

LJS/Alaris

The Knowledge Lab



Companies face many questions and challenges when it comes to selecting a market research firm and focus group facilities in China.

- What range and quality of services can I expect from both the market research firm and focus group facility?
- Does the facility have the resources and expertise to recruit the right respondents?
- Will I have highly skilled, China-experienced moderators at my disposal?
- Will I have access to quality Chinese-foreign language translations?
- Can my focus groups proceedings be broadcast to external locations via videoconferencing or web streaming?
- Is the firm utilizing the latest in data collection and analysis methodologies that will match my firm's needs?
- Do the research results accurately reflect current consumer behavior or forthcoming trends?

Our extensive experience in China has revealed a need for: well-equipped facilities, quality recruiting, innovative technology and research methods, and strong market research and business analysis capabilities.

Who are we ?

In 2005, Leo J. Shapiro & Associates, a premier US market research firm, and Alaris Consulting, a business advisory and supply chain management consulting firm, teamed up to establish The Knowledge Lab, a state-of-the-art market research center.

The partnership combines LJS's capabilities in market research and focus groups with Alaris' consulting expertise to provide clients with comprehensive strategic and market business analysis.

Together, we have served a range of fields and industries:

- Advertising Research
- Brand Strategy
- Business-to-Business
- Consumer Packaged Goods
- Financial Services
- Health and Beauty
- Internet Marketing and Website Development
- New Business and Product Development
- Medical
- Retail
- Sports Marketing

Sample portfolio of clients include:

- Abbott Laboratories
- Bank of Communications
- Citibank
- Rohm and Haas
- Toys R Us
- University of Chicago
- Wrigley
- Yao Ming

Our China services also include:

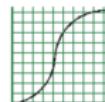
- Organizing retail conferences
- "China Poll" a yearly poll of the mood and spending habits of the Chinese consumer

Our location in downtown Shanghai provides convenient access to the entire metropolitan area. We are located at the nexus of Shanghai's infrastructure and sit atop the major subway junctions, 5 minutes from People's Square and less than 45 minutes from the Shanghai Pudong and Hong Qiao Airports.

While our Center is located in Shanghai, we are equipped to manage projects throughout all of China and the rest of the world. As a result, we are able to oversee both small and large-scale qualitative and quantitative projects to match your company's needs.

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Leo J. Shapiro
& Associates

ALARIS
CONSULTING

The Knowledge Lab



What we can do for you ?

Focus group facilities are more than a place to interact with interview participants. They are an essential part of the market research process in obtaining key insights about consumers' wants, needs and expectations.

We designed our facilities with both our clients and respondents in mind. For our participants, we built a welcoming and spacious environment that creates an optimal environment for candid interaction.

For our clients, we invested in cutting edge technology that allows us to capture focus group interactions and share the information with your colleagues, whether they are situated in China or halfway around the world.

We also provide on-site translation from Mandarin Chinese into English or any other major foreign language. Our facility offers audio and videotaping with the option to create dual track recordings of the Chinese and foreign language translations onto CD/DVD discs.

For clients who cannot be on-site, you'll have access to the focus groups through videoconferencing and web broadcasting with the additional benefit of live translation services.

We invite you to experience our premier focus group facility whenever your research needs arise, or feel free to stop by for a visit. We can answer any questions that you may have and can be reached through the following contacts below.

Our facilities

Our facility is fully equipped with digital, remote controlled cameras, a high quality audio system for exceptional sound in the viewing room as well as on your CDs and DVDs.

- 2 way mirror and audience seating
- Closed circuit TV monitors
- State-of-the-art sound/video system with DVDR/ recording capabilities
- Website usability test labs
- Wireless high-speed internet
- Video conferencing & web broadcasting
- Translation headsets
- Writable tables
- Display ledges for visual materials

Our office contains a sleek and modern reception area, with a waiting area for focus group participants to relax. Professional support staff make focus group respondents feel comfortable and at ease. They are also there to help clients with any of their business needs (e.g. dining and travel).

Clients enjoy comfortable viewing rooms and private workspaces with all the amenities of an office.



RECEPTION



CLIENT OFFICE SPACE



FOCUS GROUP ROOM

LJS/Alaris Knowledge Lab

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