

# Understanding Your Customers

Pearl Research's Qualitative and Quantitative Research Services



**PearlResearch**

*Market Research and Consulting Services*

# Online Surveys and Focus Groups

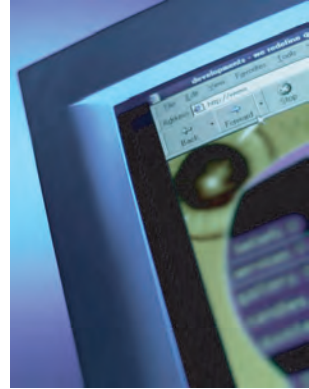
## Delivering Actionable Results

### Why Pearl Research

- Recruit our own panel in the US and Asia, providing cost and time advantages.
- Full service market research including study design, data collection, and analysis.
- Extensive experience designing quantitative and focus group studies.
- Project team includes statisticians and PhDs.

### We Can Help

- New product development and measuring potential customers' responses
- Customer Segmentation
- Concentrate resources on new product concepts with the most potential for success.





## Contact Us

Please feel free to contact us for further details of our methodology and case studies.

Please contact us for a complimentary phone consultation about your research needs.

Our combination of extensive strategic analysis experience, strong quantitative skills, and a deep understanding of consumer trends makes us a valuable resource.

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