

*Corporate Presentation*



Dr. Grieger & Cie.

Quantitative Research | Qualitative Research | Fieldwork Services | Mystery Shopping

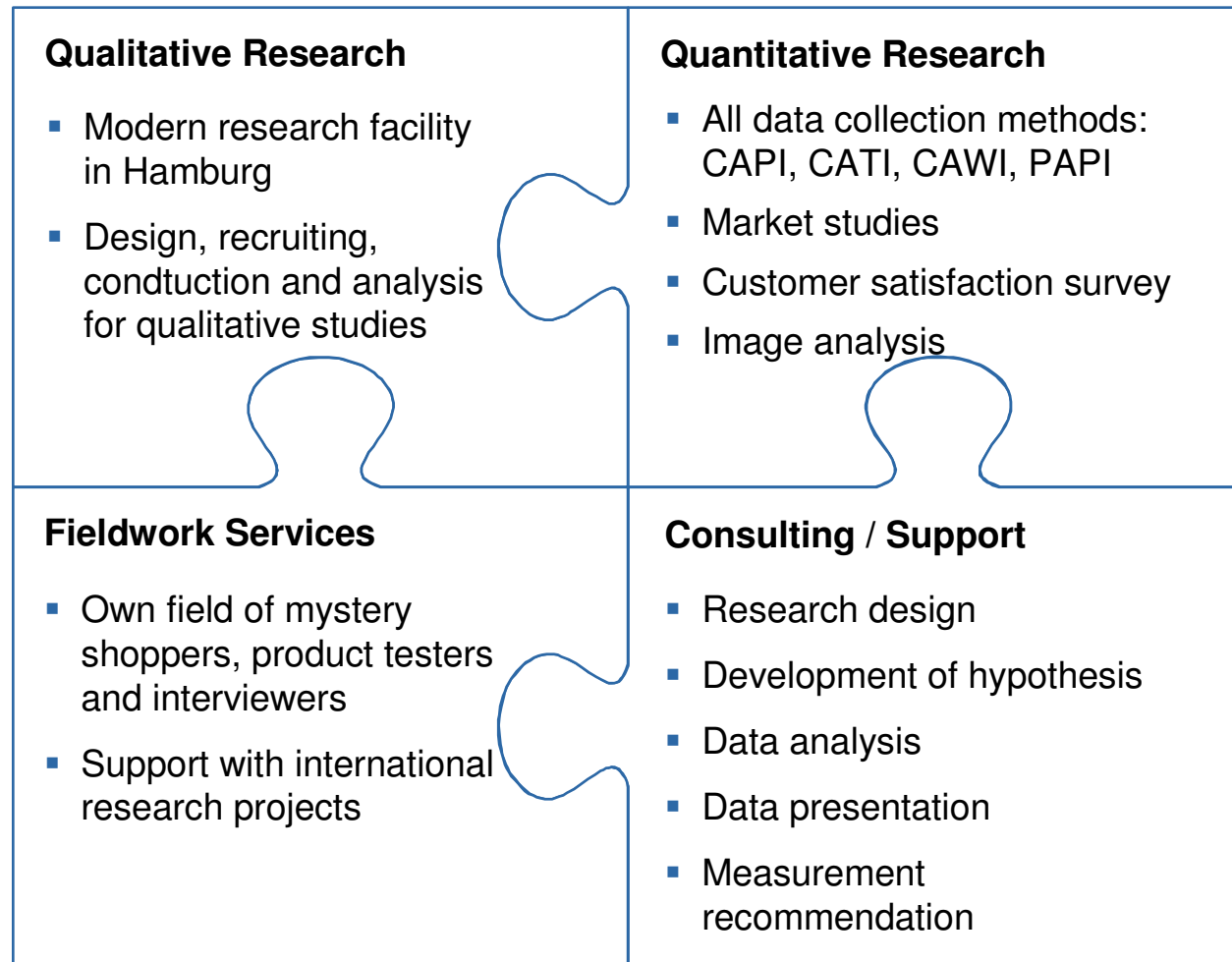
*Germany | Austria | Switzerland*

# Management Summary

- We are a market research firm for **quantitative and qualitative market research** located in Hamburg, Germany.
- We are supporting companies in all steps of their market research project **in Germany, Austria and Switzerland**: from design, data collection to data analysis.
- As a **fieldwork service provider** we are offering first class data collection in Germany, Austria and Switzerland with our own field of **trained mystery shoppers and interviewers**.
- For **quantitative research** we are offering all common methods of data collection: CATI, CAPI, CAWI, paper and pencil.
- For **qualitative research** we have a modern facility with skilled moderators in Hamburg and partner research firms in all relevant cities. We can recruit your target group and also conduct the research.
- We are working objectively, customer-focused, goal-oriented and effectively. Our work is based on reliability, trust, professionalism and a high quality of assessment. **Discretion and maintaining confidentiality** is very important to us: Therefore, all information we receive from our clients remains confidential.

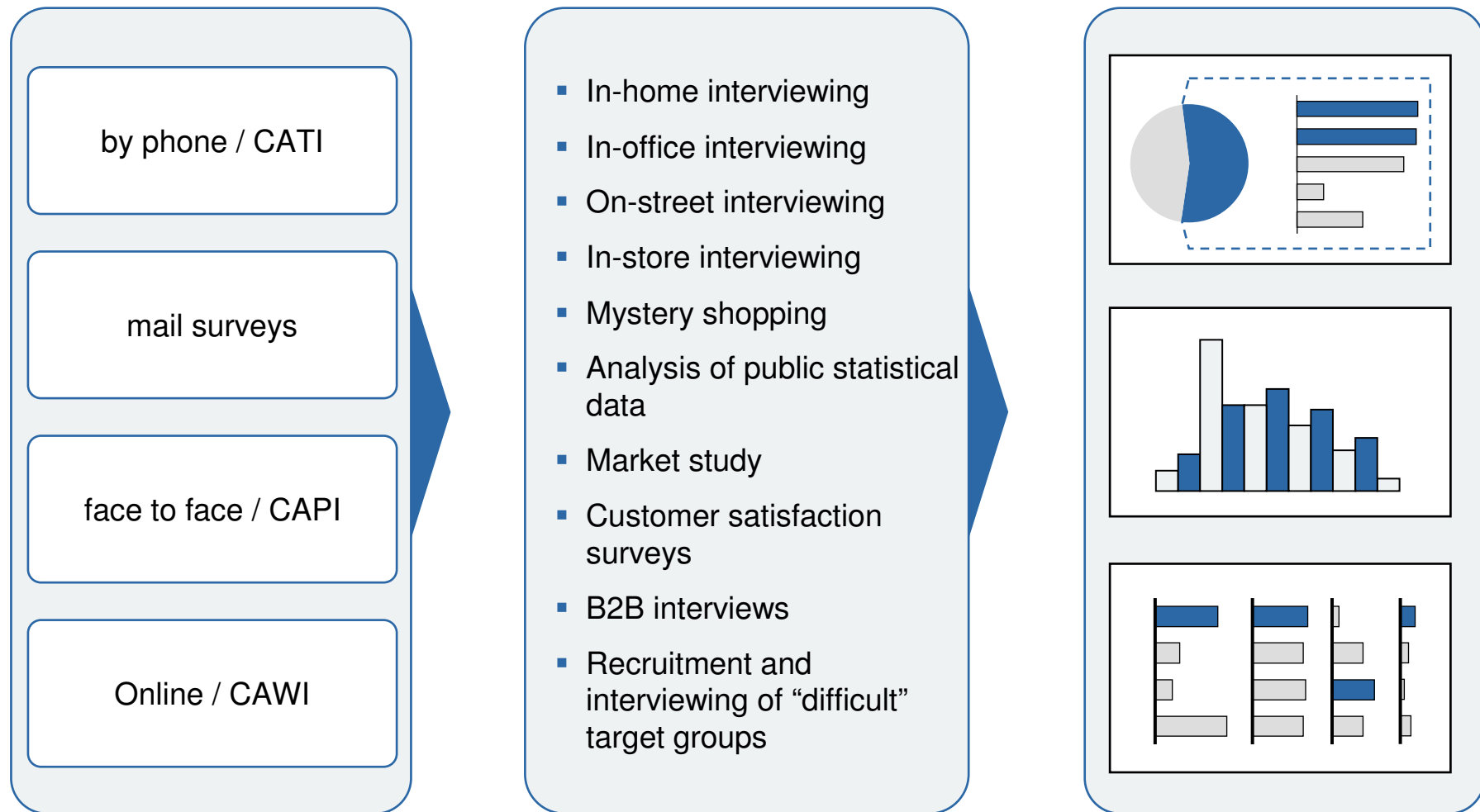
# We can support you with various market research services in Germany, Austria and Switzerland.

## OUR MARKET RESEARCH SERVICES



# We collect quantitative data using all common methodologies.

QUANTITATIVE RESEARCH GERMANY, AUSTRIA, SWITZERLAND



# We can recruit your target group and conduct your qualitative research.

## QUALITATIVE RESEARCH AND FIELDWORK SERVICES

*Modern Studio in  
Hamburg, Germany\**



### Group Discussions / Focus Groups

- Tasting tests
- Sensory research
- Price tests
- Advertisement tests
- Copy tests
- Store simulation
- Eye tracking
- Sniff tests
- Image testing
- Product testing
- Brand testing
- Name tests

**Explorative  
Studies**

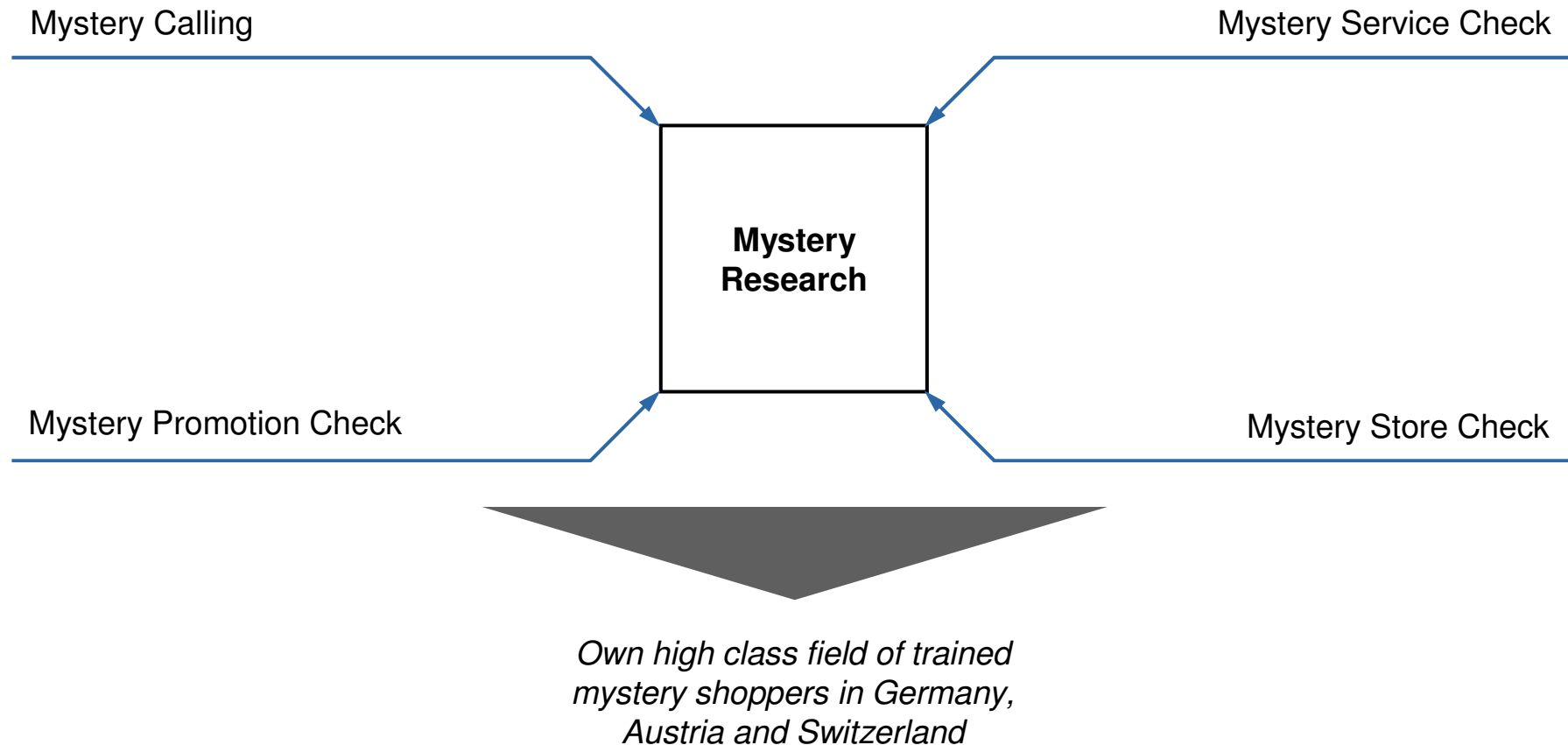
**Personal  
Interviews  
1 on 1**

**In-Home / In-Office**

\* Hamburg is Germany's second largest city with representative consumers for Germany!

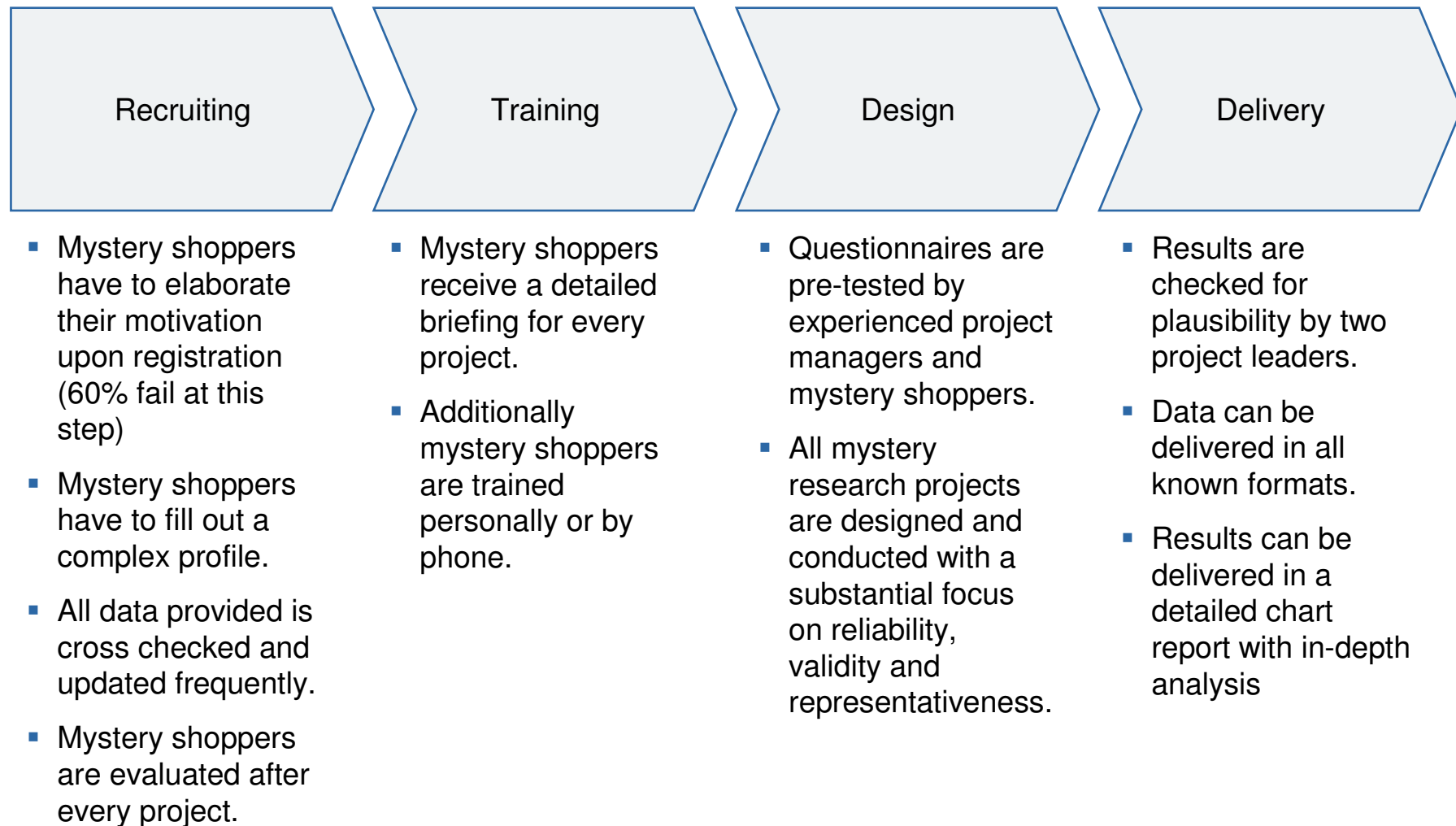
We are offering all types or mystery research with our own field of mystery shoppers in Germany, Austria and Switzerland.

MYSTERY RESEARCH SERVICES



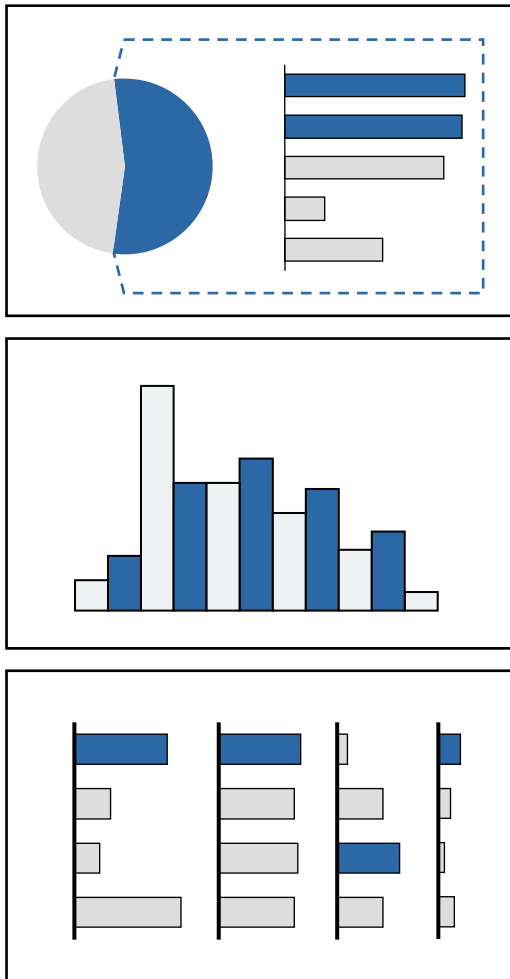
# High quality is important to us throughout the whole process of a mystery shopping project.

## QUALITY MANAGEMENT MYSTERY SHOPPING



# We can deliver data in a detailed and meaningful chart report.

## OUR REPORTING



- Besides common data formats like SPSS or Excel, we are offering a detailed chart reporting for quantitative research projects:
- You will receive meaningful charts instead of pure data that is hard to be interpreted.
- We are able to deliver a chart report in your individual corporate design.
- You can easily integrate the charts into your management presentations.
- Necessary measurements and actions can be derived easily.
- You can work with the results without problems.

*Ask us for a  
sample  
report!*

# Working with us is beneficial.

## BENEFITS OF WORKING WITH US

1

We have an own field of interviewers and mystery shoppers in Germany, Austria and Switzerland.

2

Our interviewers and mystery shoppers are very experienced due to many projects.

3

We have a modern research facility in Germany's second largest city Hamburg.

4

We are experienced in recruiting difficult target groups through our large database.

5

We can set-up your fieldwork in short notice.

6

We are experienced in CATI, CAPI, PAPI, CAWI and mystery shopping data collection.

7

We have professional market research know-how.



[www.grieger-cie.de](http://www.grieger-cie.de)

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