

How we can *strengthen* your business!



DERHAM
MARKETING
RESEARCH
PTY. LTD.

When *knowing* will strengthen your decisions...™

How we can *strengthen* your business!

What we do is to provide accurate, timely and cost-effective market research-based knowledge that helps our clients strengthen their business.

The knowledge may be about your current or prospective customers, markets, products, or services. Or it can be to know what motivates your staff to make your business zing!

The tools we use include:

➤ Existing information

We can scope your market size or prospect profiles, using existing information.

➤ Observations

Observing and analysing what is actually done by customers or shoppers in action.

➤ Exploratory discussion

We can get people to explain their activities, intentions, and practices – in interviews or in focus groups. These interviews or focus groups can be in-person, online, or on video, as is most effective to the need.

➤ Surveys

We can survey your customers, prospective customers or staff, using online surveys, mobile or smart phone surveys, or as needed, by video, telephone, in-person, paper hand-out-and-hand-back, or postal surveys, or face-to-face with interviews in shopping centres.

How we *work* with you

We discuss your knowledge needs with you *before* recommending any method.

We use the most effective and *most cost-effective method* that will provide you with the knowledge you need, maximising your research investment impact.

Some of our studies are large, some small, some on-going, some are one-off projects. The uniting factor is that *all* provide the knowledge needed, cost-efficiently.

The next step?

Email or ring Philip Derham to discuss your needs now. His contact details are below.



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RECENT JOURNAL ARTICLES

Our recent journal articles include:

- Using preferred, or understood, or effective scales? How scale choice affects online survey data collection. *Australasian Journal of Social and Marketing Research* December 2011.
- A woman's touch - the role of gender in online survey response. *Quirk's (USA) Marketing Research Review*, July 2009.
- Improved sampling by pre-segmentation. *Australasian Journal of Market Research*, Vol. 15, No 1, June 2007.
- Increase response rates by increasing relevance. *Quirks (USA) Marketing Research Review*, October 2006.
- The impact of space and survey format on open ended responses. *Australasian Journal of Market Research*, November 2004, Vol. 12, No. 2.

Current research topics include:

- Devices, length and online survey completion.
- Housing and happiness.

ADD OUR CONTACT DETAILS

You can add our contact details to your mobile phone simply by scanning the QR code below.



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If you need to add a QR code scanner, we recommend the free scanner available from:

www.i-nigma.com