



Strategic Market Research Fieldwork Partners

-Asia Pacific & Middle East region

About Us:

1Lotus Market Research is an independent market research fieldwork agency assisting Fieldwork partners and Clients with headquarters in Mumbai, India.

Research & Fieldwork Capabilities

We at 1Lotus Research have designed our internal teams and centralized project management in such a way so that we could provide trainings, guidance to support other team members when they carry out studies with India and multi-country. On any typical assignment, a project manager is appointed who is a single point contact who liaises with the local partners, Client and management.

Our Primary market research includes assignments which are ad hoc, tracking, syndicated work on any retail, consumer products, concepts, pharmaceutical products, biologics, medical devices and diagnostics (available with or without prescriptions across Asia Pacific & Middle East Regions).

Qualitative Research	Quantitative Research	Online Research
One to One Interviews (In-depth interviews) (telephone, face-to-face, in-facility/in-Clinic)	Face to Face Interviews (F2F); Personal Interviews	Web Based Survey
Focus Group Discussions	Self Competition Interview	Online Focus Groups
Usability Testings for websites, print advertisements, online and web interface, software interface, application, product or a system.	Central location tests (CLT) / Hall tests	Online Bulletin Boards
Ethnographic Research	Computer aided telephonic interviews (CATI)	Online Community managements

Online Survey & Interviews

1Lotus research provides a proven way to solid centralized management, assistance, deployment and analysis of online surveys to customers, employees, Clients and partners creating usable insights.

CATI - Computer Aided Telephonic Interviews

1Lotus research offers outbound and inbound CATI interviewing from India to English, Urdu, Arabic, China, Japan, French, German, Russian, and Spanish speaking markets. The in-house CATI (computer aided telephone interview) team is enabled and staffed by experienced recruiters and interviewers who have worked in the industry for many years. Our strategic fieldwork attitude assists us in recruitments, fieldworks and for training of the bilingual agents. Constant training programs, briefing on the study topic, accuracy of the open end responses collected, ethical approaches, methods and strict quality controls, etc are the part of ongoing processes in CATI center.

Multi Country - Primary Market Research Fieldwork Coverage

1Lotus Research conducts primary healthcare and non healthcare across Asia Pacific and MENA Region - viz. In Asia Pacific : India, China, Taiwan, Singapore, Hong Kong, Malaysia, Japan, Thailand, Indonesia, Vietnam, Australia and Sri Lanka and In Middle East Region : UAE, Abu Dhabi, Saudi Arabia, Jeddah, Riyadh, Kuwait, Qatar, Bahrain, Oman, Egypt, Philippines and Turkey. For more information regarding our multi country market research fieldwork capabilities, please feel free to visit www.1lotusresearch.com OR drop a line to info@1lotusresearch.com

Contact Us

1Lotus Marketing Research Services

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