



COMPANY  
PROFILE

 **RAD**

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# 01. ABOUT US

## OUR COMPANY

RAD research was founded in 2014 to provide market research service in Indonesia. Our mission then: to become the leading market research in Indonesia. Now with 80 CATI station (keep growing). Until now, RAD research already has employees of more than 50 staffs who experienced and expert in their expertise. Over these 4 years of practicing and perfecting our products, many specialist have surfaced that give our clients an excellence services. We offering both qualitative and quantitative research method.

We offer client various research product with sophisticated technology in competitive cost. We have range of service from identifying market research requirments, deciding a suitable methodology, through to project implementation and reporting.

We got international recognition by being accepted as a member of ESOMAR. RAD Research is a member of ESOMARS that enabling better reseach into markets, consumers, and socities worldwide. As a member, we area committed to the highest profesional and ethical standars embodied in the ICC/ESOMAR Code on Market and Social Practice.

KADIN stands for 'Kamar Dagang dan Industri' or Chamber of Commerce and Industry.

It is the umbrella organization of the Indonesian Bussiness Chambers and Associations. KADIN if focused on all matters relating ti trade, industry and services, and is highly committed to tapping potentials and synergies of the national economy, offering a strategic forum for Indonesian entrepreneurs. It is privately financed, hence an Independents spokerspersion of private sector Interests.

RAD Research is a member of Mystery Shopping Providers Associations (MSPA) that enabling better research into markets, consumers and societies worldwide. As a member, we are committed to the highest professional and ethical standards embodied in the MSPA Code on Market and Social Practice.

# CORPORATE VALUE

## STANDING BY OUR BELIEFS

Achieve Our core values are the cornerstone of who we are, what we stand for and what we do.  
Togetherness - Teamwork - Tough.

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### SERVICE EXCELLENCE

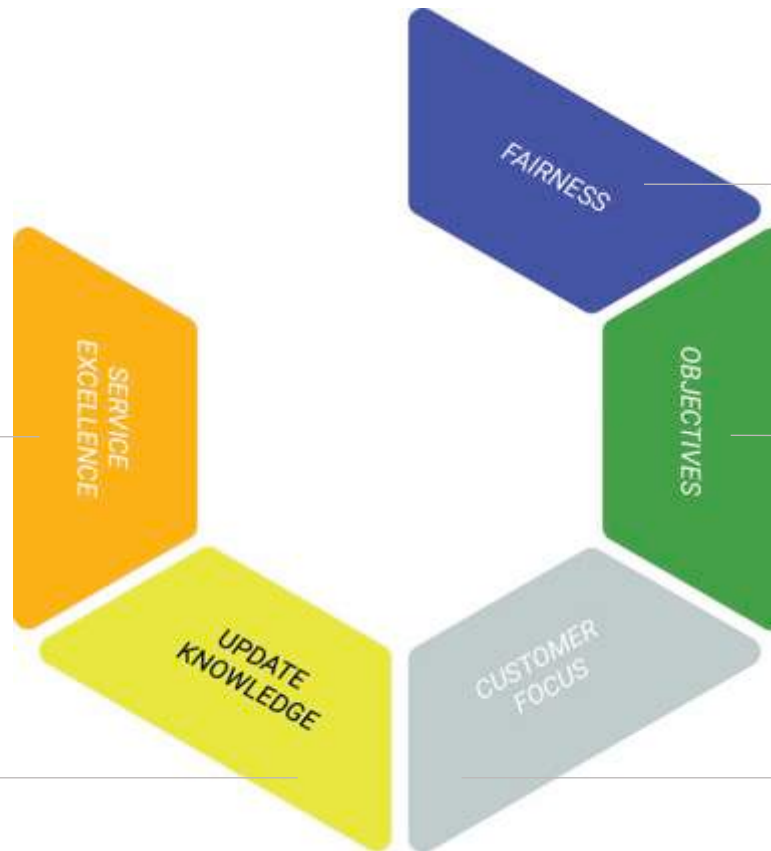
Achieve excellent customer service, strive to exceed.

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### UPDATE KNOWLEDGE

We are the ones who seek knowledge update in both work and personal lives.

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### FAIRNESS

We trust each other, open, clear and trustworthy

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### OBJECTIVES

We Act and speak according to what we supposed

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### CUSTOMER FOCUS

We treat every client with the utmost propriety and dignity. We are focus and listen.

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# VISION + MISSION



Become top 5 admired marketing research company with technology as a key difference among the others.



Our same historical background and experience, we carry a mission if our company is not only a place of work, but a second home for us and a convenient place to our client. Our noble missions are:

Be a great working place where people will be inspired to be the best they can and create welfare of all employees, families, share-holders and company stakeholders.

Create the best relationship with all employees, shareholders, corporate stake-holders and clients.

Maximize long term profits to all company stakeholders.

Become a high effective organization, lean, fast-moving organization, well knowledge in technology and always hungry for new knowledge.

International standard results and solutions.

## OUR TEAM - Commissioner



**DINI TRIANI**  
*President Commissioner*

*22 years experience in managing various business, currently she has many companies such as marketing research & training company, online wedding agent, property, event organizer, café and many more.*

*She also has capability related with marketing especially in social media promotion and operational. Dini graduated from Faculty of Economy Parahyangan Catholic University Bandung.*

*“Team work makes the Dream works”.*



**ALVIN FEBRIAN**  
*Commissioner, Chief Executive Officer, Managing Director & Founder*

*20 years experience in Marketing Research, he specialize in Customer Satisfaction & Loyalty Study, Mystery Shopping, Brand & Communication Research, Usage & Attitude Study, Competitor Intelligence and many others. Team member researcher quantitative research (Phone Survey and F2F) for Malaysia Branded Service Award 2009. The companies with high performance of MyBSI awarded 'Malaysia Branded Service Award (MyBSA '09)', directly presented by Prof.*

*Philip Kotler, The Father of Modern Marketing.*

*Alvin graduated from Faculty of Economy Parahyangan Catholic University Bandung.*

## OUR TEAM - Directors

*“Team work makes the Dream works”.*



**INDRI SOFYANTI**  
*Commissioner, HR & Finance  
Director*

*15 years working experience in various companies in banking, retail, and many others. She is an expert in any fields that related to finance & accounting, human resources and operational office.*

*Indri graduated from Faculty of Economy Parahyangan Catholic University Bandung.*



**RULI HENDARWULAN**  
*Operational Director & Chief  
Operation Officer*

*18 years experience in Marketing Research, he specialize in operation, fieldwork and related in operational marketing research. He had worked as Senior Field Manager in Marketing Research Company. He experienced to manage fieldwork for all region in Indonesia, dealing with Financial, Automotive, Food & Beverages, Telecommunications, and many others industries.*

*Ruli graduated from Faculty of Economy Parahyangan Catholic University Bandung.*



**PRIMA SATRIA UTAMA**  
*Associate Research Director &  
Chief of RAD Research*

*13 years of working experiences in several companies. He experiences handling International Project, Product & Pricing Research, Medical Products, IT & Telecommunication Product and many others.*

*He specialize in Consumer Behavior, Mystery Shopping, Customer Satisfaction & Loyalty Study, Branding Research, Competitor Intelligence and many others.*

*Prima graduated from Master of Business Administration Bandung Institute of Technology.*



**IRFAN R. NUGRAHA**  
*Associate Business Director &  
Chief of Business RAD Research*

*13 years of working experiences in various companies such as Marketing Consultant, Marketing Research, Banking & IT.*

*Irfan graduated from Magister Management of Business Parahyangan Catholic University Bandung.*



## OUR TEAM – Managers

*“Team work makes the Dream works”.*



**SUNARTI**  
Senior Field Manager

16 years of working experiences in several companies in Marketing Research Company. She worked as Field Manager in Previous Company. She has handled various quantitative & qualitative study, B2C & B2B, Social Research. She has handled various industries such as Banking, Automotive, Property, Pharmaceutical, Consumer Goods, Advertising, NGO, Telecommunication and many others.



**SULISTIOWATI**  
Senior HR & Finance Manager

11 years of working experiences in various kind of companies with position and specialization in Operational Office, Finance & Accounting & Human Resources. Sulis graduated from Magister Management Parahyangan Catholic University.



**INDRIANY AMEKA**  
Senior Research Manager  
& Head of Research Division

12 years of working experiences handling international project, Food and Beverages, Product Research, Medical Products, IT Products, etc. Her specializations are Consumer Behavior, Product Testing, Satisfaction, Loyalty & Branding Research. Indriany graduated from Master of Science Management Bandung Institute of Technology.



**H. FATHUL BARI**  
Office Head Jakarta & Senior  
Operation Manager

16 years of working experiences in several companies in Marketing Research Company. He specialize in Operation & Data Processing. Fathul had worked experiences in more than two Marketing Research Company & his last position as Data Processing.



**EFRIL RUTPAN ARIS**  
Data Processing Manager

10 years experiences in Marketing Research. His specialization in Statistic Analysis (Regression, Correlation & Comparison, SPSS, Structural Equation Model (SEM). Efril had worked experiences in MakPlus Insight as Statistician Analysis. Efril graduated from Statistics of Bogor Agriculture Institute.



**HERRY ISKANDAR**  
Business Manager

More than 14 years experiences in various companies, such as Marketing Consultant, Automotive Industry & IT Company. His specialization in technology, IT & e- Commerce. Herry graduated from Faculty Economy Parahyangan Catholic University Bandung.



**IVAN IRAWAN HASAN**  
CATI Manager

12 years of working experiences in Marketing Research. His specialization in related study with CATI, Phone Survey, CAPI & Online Survey. He has handled various industries such as Automotive, Financial & Banking Industry, Telecommunications, IT and Paneling for Syndication Survey. Ivan graduated from Faculty of Economy Parahyangan Catholic University Bandung.



**ANDRIAN MARTDIANSYAH**  
Quality Control Manager

10 years experiences in Information Technology Company. His specialization in PHP my SQL, CSS, HTML, JAVA SCRIPT and many other. Andre graduated from Information System of Universitas Komputer Indonesia.



**ROFNI NAZARUDIN**  
Business Development & Head of  
Identity Field

21 years of experience in fieldwork and operational management in market research. He has done hundreds of field research, from formulating daily tactical strategy to ensuring the reliability of the data. He is an expert in both quantitative & qualitative research. He is skilled to conduct various methods from conventional face to face interview, in-depth interview, phone survey (CATI), centralized data collecting (CLT and FGD), to mystery shopping/silent operation (MS)



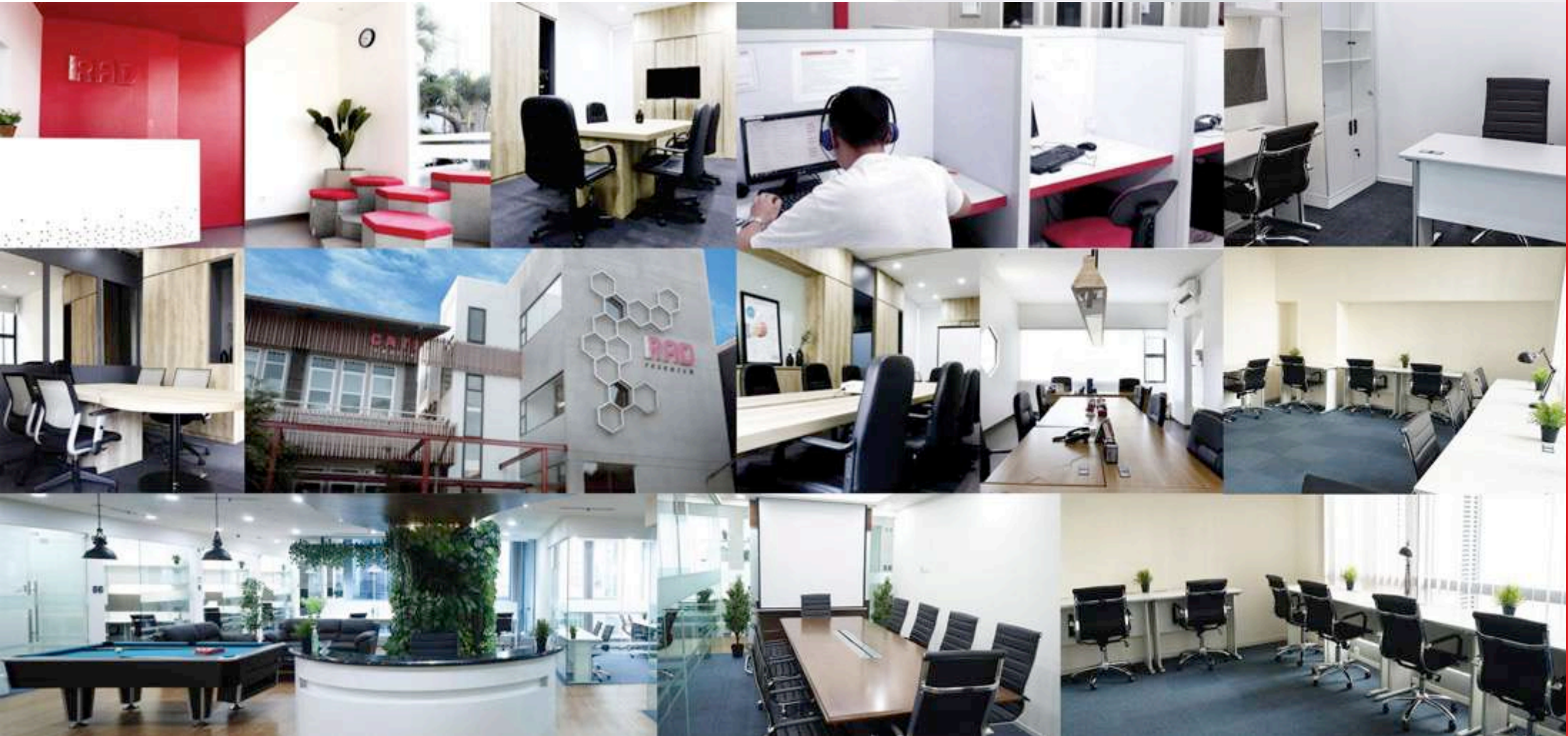
**HILDA LEILANI  
MASNIARITTA POHAN**  
Senior Expert RAD Research

20 years of experience in Regional & Urban Planning Research, Housing Economics Research, Marketing Research & Energy Economics Research. She has many experience as a Lecturer in Oklahoma State University, Parahyangan Catholic University & Maranatha Christian University.



# OUR FACILITIES

Head office Building, Meeting room, FGD room (more than 6 persons), 80 units CATI Station (keep growing) were installed in our CATI Center and operated by our professionals agent.



# 02.

## PRODUCT & SERVICE



RESEARCH

RAD COMPETENCY

BRANDING & IT SOLUTION

IDENTITY FIELD

NIKAHYUU

RAD is Holding Company, focus in marketing research, strategic consulting management, training and workshop, branding and IT solutions, fieldwork research, online advertising. Beside providing premium service, we also put attention to the smallest detail.

# RAD RESEARCH

## ABOUT RAD RESEARCH



### Our Company

We provide in depth insight as inputs to our clients in making strategic decisions.



### Our People

Our team consist of experienced experts that have passion, energy, spirit and hard workers.



### Our Different

Based on current trend, we develop research based technology that made us special and different from others.

Member of :



Our Partner :







## OUR COVERAGE

Our field team has expanding the research coverage area not only in Indonesia's urban, sub urban and rural area but also through Brunei Darussalam and Malaysia.

*JAKARTA • BANDUNG • SURABAYA • MEDAN  
PALEMBANG • MAKASSAR • DENPASAR  
SEMARANG • YOGYAKARTA • BALIKPAPAN*



# RESEARCH TOPIC



## MYSTERY SHOPPING

To provide from "Customer Experiences" - Mystery shopping help organizations to measure their service level



## CUSTOMER SATISFACTION

To find out what customers think about your organizations and also help organizations measure their customer's expectation.



## EMPLOYEE SATISFACTION

To find out what employee's expectation. Describe whether employees are happy, contended and fulfilling their desires and needs at work.



## USAGE & ATTITUDE STUDY

To "understand a market" and identify customer usage and customer attitude toward products and services.



## COMMUNICATION RESEARCH

To identify effectiveness communication organization, also to know patterns of customer toward communication



## BRAND RESEARCH

To identify company brand health, and to know threats and opportunities from customer insight. Brand research assists with the creation, development and strengthening of brands.



## PRODUCT RESEARCH

To understand customer needs toward product. Product research useful for New product development, product improvement, test new features, test marketing, revitalizing a declining product etc.



## PRICING RESEARCH

To measure acceptability toward product price and to determine the maximum price for new products.



## COMPETITOR INTELLIGENCE

To gathering relevant information from the market, to analyzed, and for decision making in determining market opportunity, market penetration strategy & market development.

## RESEARCH PRODUCT

Quantitative

**HYBRID**

(F2F interview online data entry)

**PAPI**

(Pen & Paper Interview)

**Gang Survey**

**Telephone**

**Interview**

**Online survey**

**CAPI**

(Computer Assisted Personal  
Interview)

**Mystery  
Shopping  
& Mystery Calling**

**FGD**

(Focus Group Discussion)

**Ethnography**

**Observation**

**Recruiting**

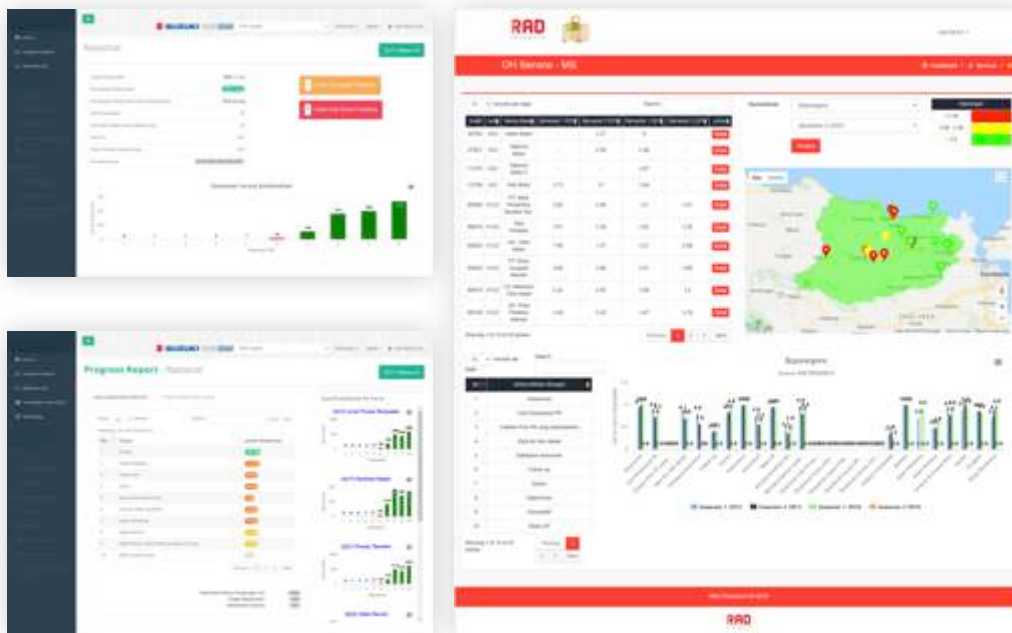
**IDI**

(In-Depth Interview)

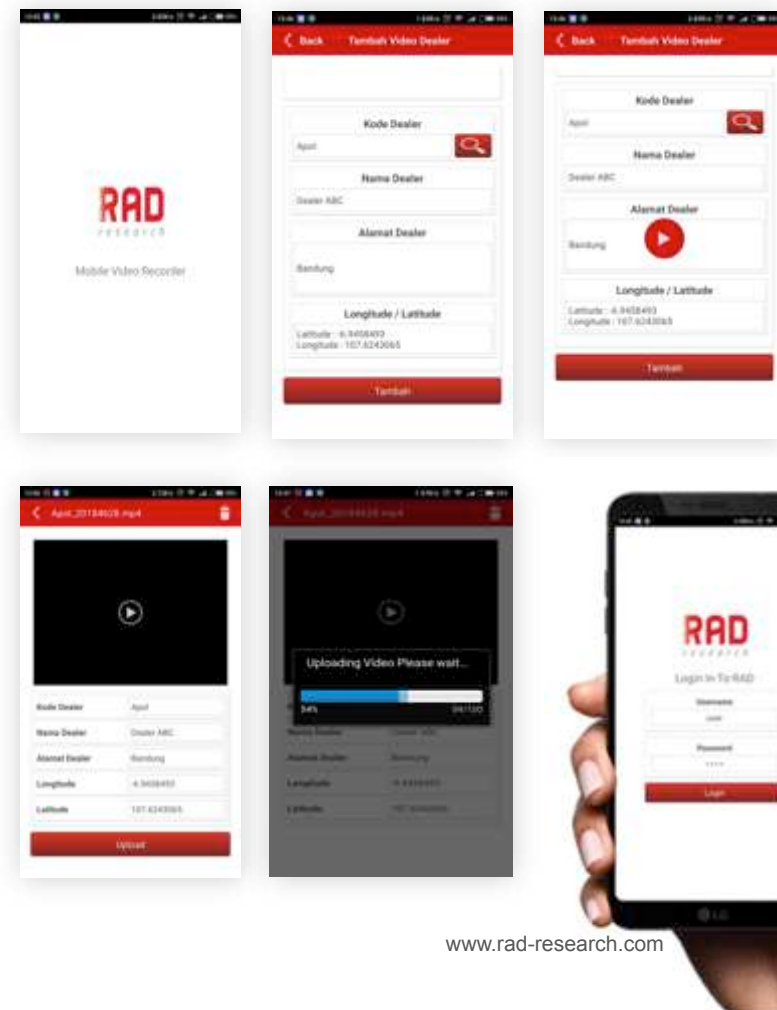
Qualitative

# RESEARCH TECHNOLOGY

**Web reporting** (dashboard report)



**Application**  
(mobile video record) for Mystery Shopping



## INDUSTRY COVERAGE

Financial service  
Telecommunication  
Media  
FMCG  
Retail  
Automotive  
Hospitality  
Agriculture

Cosmetics  
Health/ Pharmaceutical  
IT  
Logistic  
Transportation  
Fashion  
Travel/ tourism  
etc.



# RAD COMPETENCY



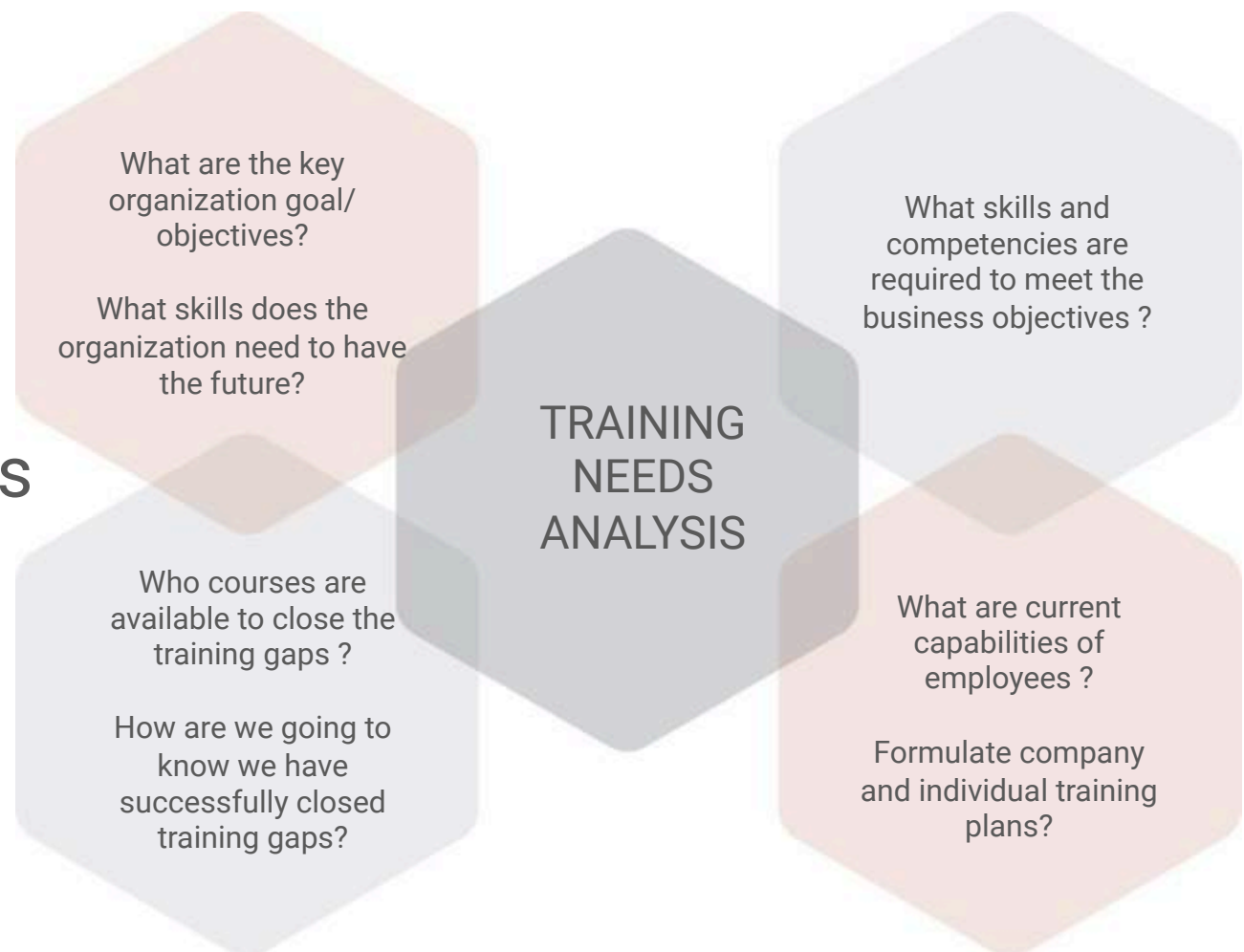
We Provide premium services for  
In House Training.  
We also put attention to the  
smallest details.



## OUR TRAINING STEP

### 01. Training Need Analysis as the first step

Before determine the kind of Training (FGD / IDI , with Leader or Management, Questionnaire)



## OUR TRAINING STEP

02.

### Pre-Training

Before training, we conduct measurement to know what skills/ attitudes should be improved

Example of Pre-Training :

Mystery Shopping/ Mystery Caller

Phone Interview to Customer

Questioner/ FGD with candidates of trainee

## OUR TRAINING STEP

### 03. Training Implementation

We provide design of curriculum based on TNA and Pre-Training.

eq. weakness of knowledge or attitude that found at Mystery Shopping

Training method :

Interactive and Experiential learning  
(combined with music, movie, games, simulation and Role Play)



## OUR TRAINING STEP

04.

### Post Training

Observations / measurements after training to ensure that knowledge / skills in training can be implemented at the workplace.

example : consulting/ sit in observation

## TRAINING TOPIC

Understanding Quality Service & Service Culture  
Handling Complaint with care  
Be a Great Service Leader  
First Impression & Personal Grooming  
Selling with EQ  
Great Presentation  
Effective Communication Skill  
Marketing Communication  
Marketing Research  
Digital Marketing  
Team Building

# RAD BRAND & IT SOLUTION



As a continuation of the research results, We provide brand identity design services, marketing tools or promotional media to help realize a marketing strategy. As the times progressed, we also use the technology industry as a business solution.

The design results that we provide not only in terms of aesthetic value, but also tailored to the concept of your company's marketing strategy.



# PROJECT PROCESS

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Let's agree that Visual is a very subjective matter to every eyes. "Good" designs are ones that are able to be measured, so having a good rational visual strategy always comes first. Both from functional & emotional side. This is how we do it:

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functional  
emotional

## Data.

We gather and proceed data, not only about your brand and your business. The general reviews industry and the behavior of your diverse audience.

Align the brief and project objective.  
Confirming our two teams are on the same boat.



## Strategized.

We brainstorm the mind map for the problem solving.  
We then move along to the creation of visual draft which is commonly known as design routes.

Evaluate your brand DNA, making sure everything is strongly connected.



## execution

After spending good amount of time building strategy, we execute the visual that answer the project objectives and deliverable



## TRAINING TOPIC

Company Logo

Product logo

Name

Stationery

Annual report

Newsletter

Internal Magazine

Agenda

Calendar

Merchandise

Video presentation

Leaflet/ Flyer/

Brochure

Poster

Ballyhoo

Hanging mobile

Flag chain

Wobbler

Banner

Vertical banner

Horizontal banner

Standing display

Shopping bag

Sticker

Tent Card

Website

Apps

Digital Ad.

# IDENTITY FIELD



FIELD SERVICE SOLUTION FROM RAD HOLDING COMPANY.

Identity Field (IF) is a Specialist Field Service Solution, which is not only specialized in market research project, but also other kinds of fieldwork that our client needs. Our work includes retail outlet checking, company attribute promotion and publication, brochure/flyer distribution, product sampling, up to product selling. As a field service solution, we are committed to give great insight to fulfil the needs and desires of our client.



## OUR SERVICES

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### FIELDWORK SERVICES

Fieldwork for market research.  
Fieldwork for verification and  
observation.

### QUALITY CONTROL WORK SERVICES

Data checking for fieldwork (quality  
control).  
Operational standard checking for  
retail and business license.

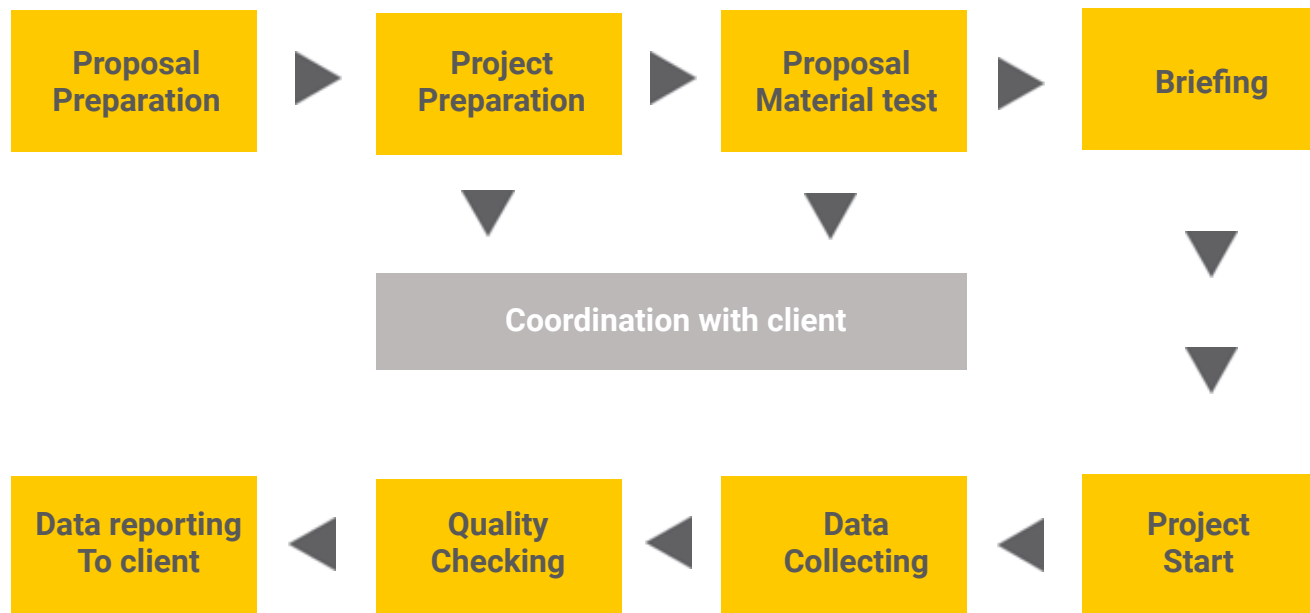
### PUBLICATION SERVICES

Publication, promotion, brochure/  
flyer distribution, product sample  
for companies or selling.  
Profiling data collecting or  
questionnaire distribution.

## FIELD TEAM SKILLS

<b>F2F</b>	<b>FGD</b>	<b>Mall Intercept:</b>	<b>IDI</b>
Face to face interview (F2F/H2H): Our field team very excellent in conducting face to face interview, with respondents in housing area, public area and corporation area.	Focus Group Discussion: We are familiar with various participants, from students, housewives, teenagers, businessmen, to company manager. We make sure to exploring respondents opinion in depth.	We are able to perform data collecting in malls, department stores or other public areas.	In-Depth Interview: Our highly skilled IDI team ensure that implicit statements are probed.
<b>CLT</b>	<b>CATI</b>	<b>MS</b>	<b>Publication</b>
Central Location Test: We invite people for a product test, such as gang survey and Car/Bike Clinic. Our team is ready to adjust to client's needs.	Computer Assisted Telephone Interview: Our CATI Facility is equipped with 100 stations with highly skilled Callers. We always update our operating standard to ensure all of our Caller's skill are up to our standard. Our Callers are used to work based on target.	Mystery Shopping: We are familiar in doing MS for every industrial segment. Our sophisticated hidden cameras are equipped with advanced technology so that the subject/object of the research is unaware.	Promotion product Our SPG and SPB teams are ready to distribute flyer/brochure, product sample, or questionnaires for product development. They are well-trained and mastered client's product knowledge. Our SPG and SPB teams are used to work based on target.

## PROJECT PROCESS



### Working process to assure the quality of the data:

All involved teams will be briefed specifically.

Supervision by team leader and supervisor to field team will be done in initial, mid and final stage of the project. Evaluation will be done in the end of every project.

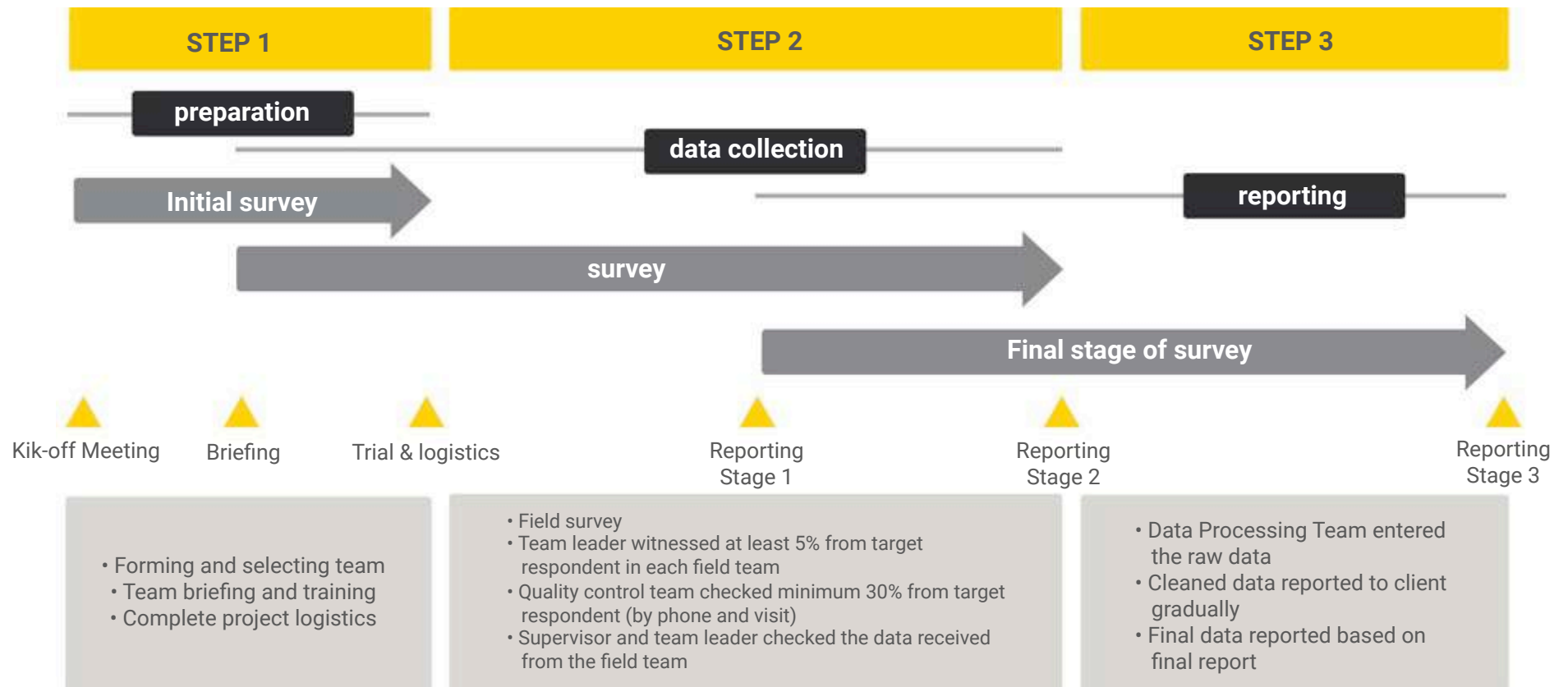
Data checking will be done 100% by team leader and will be rechecked randomly by supervisor .

Quality checking to respondent or any other information source will be conducted up to 30% from the quota.

Client can also witness the fieldwork



# RESEARCH PROCESS



## OUR NETWORK COVERAGE

Our network in local area, cities and provinces in Indonesia are our valuable assets which we always continue to maintain

**01.**  
**Supervisor West Area :**  
Sumatera Island, Jawa and  
Bali Nusra

**02.**  
**Supervisor East Area:**  
Kalimantan Island, Sulawesi,  
Ambon and Papua



## OUR NETWORK COVERAGE

We are supported by more than 1.100 field teams of researcher for various research methods in 8 big cities and approximately 2.750 field teams of researcher across Indonesia.

8 KOTA BESAR									
PERSONIL	JABODETABEK	MEDAN	PALEMBANG	BANDUNG	SEMARANG	SURABAYA	MAKASSAR	BANJARMASIN	JUMLAH
Team Leader	10	6	5	7	6	7	4	3	48
Interviewer (F2F & CAPI)	125	40	40	60	40	50	25	20	400
Recruiter (FGD & IDI)	20	10	8	30	15	30	15	12	140
Dedicated Interviewer/ Indeptor (IDI)	8	4	4	10	4	5	4	4	43
Caller / Phone Operator (CATI)	10	5	5	100	5	10	5	4	144
Observer (Observasi)	4	6	4	30	8	10	5	4	71
Notetaker (FGD)	8	2	2	6	4	6	4	2	34
Transcriptor (FGD & IDI)	4	2	2	4	2	4	2	2	22
Simultan transcriptor/ Simtrans (FGD & IDI)	3	1		2		2	1		9
SPG & SPG	75	20	20	40	25	30	20	15	245
<b>Total</b>	<b>267</b>	<b>96</b>	<b>90</b>	<b>289</b>	<b>109</b>	<b>154</b>	<b>85</b>	<b>66</b>	<b>1156</b>

## MANPOWER & EQUIPMENT

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We are supported by more than 500 field teams of researcher in 8 big cities and approximately 2.750 teams of researcher, which spread out across Indonesia, with various research methods. Logistics for operational needs and purposes are always be developed and refined.

### MANPOWER

1 Head Of Identity Field	90 Team Leaders Area
1 Field Manager	750 Interviewers
1 CATI Manager	250 Recruiters
1 QC Manager	200 CATI Callers
1 R&D Manager	100 Observers
1 Supervisor West Area	50 Transcriber/Note taker
1 Supervisor East Area	12 Simtrans
34 Provincial Coordinator	300 SPG/SPB

### EQUIPMENT

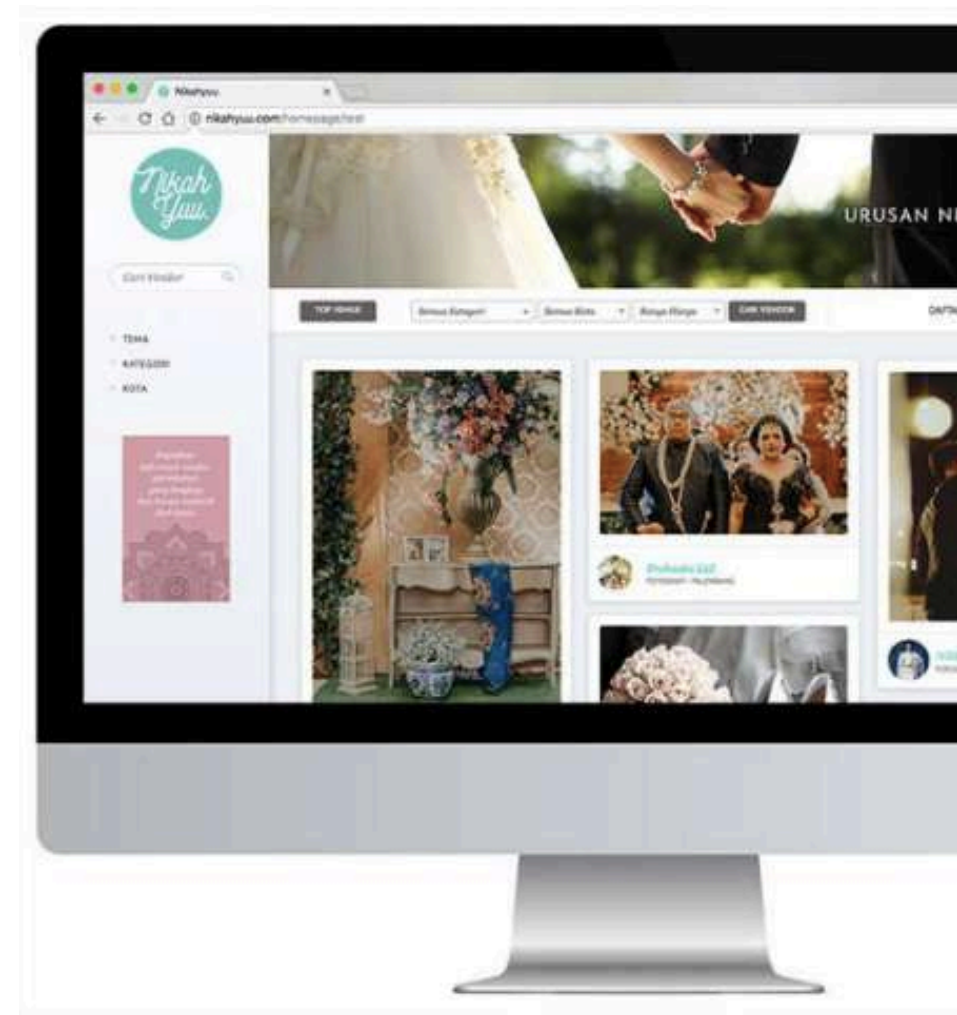
100 Cubicles (CATI Stations)
2 FGD Rooms
50 Unit SpyCam
100 Unit Android Tablet
25 Unit MP4 Voice Recorder
2 Unit Handycams
2 Unit Digital Cameras

# NIKAHYUU



NikahYuu are on of media that provide information about wedding vendors, our website ([www.nikahyu.com](http://www.nikahyu.com))

*The purpose is to help, make it easier for bride and groom in a process of search, choose and decide the best vendor to help them preparing the wedding ceremony.*

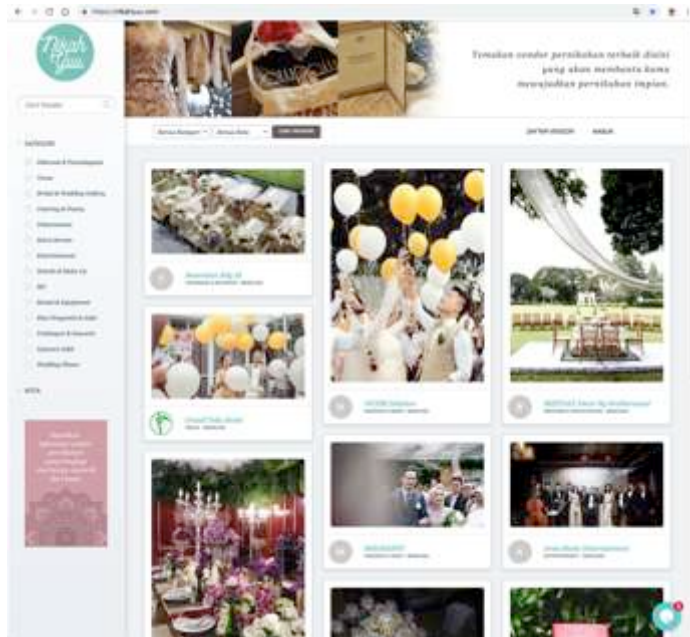




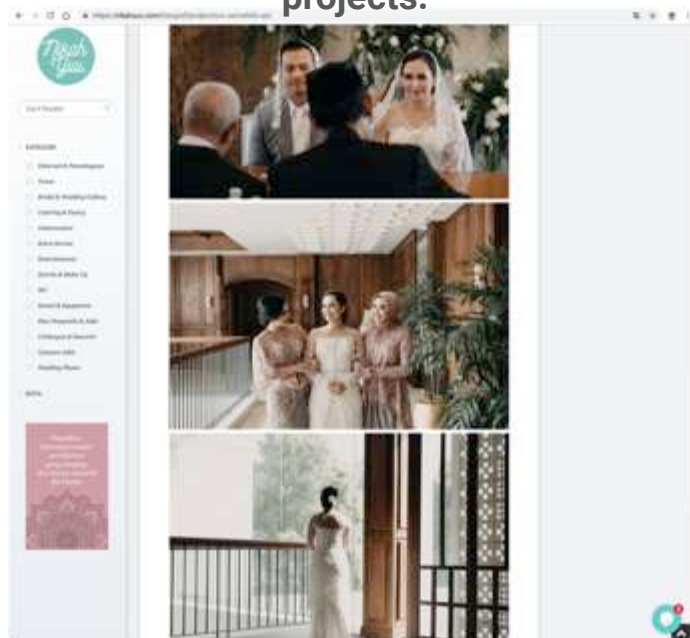
## VENDOR CATEGORY:

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"><li>• <i>Decoration</i></li><li>• <i>Venue</i></li><li>• <i>Bridal &amp; Wedding Gallery</i></li><li>• <i>Catering &amp; Pastry</i></li><li>• <i>Documentation</i></li></ul> | <ul style="list-style-type: none"><li>• <i>Extra Service</i></li><li>• <i>Entertainment</i></li><li>• <i>Hairdo &amp; Make Up</i></li><li>• <i>MC</i></li><li>• <i>Rental &amp; Equipment</i></li></ul> | <ul style="list-style-type: none"><li>• <i>Traditional make up</i></li><li>• <i>Invitation &amp; Souvenir</i></li><li>• <i>Traditional Wedding Ceremony</i></li><li>• <i>Wedding Planer</i></li></ul> |
|--|---|---|

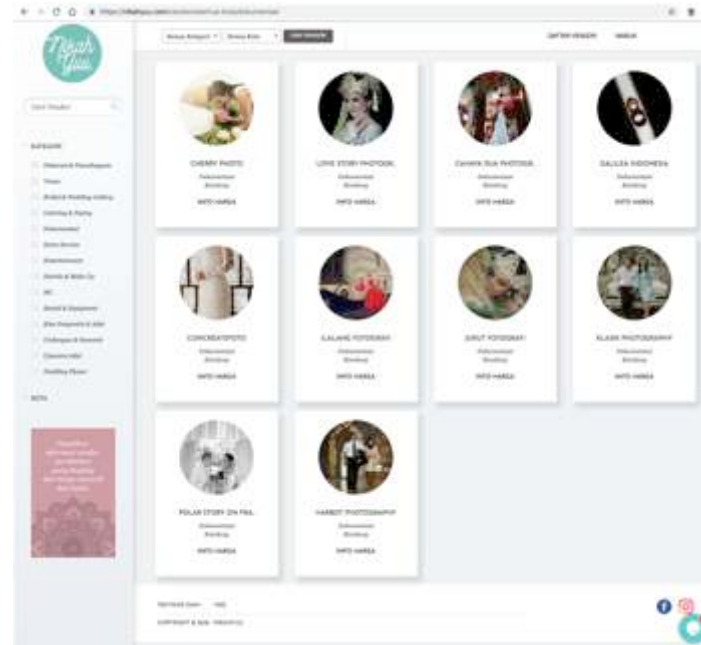
We display 14 wedding vendor categories.



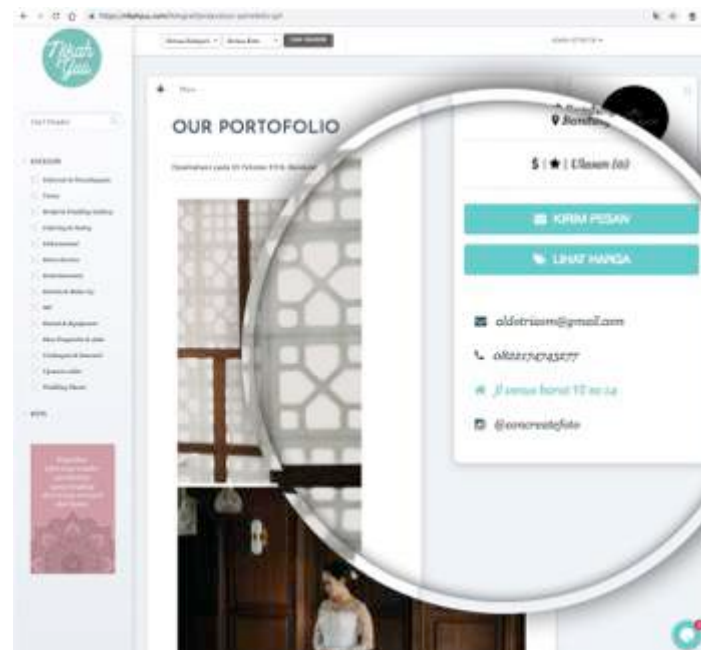
Album photo from our vendor projects.



Easier to search wedding vendors



Complete information, making it easier for consumers to contact vendors.



# 03. OUR CLIENTS

For over 5 years, companies from many industries have relied on RAD research survey tools. Clients include market research firm, automotive, finance service, telecommunication, retail, FMCG, etc. We provide tailored business solutions for our clients which facilitate their resulting insight and strategy development.

## Financial Service & Insurance



## Telco, Electronics, Telecommunication & IT



## Automotive & Transportation



## FMCG, Pharmaceutical, Healthcare & Cosmetics



## Media & Publishing

FORTUNE  
INDONESIA

transito

NOVA

mdmedia  
by Telkom Indonesia



KOMPAS GRAFEDIA

Bobo

## Government & Education



transjakarta

prasetiya mulya  
your edutech learning partner



ANTARA  
INDONESIA NEWS

## Retail

erafone



EXPORT.®



bodypack

## Others

sharedvis  
shared for the future

Vinilon

trivago

STRIPE PARTNERS



SALE STOCK

PRISMA  
Promoting Rural Income through Support for Markets in Agriculture



MOMENTIVE

Kubota



gojek



Chitose  
Innovation by your inspiration



Olam

BCG



# Research Agencies

Seminal Research

WATCH ME THINK

TURIAN

TNS

spire  
The Knowledge to Decide

spiegelinstitut

Research for winning Solutions

PEOPLE  
The Research Agency

ORC  
INTERNATIONAL

OPPOTUS

NIKKEI-R

nielsen

Neusoft  
Beyond Technology

MEDIAFLAG

MedField

MARTEC

MARS

HARMONY

MAJESTIC  
MRSS

Inf. Information Technology

LABTEK-INDIE

2-morrow

The AD-Asia Centre for  
Enterprise Development  
UNIVERSITY of  
Production Analysis Consultant

ActionEdge  
Knowledge Services Private Limited  
Research with an Edge

ARTENICE

ASHA

Asia  
Insight

axanteus  
RESEARCH

AZURE

BRANDSCAPESWORLDWIDE  
Bringing Insights to the Worldwide Market

CATHAYA

CBR

CIBC  
CONCEPT INTERNATIONAL  
BUSINESS CONSULTING

clearstate

con  
certare

CONNECTING INSIGHTS CONSULTANTS

Course5  
Transformation Intelligence

cross-tab  
Standardizing Market Research

Dalberg

EFFICIENCY<sup>2</sup>  
Custom Analytics & Market Research

EFG

GemSeek

GfK

GLOBAL VISION  
MARKET RESEARCH

GMO  
RESEARCH

harris  
interactive

HUMAN

hypothesis

IDA

Infocom  
research & consulting

INGENS

INSIGHT ASIA

Ipsos

JUPITER  
MARKET RESEARCH SOLUTIONS

Kadence  
International

PRATT & SULLIVAN

FIELDWORK

FieldGlobal  
Your B2B, B2C, Research Companion

EPINION

emotional logic

EMERSON  
MARKET RESEARCH

And Many Other ...



# Thank You ...

[www.rad-research.com](http://www.rad-research.com)

*"Smart Strategy for The Best Solution"*

**Head Office & CATI Centre :**  
Hexagon Building RAD Research  
Jl. Cijagra No. 76-78 Buah Batu  
Bandung - Indonesia  
Phone : +62 22 - 733 1676

**Representative & Field Operation Office :**  
Gedung Ganeca  
Jl. Raya Pasar Minggu No. 234 G 3<sup>rd</sup> Floor  
Jakarta Selatan 12760  
Phone : +62 21 - 798 2020