

NBQ COMPANY

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Marketing Research - Advertising - Media

NBQ COMPANY

Research – Advertising - Media

ABOUT US

NBQ is an expert in fieldwork and market research. With years of experience in the industry, we have built a reputation for providing high-quality, precise, and timely data that our clients can trust.

At NBQ, we specialize in all aspects of fieldwork and market research, offering a comprehensive suite of services designed to meet the unique needs of our clients.

Efficiency and integrity are at the core of everything we do, and our team's hands-on approach ensures that each project is executed with precision and attention to detail.



OUR TEAM

Our team is the backbone of our success. Comprised of well-trained, responsible, energetic, and experienced professionals, we pride ourselves on our commitment to excellence. Each member of the NBQ team brings a wealth of expertise and dedication to every project, ensuring that our clients receive the highest level of service and support.



Nguyen Binh - Director

Over 20 years of experience in fieldwork, specializing in qualitative and quantitative research across diverse industries.



Ngoc Hanh - Director

More than 20 years of experience in qualitative and quantitative research, with expertise across FMCG, retail services, finance and education sectors.



Quynh Nhu - National FW Manager

15+ years of fieldwork experience, specializing in quantitative, qualitative, and retail audit projects. Excels in recruitment, training and managing teams of interviewers and recruiters across various sectors.



Pham Hien - DP Manager

15+ years of experience in data processing, having held the position of DP manager at multinational market research companies.

Nguyen Thanh Van – Qualitative Research



Van is a Co – founder of C.C.C Marketing Research Co. Ltd. since 2004
Prior to join C.C.C, Van was Marketing Research Manager of British American Tobacco Vietnam, specializing in research information analysis to build marketing plan/strategy

Before that, she was Senior Qualitative Research Manager at ACNielsen, handling blue chip accounts such as Coca Cola, Unilever, Colgate-Palmolive, Roche, etc...

Van has sound marketing research experiences diversified through hundreds projects of different topics relating to both marketing and non-marketing. This enables Van to provide sharp analysis with actionable insights to projects.



OUR MANAGERS

NGUYỄN THỊ KIM ANH FW DIRECTOR



Specializing in fieldworks for both Qualitative and Quantitative projects

Over 17 year experiences in various roles, from fieldwork researcher, supervisor, fieldwork manager to senior fieldwork manager.

- Has committed into various projects in Nielsen, Axis and CLMR
- Specializing in those projects of FMCG, banking, food & beverage, automobile, pharmaceutical, information technology, telecommunication and personal care products
- Has been involved in those projects of Unilever, Dutch Lady, Nestle, HSBC, Techcombank, Unza, Metro Cash and Carry, to name a few.

OUR CORE VALUE

Integrity

Upholding ethical standards and transparency in all aspects of research.

Quality and Accuracy

Delivering reliable, valid, and precise data that drives actionable insights.

Efficiency

Providing timely, cost-effective solutions while maintaining high research standards.



Customer-Centricity

Focusing on client needs and tailored solutions

Adaptability

Staying flexible and responsive to market changes, new technologies, and client demands.

Collaboration

Close collaboration with clients, stakeholders, and other research partners to enhance research outcomes

OUR RESOURCES



01

Standard studio
with 2-way mirror
in action

04

Key areas covered

100+

Freelancers /
part-time staffs
nationwide



OUR EXPERTISE



We offer qualitative and quantitative research



We conduct studies both in person and online



We have expertise in a variety of research methods, from door-to-door and in-person interviews to CLT, intercepts, store audits, and mystery shopping...



OUR CLIENTS IN MARKET RESEARCH SERVICES

- Research experts with global, regional, clients, ad agency and large research agency experience
- Expertise in a wide range of industries
 - FMCG
 - Media
 - Finance and Banking
 - Retail
 - Telcos
 - Government
 - Automotive
 - Consumer Electronics



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Unilever



VINATABA - PHILIP MORRIS



OUR CLIENTS

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RESEARCH GROUP

Kadence
International

**Marketing
Research**

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OUR CLIENTS



Thank You!

