviewer skills, data analysis and report writing for Business teams
- 8 years continuous working experience in Thailand. Major clients in Thailand include – KASIKORNBANK, TIG Gases, Baker & Mckenzie, BlueScope Steel, Austrade, Kimberly Clark, Central Pattana, AIS, Tourism authority of Thailand, Ocean Insurance etc
- 75 years of combined manufacturing, finance and banking experience. Past employers and clients of the team outside Thailand include Suncorp Metway, National Australian Bank, Commonwealth Bank of Australia, ING and Royal Sun Alliance, CSR, Australia Post, KBR Halliburton, Origin Energy, Macquarie Generation, Salmat etc.

Our Methodology



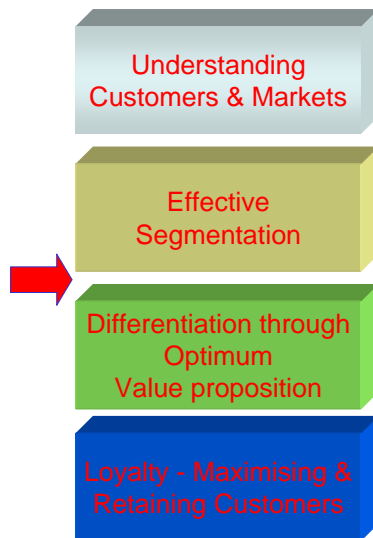
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Our Focus

- Growing the Business
- Retention and Growth with Customers
- Improved Share of Wallet
- Attracting new customers



Why BRS is different to other Leading Research Companies

1. The senior team have a proven track record of conducting research in Thailand conducting in excess of 16,000 interviews over the past eight years
2. Results from a clients point of view have been outstanding
3. BRS through its parent organisation MMG has access and utilises global best practice methodologies and processes
4. BRS combines the optimum balance of in country, highly qualified and committed staff with international business experts in professional, academic and operational areas
5. BRS have developed unique and proven disciplines and competencies in the critical areas of qualifying respondents to be researched, in setting up appointments and in conducting fieldwork on time (B2B)
6. BRS has strong bilingual capabilities
7. BRS utilises the latest analytical models to assist in reporting of research data
8. BRS exceeds the provision of research findings by providing deep insights into strategic implications and options
9. BRS quality of customer management, confidentiality of findings and commitment to excellence is second to none

Major Benefits in dealing with BRS

- Knowledge that only best practice models, processes and disciplines are used
- All projects are tailored to the specific needs of clients
- Assures customers of complete confidentiality
- Strong collaborative style of working with clients
- Through overseas affiliations continual improvement is assured
- Absolute obsession with quality and training of fieldwork
- Utilise the most advanced analytical and modelling tools
- Propriety models include affinity (loyalty), momentum, affinity share, value optimisation, advanced segmentation and advanced customer management
- The most senior Team available
 - **Tony Pfeiffer** – Director, 35 years operational experience having held Managing Director role in one of Thailand's leading global companies (Thai Industrial Gases)
 - **Ellis Moate** – Director BRS, 26 years experience in customer loyalty, market appraisals and customer management programs.
 - **Mike Crisp** – Associate Director, 30 years business experience. Extensive experience in value segmentation and data mining.
 - **Rossukhon Pengtovong** – General Manager, Extensive marketing experience and Master Degree in Entrepreneurship as a distinction student. Extensive experience in managing research projects in Thailand.
 - **Nareuwat Chevanuntapornchai** - Master Degree focusing in both statistical science and marketing. Extensive research knowledge in Thailand.

For more information on BRS Services contact:

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