

## **Selected Experience in the Transportation, Logistics and Shipping Industry**

- Conducted an in-depth assessment of the transportation industry: overall strategic direction of the industry, company profiles, uses of information technology and systems.
- Conducted study to tailor offers and services to decision-makers in the Transport Sector / Air Cargo Shipping Industry.
- Conducted recruitment on C-Level, decision making “Air Cargo Managers” for major cargo airliner in the NYC metro area.
- Conducted a competitive assessment of technology usage in the automotive and trucking industries.
- Conducted a supply chain and transportation study in Europe and Japan.
- Conducted State and Local Tax (SALT) study of the transportation industry for one of the Big Four accounting firms.
- Comprehensive study to determine trends and forecasts in the business travel industry, including airlines, car rentals, hotels, meals, and entertainment. The intent of the study was to help business travel managers control travel costs, and to give them effective tools for price negotiations with suppliers.
- Conducted focus groups for a European airline to determine a new advertising campaign in the US.
- Brand Image Study for a major airline that was conducted via CATI in the USA and the UK. Respondents were international leisure and business travelers.
- Year round study of visitors to a western state, taking into account seasonal and regional variations. Some of the information gathered included: demographics, travel characteristics (e.g. length of stay, travel party size, mode of transportation, accommodations used, regions of the state visited, activities engaged during the trip, sources of information used to plan the trip, etc.), satisfaction with the visit, intent to return, and the total expenditures during the visit.
- Market assessment to identify growth opportunities, market sizing, and methods used to support, particularly in tunneling.
- Recruited participants for a study regarding public electric-bicycle rental system.

- Conducted an extensive global study for a marine e-commerce venture interested in intranet and industry community development. Our research concerned market data and opportunity and developing market entry strategy.
- Conducted a global qualitative research study and focus groups among boat owners in Australia and Europe.
- Conducted focus groups in the US to determine boaters' preferences for leisure boats
- Conducted a quantitative study of US boaters to determine price points for boat purchases
- Conducted focus groups in Europe to determine boaters preferences for leisure boats
- Conducted a mystery shopping study for leisure boats to determine competitive prices and product offerings
- In-depth interviews of air-freight forwarders in the US and Hong Kong.
- Conducted a focus group regarding testing packaging positioning and product samples
- Conducted a future transportation study
- Conducted a research study regarding the Volvo Penta engine
- Conducted interviews regarding telematics in commercial vehicles
- Conducted a two wheel rider study in Shanghai

### **Sampling of Clients in the Transportation Industry**

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- DHL
- Federal Express
- Ford
- General Motors
- Japan Airlines
- Lufthansa Airlines
- Union Pacific
- United Airlines
- Shanghai Tongji University

