



### **Selected Experience in the Household Appliances and Products Industry**

- Ongoing competitive tracking for a manufacturer and distributor of a wide variety of household products.
- Conducted interviews and made home visits to recent purchasers of bagless vacuum cleaners in the US.
- Research and development study for new product ideas for kitchens and bathrooms
- Market intelligence and competitive intelligence studies on home remodeling and decorating trends.
- Analysis of the household plant market.
- Market feasibility study for household electronic air fresheners and insecticides in Germany and Brazil.
- Focus groups for consumers on their attitudes to a new generation of blenders in the UK, France, and Germany.
- Market study in the US for home furnishings.
- Market study in the US for placemats.
- Conducted mail intercepts for an air conditioner and dehumidifier study in the US.
- Conducted a coffee maker market study in Japan, Germany, Spain and the UK.
- Conducted a cutlery study in Europe, Asia, and Latin America.
- Conducted study for a home security system company
- Market Quantitative research study on 100 cutlery customers as well as 100 non-customers in Korea to evaluate the expansion of a US company.
- Market Intelligence Study on air conditioners in Korea.
- Conducted triad focus groups in order to test positioning statements for a cutlery study in Korea.



- Market Intelligence Study to gain insight from high-end consumers about the appearance and design of various home electronics.
- Conducted market study to obtain information on developing new concepts and generating ideas for refrigerators.
- Conducted home visits with people who own front-loading washing machines and French-door style refrigerators
- Market potential study for garbage disposals in the Russia using in-depth interviews with wholesalers.
- Conducted market trend and market response survey regarding household products such as natural insect killer and paint material.
- Conducted in-depth interviews to assess consumer brand awareness for home furniture firm.
- Conducted study about attitudes of Russian consumers towards garbage disposal products and brands.
- Conducted a brand awareness study on the North American furniture market.
- Conducted focus groups on consumer needs and customer satisfaction with premium refrigerators.
- Conducted desk research on market trends and major competitor trends, in-depth interviews and focus groups for a market entry of a towel manufacturer.
- Conducted fieldwork on a study about OTR microwaves.
- Conducted gang surveys to prepare for a launch of washing machine product in North America.
- Conducted market response study for Refrigerators
- Conducted research study for absorption chiller-heater study
- Conducted research study regarding American lifestyle and vacuum cleaners
- Conducted a Refrigerator focus group in New York
- Conducted a Washing Machine study
- Market potential study for in house shredders
- Conducted a built-in kitchen appliance design study



### **Sample of Clients in the Home Appliance Industry**

- Cutco
- EC21
- Ekornes
- GfK AG
- LG Electronics
- Stressless

