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**EXPERIENCE IN**  
**MARKET STUDY & RESEARCH**

# SRGB Experience in MARKET STUDY & RESEARCH

(Selected)

SRGB conducted thousands of market studies and research on various sectors, products and services during last about 25 years in Bangladesh and other countries in southeast Asian region including India, Pakistan, Nepal, Sri Lanka, Maldives, Myanmar, etc. The purpose of most of those studies was for designing and development of business plan/marketing plan to either market penetration for new entrants or enhancing the market shares for the existing players. A short-list of such studies placed below.

SI No.	Project Name	Client	Period of Study
1.	Survey on Non-Tariffs Measures (NTM) and other Obstacles for Trade in Bangladesh	International Trade Centre (ITC)/ World Trade Organization (WTO)	February 2014 to October 2014 <a href="#">[Ongoing Study]</a>
2.	Brand Tracking Study [Banking Products & Services [Weekly Tracking Study]	Standard Chartered Bank [In association with Acorn) Hong Kong	September 2011 to March 2015 <a href="#">[Ongoing Study]</a>
3.	Myanmar Enterprise Survey 2013-14	The World Bank Washington, D.C. USA	June 2013 to June 2014
4.	Asthma and COPD Study 2013	Glaxo Smithkline [In association with Insight Research Group] UK	June 2013 to February 2014
5.	PEUGEOT Asia New Vehicle 2013, Wave 2 <a href="#">[Multi-country study in Nepal and Sri Lanka]</a>	PSA Peugeot Citroën, France [In association with Mosaic Communications & Research Pte. Ltd, Singapore]	September 2013 to December 2013
6.	Petroleum Refining & Marketing (Strengthening of the Hydrocarbon Unit in the Energy & Mineral Resources Division (Phase II) funded by Asian Development Bank)	Hydrocarbon Unit, Energy & Mineral Resources Division Govt. of Bangladesh	March 2010 to September 2013
7.	Improving Service Delivery for the Urban Poor through e-inclusion	LIRNEasia In association with CKS Consulting Pvt Ltd, India	June 2013 to July 2013
8.	Asian Basket 2012 [Monthly Tracking Study – Mystery Shopping]	AQ Services, Singapore	March 2012 to December 2012
9.	Cost of Living Survey 2012 [Monthly Tracking Study – Mystery Shopping]	AQ Services, Singapore	March 2012 to December 2012
10.	Business Development Survey 2012-13	Gallup-WIN Canada	November 2012 to January 2013
11.	Lifestyle Study on the Business Owners of Bangladesh	Acorn Marketing & Research Consultants Pte Ltd, Singapore	October 2012 to December 2012
12.	Asthma and COPD Study 2011	Glaxo Smithkline Through Insight Research Group, UK	October 2011 to June 2012

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13.	Opportunities in Bangladesh Telecom Market	Multinet Group Russia	June 2011 to November 2011
14.	Bangladesh Enterprise Survey 2011	The World Bank Washington, DC, USA	March 2011 to December 2011
15.	Study on the Management of Diabetes	Synovate Healthcare Hong Kong	April 2011 to June 2011
16.	5W Segmentation Study, Bangladesh	Multinet Group Russia	June 2011 to August 2011
17.	Survey on Sector-specific Firm Behavior in Bangladesh 2011	The World Bank Washington, DC, USA	March 2011 to September 2011
18.	Annual Brand Tracking Study [Banking Products & Services]	HSBC Asia-Pacific [In association with Acorn] Hong Kong	March 2011 to December 2011
19.	Asian Circle of Rice Customers' Needs Study	John Dere USA	December 2010 to June 2011
20.	Mystery Shopping on Banking Products and Services (Monthly Tracking Study)	HSBC Bangladesh Dhaka	August 2008 to December 2011
21.	Partner Satisfaction & Loyalty Study TPE 2010	Hewlett Packard (HP) through Acorn, Singapore	August 2010 to November 2010
22.	Bangladesh Market Analysis of Low-Income Consumers for Private School Education Services	Orient Global Singapore Pte Singapore	May 2010 to October 2010
23.	Survey on Ports Facilities & Infrastructure in Bangladesh	Broadleaf Research USA	July 2010 to November 2010
24.	Cost of Living 2010 (Multi-country tracking study involving Bangladesh, Nepal, Myanmar & Sri Lanka)	Efficiency Paris, France	March 2010 to December 2010
25.	Surrogate Value Research on Fish, 2010 [Quarterly Price Data Collection on various types of Fish]	Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP, USA	February 2010 to December 2010
26.	Mystery Shopping on Cisco Certified Examination Centre Performance	Pearson VUE, UK through AQ Services, Singapore	January to December 2010
27.	Mystery Shopping on GMAT Registration & Scheduling Procedures	Pearson VUE, UK through AQ Services, Singapore	January to December 2010
28.	Mystery Shopping - CompTIA	Pearson VUE, UK through AQ Services, Singapore	January to December 2010
29.	Healthcare Survey, Bangladesh 2010 [A study on low cost health clinics in Bangladesh]	R.F. Chandler Singapore	April 2010 to September 2010
30.	Asian Basket 2010 [Quarterly Tracking Study]	AQ Services Singapore	August 2010 to October 2010

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31.	Assessing Asthma and COPD prevalence in Emerging Markets (Multi-country study involving Bangladesh, Pakistan & India)	IMS, USA In association of Market-Xcel India	February to March 2010
32.	Market Study on Hair Dryer	Panasonic Electric Works Ltd Japan	January 2010 to March 2010
33.	Market Research on Awareness and Acceptance of UK Qualifications in Bangladesh	British Council Dhaka	January 2009 to December 2009
34.	Partner Satisfaction & Loyalty Study, TPE 2009	Hewlett Packard (HP) through Acorn, Singapore	July 2009 to September 2009
35.	Monitoring and Evaluation of Cross Border Communication – South Asia (Multi-country study involving Bangladesh, Nepal & India)	AED, USA [USAID funded AI.COMM Project]	April 2009 to September 2009
36.	Employee Preference Survey for Bangladesh	British America Tobacco (BAT) (through Engage HR, Pakistan)	June 2009 to July 2009
37.	Rural Health Clinics Needs Assessment	Pfizer Inc. USA	March 2009 to October 2009
38.	Sector Analysis of the Horticulture Sector of Bangladesh including Value Chain Analysis	PRICE (Poverty Reduction By Increasing the Competitiveness of Enterprises) - A USAID Funded 5 years Project	July 2008 to December 2008
39.	Customer Satisfaction Survey on Bangladesh Railway (BR) current Service Delivery with Passenger and Freight Clients	The World Bank Dhaka, Bangladesh	May 2008 to June 2009
40.	Surrogate Value Research on Fish, 2009	Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP, USA	January to December 2009
41.	Mystery Shopping on Banking Products and Services	HSBC Bangladesh Dhaka	August 2008 to December 2009
42.	Mystery Shopping on Cisco Certified Examination Centre Performance	Pearson VUE, UK through AQ Services, Singapore	January to December 2009
43.	Mystery Shopping on GMAT Registration & Scheduling Procedures	Pearson VUE, UK through AQ Services, Singapore	January to December 2009
44.	Mystery Shopping - CompTIA	Pearson VUE, UK through AQ Services, Singapore	January to December 2009
45.	Study on Gas Market in Chittagong Area	Cairn Energy UK	September to December 2008
46.	Market Study on Textile & Jute Spare Parts Production & Supply Capability in Bangladesh	Local Enterprise Investment Centre (LEIC) - A CIDA funded Program	June 2008 to December 2008
47.	Mystery Shopping on Banking Products and Services	HSBC Bangladesh Dhaka	August to December 2008

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48.	Market Study on Jute Diversified Products and Assessment of Global Market	A.H. Jute Spinners & Belting Ltd, Dhaka	June to December 2008
49.	Study on Motorcycle Market in Bangladesh	Runner Automobiles Ltd Dhaka	May 2008 to December 2008
50.	Mystery Shopping on Mobile Hand Sets Distributors/Sales Centre Performance	Sony Erricsson/AQ Services International Singapore	March to December 2008
51.	Partner Satisfaction & Loyalty Study 2008 Wave 5	Hewlett Packard (HP) through Acorn, Singapore	August 2008 to October 2008
52.	Study to understanding Consumer Trends and Marketing Practices for Rural and Low Income Consumers	CKS Consulting Pvt Ltd India	April 2008 to July 2008
53.	Market Study on Flexible Intermediate Bulk Containers (FIBC) and Woven Polypropylene (WPP) Bag	Sinobangla Industries Ltd Dhaka	December 2007 to February 2008
54.	Study on Retail Financial Banking Services in Bangladesh	IFC/World Bank Washington, USA	November to December 2007
55.	Consumer Research on Entry Level Mobile Phones	Nokia through TNS, Singapore	October to December 2007
56.	Bangladesh Telecommunication Market Research	S K Networks Korea	July 2007 to December 2007
57.	Regional Customer Satisfaction & Loyalty Study 2007	HSBC Asia-Pacific through Synovate, Hong Kong	July 2007 to September 2007
58.	HP AP Channel Operations Survey	Hewlett Packard (HP) through Acorn, Singapore	August 2007 to October 2007
59.	Partner Satisfaction & Loyalty Study Wave 4, 2007 (Qualitative Study)	Hewlett Packard (HP) through Acorn, Singapore	August 2007 to October 2007
60.	Bangladesh SMLB (Small, Medium & Large Business) & Top IT Channel Partners Retainership Survey	Access Markets International (AMI) Partners, Inc, USA	April 2007 to May 2007
61.	2007 TPE Survey	Hewlett Packard (HP) through Acorn, Singapore	March 2007 to April 2007
62.	Study on Gas Value Chain in Bangladesh	Cairn Energy UK	February 2007 to June 2007
63.	Market Study on Industrial Waste and Water Treatment Plant (ETP/WTP)	Modern Erection Limited Dhaka	November 2006 to August 2007
64.	AP Insecticide Study	Syngenta through Kinetic Ltd, UK	October 2006 to December 2006
65.	Multi Country Tracking Study on Software Developers	Microsoft Inc. through Cross-Tab Marketing Services, India	September'06 to November 2006

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66.	Cisco Market Sizing	Cisco Inc. USA through Springboard Research, Singapore	September to October 2006
67.	PC Channels Market Study (Continuous Market Tracking Study)	Springboard Research Singapore	January to December 2006
68.	Partner Satisfaction & Loyalty study Wave 3	Hewlett Packard (HP) through Acom, Singapore	September to November 2006
69.	Bangladesh Mobile Phone U&A Study	Nokia Through Synovate, Hong Kong	April to June 2006
70.	Study on Mobile Phone Market in Bangladesh	Telenor, Norway through Synovate MMI	June 2006 to July 2006
71.	Study on the Use, Handling, and Storage of Agrochemicals by the Farmers of Bangladesh	Syngenta Through Kinetic Ltd, UK	March 2006 to May 2006
72.	Rice Herbicide Demand Drivers Study, Bangladesh	Syngenta Hong Kong	January 2006 to February 2006
73.	Improving Supply Chain Management of the Super Stores of Bangladesh	SouthAsia Enterprise Development Facility, Dhaka	June 2005 to December 2005
74.	Study on Flat Steel Products Market in Bangladesh	KDS Group of Industries Chittagong	October 2005 to December 2005
75.	Asthma Patient Research 2005	Glaxo, Singapore In association with Synovate, Singapore	September 2005 to October 2005
76.	Study on the Agri-industry and Business in Bangladesh	JICA Bangladesh Dhaka	July 2005 to December 2005
77.	Rice Herbicide Demand Drivers Study, Bangladesh	Syngenta Hong Kong	June 2005 to October 2005
78.	Services Trade Capacity Study, Bangladesh	International Trade Centre (ITC)/WTO, Switzerland	April 2005 to December 2005
79.	Study on the Agribusiness and Marketing Practices in Bangladesh	JICA Bangladesh Dhaka	March 2005 to November 2005
80.	Sector Study: Bangladesh Steel Sector Opportunities	Tata Steel India	February to August 2005
81.	Garment Industry Survey in Southeast Asia	Ministry of Economy, Trade & Industry (METI), Japan through Nomura Research Institute, Japan	April to May 2005
82.	Research on post-MFA Impact Assessment	German Technical Cooperation (GTZ), Bangladesh	May to June 2005
83.	Study on Crop Sector Development and Diversification in Bangladesh	Japan International Cooperation Agency (JICA), Dhaka	June 2004 to March 2005

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84.	Rapid Identification and Assessment of New Service Sector	Swisscontact-Katalyst Dhaka	April to July 2004
85.	Private Healthcare Scenario in Bangladesh	Swisscontact-Katalyst Dhaka	April to July 2004
86.	Study on Poultry Feed Market in Bangladesh	Givenchy Poultry Ltd Dhaka	June 2004 to September 2004
87.	Market Study on Steel Sector of Bangladesh	BlueScope Steel, India & McDonald Bangladesh, Dhaka	April to December 2004
88.	Field Research and Assessment of Quality Management System (QMS) Business Service Markets in Bangladesh	Swisscontact-Katalyst Dhaka	March 2004 to July 2004
89.	Customer Satisfaction Measurement Study (Textile sizing ingredients)	Bharat Starch Industries India	March 2003 to June 2003
90.	Market Study on Fresh Fruits and Vegetable Market in Bangladesh	Asia Trading Corporation Dhaka	February 2003 to April 2003
91.	Study on PVA Market in Bangladesh	Mitsubishi Corporation, Singapore & Kuraray & Company, Japan	January to April 2003
92.	Annual Seasonal Survey 2002 for FPP	CARE Bangladesh Dhaka	October 2002 to April 2003
93.	Study on Pulp & Paper Market in Bangladesh [Quantitative Study]	A K Khan Group Dhaka	April 2002 to December 2002
94.	Customer Commitment Survey (PVA)	Kuraray & Company Japan	September to November 2002
95.	Market Study on Home Textile/Furnishing Products	Mia Group Dhaka	April 2002 to December 2002
96.	Customer Satisfaction Survey (Pre-Fabricated Building Materials)	BHP Lysaght (Sea) Pte Ltd Singapore	May 2002 to July 2002
97.	Study on Jute Sector of Bangladesh	Commonwealth Secretariat London, UK	September 2000 to August 2002
98.	Study on Cotton Yarn Market in Bangladesh for producing home textile/home furnishing Fabrics	Quasem Group Dhaka	April 2002 to August 2002
99.	Market Study on Consumer Banking in Bangladesh	Habib Bank Ltd Pakistan	June to August 2002
100.	Regional Segmentation Study for Pre & Post Emergent Weed Control in Rice	Syngenta Hong Kong	July to August 2002
101.	Market Study on Various Jute Diversified Products	Commonwealth Secretariat London, UK	May 2002 to July 2002
102.	Media Habit in Bangladesh	PSRA USA	January to May 2002



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103.	Survey of Potential for Development of Information Technology Enable Services (ITES) in Bangladesh	Carana Corporation USA [An USAID Funded Study]	February to April 2002
104.	Study on Bangladesh Beverage Market & It's Impact on PET Growth	Centre for Management Technology, Singapore	September to November 2001
105.	Global Singer Brand Perception	BAIGlobal Inc (A Market Facts Company), USA	November to December 2001
106.	Study on a Dyed Yarn Market in Bangladesh	SQ Group Dhaka	May 2001 to August 2001
107.	Study on Eye Glasses	Low Cost Eye Glasses Boston, USA	October 2001 to December 2001
108.	Research on Paint Market in Bangladesh	Horizon International Singapore	November to December 2000
109.	Market Study on a Hair Dye in Bangladesh	Baraka Group Dhaka	July 2000 to February 2001
110.	Study On Market Environment For Natural Based Health Supplement Products In Bangladesh	Tianshi Group Co Ltd Beijing, China	November 1999 to January 2000
111.	Study on Fast Food Franchise Market Environment in Bangladesh	M M Ispahani Limited Chittagong	May 1999 to August 1999
112.	Study on Raw Cotton Market in Bangladesh	Ministry of Jute Govt. of Bangladesh	January 1999 to March 1999
113.	Market Study on Jute Cotton Blended Yarn	Ministry of Jute Govt. of Bangladesh	January 1999 to March 1999
114.	Study on Healthcare Facilities in Bangladesh	Holy Crescent Hospital Ltd Chittagong	December 1998 to March 1999
115.	Study on Pack Attributes	Lever Brothers Bangladesh Ltd, Chittagong	March to April 1998
116.	Study on Smoking Habits and Taste	British American Tobacco Dhaka	January to February 1998
117.	Canadian Opportunities in Bangladesh Telecommunication & IT Sector	Canadian High Commission Dhaka	January 1998 to March 1998
118.	Study on Fertilizer Market in Bangladesh	Sea Resources Group of Companies, Dhaka	August 1996 to October 1996
119.	Consultancy to Develop International Telecommunication Circuit and Traffic Enhancement	Dacom Corporation Seoul, Korea	July 1996 to October 1996
120.	Bangladesh Power Sector Opportunities	Canadian High Commission Dhaka	July to October 1995



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121.	Study on the Cotton Yarn Market of Bangladesh	Yeasmin Shipping Lines Limited, Dhaka	June 1995 to August 1995
122.	Market Survey on Pesticides	McDonald Bangladesh (Pvt) Ltd, Dhaka	July 1995 to October 1995
123.	Study on the Textile Sector of Bangladesh	Brothers International Limited, Dhaka	April 1995 to July 1995
124.	Study on the Finished Fabrics Market in Bangladesh	D N Textile Mills Limited Dhaka	June 1995 to September 1995
125.	Study on Modern Tin Containers Market in Bangladesh	Toka Ink (Bangladesh) Ltd (A Bangladesh-Japan Joint Venture), Dhaka	May 1995 to July 1995
126.	Market Study on the Housing Sector of Bangladesh	Sena Kalyan Sangstha Dhaka	January 1995 to April 1995
127.	Study on the Rotogravure Printing Ink Market in Bangladesh [Quantitative Study]	Toka Ink (Bangladesh) Ltd (A Bangladesh-Japan Joint Venture), Dhaka	January 1995 to February 1995
128.	Market Study and Development of Marketing Plan for Digital Circuit Multiplication Equipments (DCME)	ECI Telecom Ltd Florida, USA	July 1994 to October 1994
129.	Business Plan for Printing & Packaging Products, a project for the blinds	World Vision of Bangladesh Dhaka	February 1994 to May 1994
130.	Market Environment Study on Birth Control Products in Bangladesh	G Premjee Ltd Bangkok, Thailand	January 1994 to May 1994
131.	Study on Button Market in Bangladesh	QK Buttons Ltd Dhaka	December 1993 to January 1994
132.	Market Study on a Dairy Products	Charon Dairy Complex Ltd Savar, Dhaka	October 1993 to November 1993
133.	Market Feasibility Study on a Beef Fattening Project	Desh Group of Companies Dhaka	September 1993 to October 1993
134.	Study on Bread & Biscuit Market in Bangladesh	Olympus Foods Ltd. Dhaka	July 1993 to April 1993
135.	Update of Study on Commercial Prospects for Canadian Companies in the Bangladesh Oilseeds Sector	Canadian High Commission Dhaka	July 1992 to September 1992
136.	Joint Venture Possibilities in Bangladesh	Canadian High Commission Dhaka	July 1992 to September 1992
137.	Market Study on Pre-Fabricated Building Materials in Bangladesh	BHP Lysaght (Sea) Pte Ltd Singapore	July 1992 to September 1992
138.	Market Study on Sweet Stuff	Olympus Foods Limited Dhaka	July to August 1992

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139.	Market Study on Imitation/Fashion Jewelry	Ohmie Fashion Jewelry Ltd (Bangladesh Korea Joint Venture), Dhaka	March 1992 to May 1992
140.	Study on Coal Seam Gas Market in Western Bangladesh	BHP Engineering Sydney, Australia	September to December 1991
141.	Market Study on Health Care Facilities in Chittagong	Holy Crescent Hospital Ltd Chittagong	September to December 1991
142.	Study on Carbonated and Fruit Juice Market in Bangladesh	Crown Beverage Industries Dhaka	November to December 1991
143.	Market Study on Radio Cassette Recorder, VCP/VCR and Television	Sena Kalyan Sangstha Dhaka	February to May 1991
144.	Study on Commercial Prospects for Canadian Companies in the Bangladesh Steel Sector	Canadian High Commission Dhaka	February to March 1991
145.	Study on Commercial Prospects for Canadian Companies in the Bangladesh Oilseeds Sector	Canadian High Commission Dhaka	February to March 1991
146.	Study on Bearings Market in Bangladesh	SKF Distribution Asia Pte Ltd Singapore	December 1990 to March 1991
147.	Survey on Sheet Glass Market in Bangladesh	Micro Industries Development Assistance Society, Dhaka	August 1999 to September 1990
148.	Study on Television Picture Tube Market in Bangladesh	National Electronics Ltd Dhaka	March to May 1990
149.	Study on Bangladesh Oilseeds Sector	Canadian High Commission Dhaka	February to March 1990
150.	Study on the Fish and Poultry Feed Market in Bangladesh	Saudi Fish Feeds Ltd Dhaka	January to April 1990