

MARKETING RESEARCH & CONSULTING

**MAXCESS**  
CORPORATION



## **Business Guide**



We are a small company in the consumer research industry in Japan, but all the staff has rich experiences in Consumer researches for over 20 years, and has a huge network of researchers for quantitative and qualitative research . We provide High Quality fieldwork performance, Quick Response and Reasonable Cost for you.  
Also Our strong field is both of Off line survey and On line survey in Japan.

### << OUR METHODOLOGIES >>

#### Off-line Research

Central Location Test  
Home use test  
Door to door / Mail survey  
Focus group interview  
Depth interview  
In Home Visit  
Others

#### On-line Research

Internet survey  
Home use test  
Others

#### Store Research

Mystery Shopping study  
Others

#### Any another business

Pre recruiting service  
Data processing  
Translation  
Others

We have a rich experiences in consumer research of many category products as below. We focus on Central Location Test, Focus group interview, Door to door survey and Internet survey. We suggest the most appropriate Methodology to every clients.

**1. The Products with the experience:**

Categories	Products
<p>■ Foods, Beverages and Supplements</p>	<p>Ice cream, Tea, Mineral water, Regular coffee, Instant Coffee, Beer, Liquor, Yogurt, Cheese, Noodles, Seasoning, Chewing gum, Chocolate, Supplements, Others</p>
<p>■ Cosmetics, Everyday goods, etc.</p>	<p>Shampoo, Treatment, Hair styling products, deodorant, Tooth paste, Shaving cream, Hair coloring products, Hair dye, Make up Cosmetics, basic skin care products, Hair care products, Dental care products, Baby products, Pet products, Dish washer products and others</p>
<p>■ Medical supplies, etc.</p>	<p>Contact lens, Disposable contact lens, Contact lens care products, Cold medicine, Cough medicine, Nasal medicine, Analgesic medicine, Digestive medicine, laxative, Athlete's foot, Skin medication, Eys drops, Quit-smoking drug, others</p>
<p>■ Others</p>	<p>Personal computer, Mobile phone, Tablet PC, Jewelry, Vehicles,</p>

**2. The Store category with the experience:**

Supermarket, Convenience store, Drug store, Department store, Cosmetic store, Liquor shop, Banking, Electronics retail store, Jewelry store, Car dealer, Home center, Discount store, others

Off line survey is the Methodology that we are the best at.

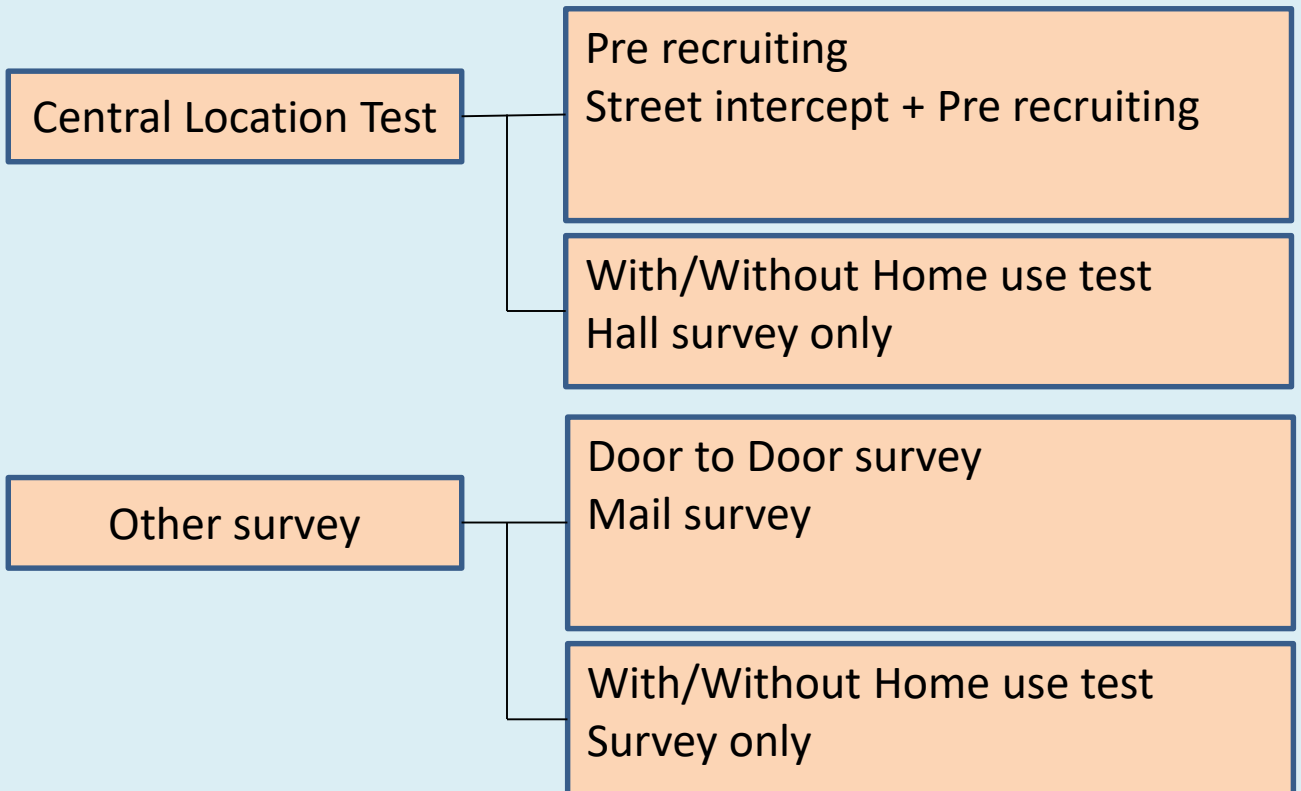
We are good at both of Street intercept and Pre recruiting.

In addition, We can provide another methodology such as Door to door survey, Mail survey.

Of course we are good at the Qualitative research into Group interview or Depth interview, too.



### Off line Research menu (Quantitative research)



## Central Location Test by Pre recruiting

<b>Theme</b>	<b>Shampoo products</b>
<b>Research objectives</b>	<b>Package design test, Concept test and Price test for New products.</b>
<b>Methodology</b>	<b>Central Location Test by Pre recruiting.</b>
<b>Target groups</b>	<b>Women aged 20 - 49 years old living in Tokyo metropolitan area.</b>
<b>Sample size and Quotas</b>	<b>Total 500 respondents. Quotas is purchase brands within 1 year, age.</b>
<b>Survey Area</b>	<b>Tokyo (Shibuya, Shinjuku and other area.)</b>
<b>Survey schedule</b>	<b>July 2017. FW 10 days.</b>
<b>Questionnaire</b>	<b>Screenener is 2-3 minutes for Pre recruiting. Main questionnaire is 35-40 minutes by Face to Face interview in the venue. Shopping test by real shelves and products.</b>

## Central Location Test and HUT by all pre recruiting.

<b>Theme</b>	<b>Candy products survey.</b>
<b>Research objectives</b>	<b>Package design test, Concept test and Price test for New Chocolate products. Moreover we carried out Home use test for all respondents.</b>
<b>Methodology</b>	<b>Central Location Test by pre recruiting.</b>
<b>Target groups</b>	<b>Women aged 16 - 49 years old living in Tokyo metropolitan area.</b>
<b>Sample size and Quotas</b>	<b>Total 300 respondents. Quotas is purchase brands within 3 month, age.</b>
<b>Survey Area</b>	<b>Tokyo (Shibuya, Setagaya and other area.)</b>
<b>Survey schedule</b>	<b>Oct 2017. FW 6 days and HUT 3 days.</b>
<b>Questionnaire</b>	<b> Screener is 3-4 minutes. Main questionnaire is 30 minutes by Face to Face interview in the venue. Shopping test by real shelves and products. Call back survey is 15 minutes by door to door interview. All the HUT package were collected by researcher.</b>

**Focus Group Interview with In home use test.**

<b>Theme</b>	<b>Skincare Product Concept test.</b>
<b>Research objectives</b>	<b>Concept, Price and Package test.</b>
<b>Methodology</b>	<b>Focus Group Interview with In home use test.</b>
<b>Target groups</b>	<b>Women aged 30 - 59 years old living in Tokyo metropolitan area.</b>
<b>Sample size and Quotas</b>	<b>6 respondents * 4 group.</b>
<b>Interview Room Location</b>	<b>Tokyo (Shibuya)</b>
<b>Survey schedule</b>	<b>December 2018. FW 2 days(2groups / day )</b>

**Mystery Shopping research of Major Liquor Shop**

<b>Theme</b>	<b>Mystery Shopping of Imported Whisky</b>
<b>Methodology and Target Area</b>	<b>Mystery Shopping by researcher in Tokyo and Osaka.</b>
<b>Target Products</b>	<b>Imported high price Whisky both of Regular Imported and Parallel Imported products.</b>
<b>Sample size</b>	<b>Tokyo = 50 stores / Month Osaka = 50 stores / Month</b>
<b>Questionnaire</b>	<b>Price, Regular or Parallel, Importer name, Lot number,</b>
<b>Survey schedule</b>	<b>Jan – Dec of 2017-2019</b>



## Mystery Shopping research of Used car dealer in Japan

<b>Theme</b>	<b>Mystery Shopping of Used car dealer</b>
<b>Methodology and Target Area</b>	<b>Mystery Shopping by researcher in Tokyo , Osaka, Nagoya, and Fukuoka.</b>
<b>Target Products</b>	<b>Used car of Nissan Motor (Specific family type car)</b>
<b>Sample size</b>	<b>Tokyo = 30 shops of Nissan used car dealer Osaka = 30 shops of Nissan used car dealer Nagoya = 30 shops of Nissan used car dealer Fukuoka = 30 shops of Nissan used car dealer</b>
<b>Questionnaire</b>	<b>Get a following items. /Quotation of used car /Promotion goods /Business card of sales person</b>
<b>Survey schedule</b>	<b>Sep - Oct of 2018</b>

## Corporate Information

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MAXCESS corporation

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