



COMPANY PROFILE



2025



ABOUT RAD

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 100 CATI station (keep growing). Until now, Over these 11 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 andAssociations. 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.



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 or 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.

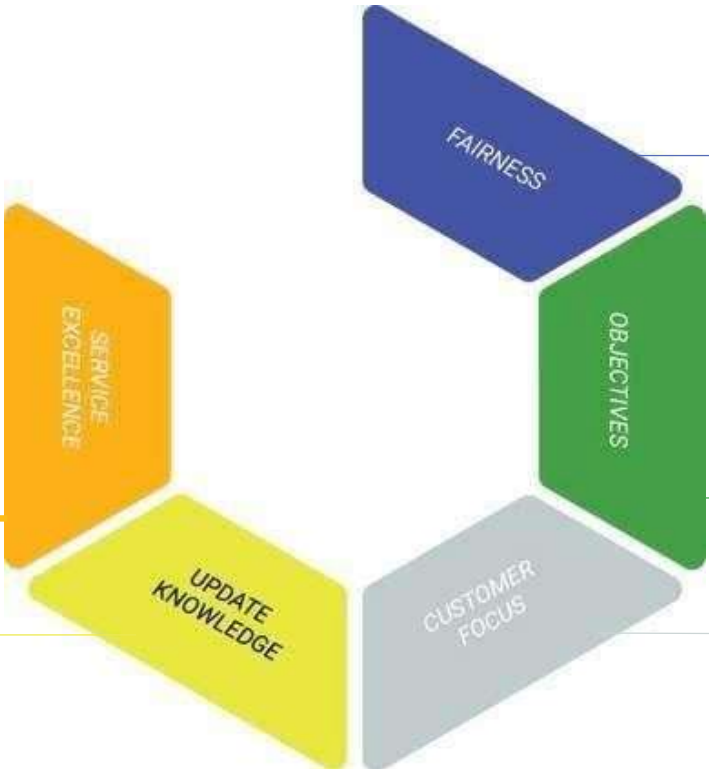
Maximize long term profits to all company stakeholders.

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

International standard results and solutions.

Corporate Value

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



FAIRNESS

We trust each other, open, clear and trustworthy

OBJECTIVES

We Act and speak according to what we supposed

CUSTOMER FOCUS

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

SERVICE EXCELLENCE

Achieve excellent customer service, strive to exceed.

UPDATE KNOWLEDGE

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

OUR TEAM - *Directors*

“Team work makes the Dream works”.



ALVIN FEBRIAN
Chief Executive Officer

25 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.



RULI HENDARWULAN
Chief Operation Officer

23 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.



INDRI SOFYANTI
Chief HR & Finance Officer

20 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.

OUR FACILITIES

Head office Building, Meeting room, FGD room (more than 6 persons), 100 units CATI Station (keep growing) were installed in our CATI Center and operated by our professionals agent.



RAD CATI CENTRE

We have 100 units CATI Station (keep growing) were installed in our CATI Center and operated by our professionals agent.



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 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
BANJARMASIN • RIAU • MANADO • KENDARI*

RESEARCH TOPIC

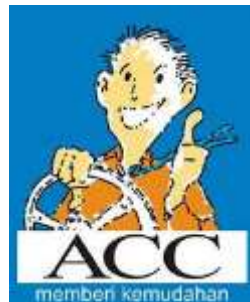


RESEARCH PRODUCT



OUR CLIENTS

Financial Service Industry



OUR CLIENTS

Telco, Electronics, IT



OUR CLIENTS

Automotive 4W



OUR CLIENTS

Automotive 2W



Transportation & Online Transportation



OUR CLIENTS

FMCG, Pharmaceuticals, Healthcare, Cosmetics

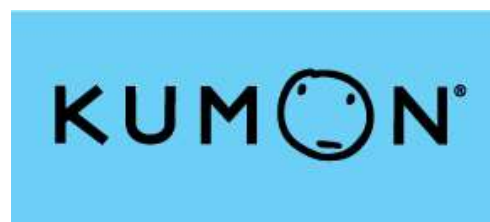


OUR CLIENTS

Pharmaceuticals, Healthcare, Cosmetics

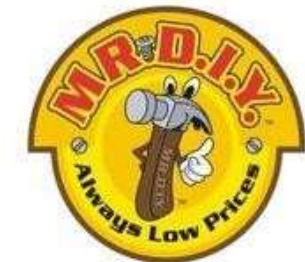


Education



OUR CLIENTS

Retail



Government



OUR CLIENTS

Logistics, Property & Recreation



Media & Publishing



OUR CLIENTS

Others

Perron Campaigns

veracity



Aregence



Vinilon

trivago



SALE STOCK



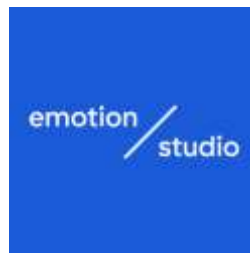
PRISMA
Promoting Rural Income through
Support for Markets in Agriculture

MOMENTIVE

Kubota



KJUB PUSPETASARI



Chitose
Innovation by your inspiration



BCG

FMC



OUR CLIENTS

Research Agencies

nielsen
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KANTAR



Kadence
International

 toluna



METRIXLAB

 harris
interactive
a toluna company

NIKKEI-R



GMO
RESEARCH



Seminal
Research

spire
RESEARCH & CONSULTING®
The Knowledge to Decide

 PEOPLE
the research partner

ORC
INTERNATIONAL

 OPPOTUS

Neusoft®
Beyond Technology™

 MedField

 MARTEC

MARS®

 MARKELYTICS
Your Global Research Partner

2-morrow



The All-Asian Centre for
Enterprise Development
(ASCEND) Inc.
Predictive Analytics Consultant

 ActionEdge
Knowledge Services Private Limited
Research with an Edge®



Asia
insight

 axanteus
RESEARCH

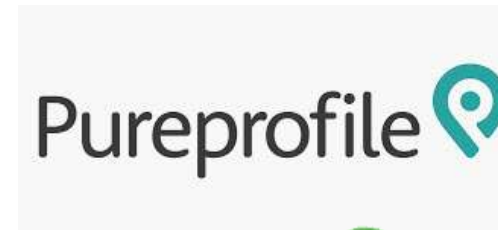
BRANDSCAPESWORLDWIDE
Winning Insights™ for Profitable Growth

CATHAYA

 CBR

OUR CLIENTS

Research Agencies



OUR PARTNERS

JOIN RESEARCH, PUBLIC LECTURES, GUEST LECTURES,
SEMINARS



International Projects



Briefing Projects



International Projects in Indonesia – Google USA



International Projects in Indonesia – Boston Consulting Group (BCG) from various countries



International Projects in Indonesia – GfK Spain

RAD



Field Work in Traditional Market – Bank Indonesia

RAD



Field Work – Telkom Indonesia



Gaming Study – Turian Labs India



Central Location Test



Field Work in Brunei



Field Work in Brunei



Focus Group Discussion



Car Clinic



Public Lectures & Seminars



Awards & Certificates



International Tour



www.rad-research.com