



DYNAMIC SEARCH  
*Mind Probing Minds*



## MISSION STATEMENT

Dynamic Search's mission is to be the first choice research house in Malaysia and Southeast Asia. We seek to empower our staff through nurturing and believe in cultivating leadership skills.

**Dynamic Search** is the largest homegrown independent Market Research Consultancy in Malaysia. Having started in 1986, today the company is proud to have its excellent reputation steeped in both Qualitative and Quantitative Research. We are trusted by Clients for our top-quality and consistently non-compromising standards.

Today, Dynamic Search runs a tight full-service Research Agency. Our multi-disciplinary team hails from a range of backgrounds, including Marketing, Social Sciences, Economics, Statistics, Information and Technology, Communications and the Pure Sciences. We carefully mine for insights and opportunity gaps leading to bold strategic recommendations to Clients.

### *Why work with Dynamic Search?*

We are lean and thoroughly dedicated to our Clients. Our assets include a strong sense of continuity and accumulated expertise which build Client confidence. Expertise, Experience, Integrity and Continuity.

Local is Beautiful! Dynamic Search knows Local like nobody else. As a local and home-grown agency, we are the best fitted to understand local cultural and social nuances that have tremendous impact on Market Research.

We are also Global! We are recognised by International Clients who rope us in for Regional and International work.

### OUR AWARDS AND RECOGNITIONS

- ☛ **Local Hero Award for Best Market Research Agency of the Year 2011 (Advertising & Marketing Magazine)**
- ☛ **Local Hero Award for Qualitative Research Agency of the Year 2010**
- ☛ **Local Hero Finalist Award for Quantitative Research Agency of the Year 2010**

### OUR RESEARCH MEMBERSHIPS:

- ☛ **Market Research Society of Malaysia**
- ☛ **Market Research Society of UK**
- ☛ **ESOMAR (European Society for Opinion and Marketing Research)**
- ☛ **IRIS Network (International Research InstituteS): The largest global network of independent Market Research Institutes with more than 35 countries represented**







**Dynamic Search** specialises in Qualitative Research. Using the participant-centred approach developed by Carl Rogers' Non Directive Method of probing and Client-centred Therapy (non-directive, consumer-centred, unconditional regard).

We are a strong believer and practitioner of adapted psychotherapeutic techniques to effectively bring the consumer to open up.

- ✿ Reflection of verbal comments made
- ✿ Reflection of non-verbal feedback/mood
- ✿ Clarification of verbal comments
- ✿ Clarification of non-verbal feedback/mood

Dynamic Search employs the use of a wide array of qualitative services designed specifically to meet the needs of clients. This includes:

- ✿ Focus-Group Discussions
- ✿ Extended Group Discussions
- ✿ Creative Elicitation Groups
- ✿ B2B In-depth interviews
- ✿ B2C In-depth interviews
- ✿ Opinion leaders In-depth interviews
- ✿ Duo/Trio Interviews
- ✿ Peer Group Interviews
- ✿ Ethnography Studies



**Dynamic Search's** Quantitative Research House has experienced rapid growth and specialises in problem-solving, with a special ingenuity in interpreting cold data, making the figures and hard data come alive.

The Quantitative Division ensures total quality control through its results-oriented approach.

Dynamic Search employs the use of a wide array of quantitative tools designed specifically to meet the needs of clients. This includes:

- ✿ Central Location Tests
- ✿ In-Hall Studies
- ✿ Mystery Shopping
- ✿ Accompanied shopping/dining
- ✿ House-to-house interviews
- ✿ Office-to-office interviews
- ✿ Telephone interviews
- ✿ Online interviews





**Dynamic Search** provides for a wide range of research expertise, in both Qualitative and Quantitative Research, including the following:

- ✿ Pre and Post Advertising Diagnostics
- ✿ Banking/Financial Institution Research
- ✿ Basic Usage and Attitudinal Probes
- ✿ Brand Image Studies
- ✿ Concept Evaluation
- ✿ Corporate Image
- ✿ Employee Perceptions
- ✿ Gap Analysis Studies
- ✿ Idea Brainstorming
- ✿ Motivational Probes
- ✿ Mystery Observation at Point-of-Sales
- ✿ Mystery Shopping
- ✿ New Product Development-Product Testing
- ✿ Pack and Label Design Evaluation
- ✿ Psychographic Research
- ✿ Positioning Research
- ✿ Shopper Traffic Count
- ✿ Social/Socio-political Research
- ✿ Trade Research
- ✿ Brand Tracking
- ✿ Concept Test
- ✿ Ethnography Studies
- ✿ Usage and attitude studies



**Our clients** are both Multi-National Corporations and local Malaysian companies seeking to improve their brand and product performance, representing the following industries:

- ✿ Fast-Moving Consumer Goods (FMCGs)
- ✿ Food and Beverages
- ✿ Healthcare
- ✿ Automotive
- ✿ Building and Manufacturing
- ✿ Education/Higher Education
- ✿ Banking and Finance
- ✿ Entertainment
- ✿ Trade Research



A unique blend of Qualitative and Quantitative energies makes us a formidable full service agency.



**Founder-Owner and Managing Director, Ng Hsin-Ling** Holds a B.A. from the University of Canterbury, New Zealand in 1975, double-majoring in Psychology and Sociology. After 10 years of managing her previous Market Research company, Hsin founded Dynamic Search in 1986. She has been an integral part of pioneering and upgrading the state of Qualitative Research work in Malaysia and continues to be actively involved in all Dynamic Search projects. A true Consumer Behaviour specialist, who heads an equally dynamic Executive team.



**General Manager, Quantitative Research Division, Sharon Chuah** Holds a B.Sc. in Chemistry and Biology (Cum Laude) from Campbell University, U.S.A with 23 years of Quantitative Research experience behind her, Sharon is strongly grounded in Statistical Applications, Experimental Research Designs and Data Analysis. Additionally, she effectively utilizes data to solve real Marketing Issues and always suggests recommendations. A prime 'mover and shaker' of our Quantitative Division and heads the entire Quantitative machinery.



**Research Director, Sam Leong** Holds a Bachelor Of Science (Hons), majoring in statistics from National University Of Malaysia (UKM) with more than 9 years Research Experience behind him. He is exposed and well-versed in various researches. He possesses good conceptualization skill and analytical mind.



**Research Manager, Cindy Chong** Holds a B. Business Administration (Magna cum Laude) majoring in International Business and Management.



**Director, Business Development and Research, Tricia Yeoh** Holds a Bachelor of Business and Commerce (B.BusComm) double majoring in Econometrics & Business Statistics and Marketing from Monash University, and a Master of Science (M.Sc.) in Research Methods in Psychology from the University of Warwick, United Kingdom.

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