

# The **CBC** Group

## **CBC** Marketing

**Research** is a leading full service marketing research company, with broad experience of implementing and managing quantitative and qualitative projects in both consumer (B2C) and industrial (B2B) sectors.

Methodologies include: CATI, CAWI, CAPI, street- intercept interviews, central location tests, mail surveys, focus groups, mystery shopping, ethnographic studies as well as multi-country studies, customer satisfaction studies and omnibus.

**CBC** Marketing Research is powered by:

- 100 full time employees including market experts, moderators, market analysts and researchers as well as 1,000 part time interviewers
- the most advanced technologies for recording and web streaming
- 300 CATI-equipped stations worldwide
- expertise across diverse industries including: automobile, IT/telecoms, FMCG, durable goods, retail and more
- the honor of being the first marketing research company in China to obtain the ISO 9000 quality certification

## **CBC** Business

**Consulting** offers comprehensive consulting services in China, Europe, India and Japan. This includes everything from a basic office-in-office to a complete setup of a manufacturing facility.

In addition, **CBC** Business Consulting provides:

- marketing entry strategies, industry studies
- location evaluation, partner evaluation

Other services include accounting, legal assistance, sourcing and project management.

This division also passionately supports Chinese companies in Europe entering new markets and growing their market share.

## **CBC** Executive

**Search** searches, screens, delivers and recruits qualified individuals for senior and middle management positions in international and local companies in China.

**CBC** Executive Search has built a reputation for finding local and international talents in the FMCG, construction, automotive, automation, textile and chemical industries.

# The **CBC** Group

Thanks to its large proprietary database and the industrial knowledge, we have access to a comprehensive network of skilled individuals in the international business world.

**CBC MarCom** offers a variety of marketing services including direct marketing, database, design, print, letter shopping, mailing as well as Web and IT consulting for companies worldwide.

With offices in Europe and Asia, our team is able to provide quality services for a very competitive price. Design, printing and mailing can be done in a very efficient and cost saving way to serve our clients with the best value for money.

**CBC Marcom** is using the most advanced technologies and web features to get your marketing job done.

## **CBC** Locations

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