

www.syndics.com

The Capabilities of:

Syndics Research Corporation

Marketing Research & Analysis

State of the art in marketing research design and analysis.



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Our Mission

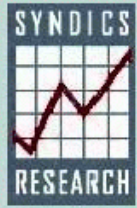
- ✓ Syndics Research Corporation is a small, marketing research and analytical firm offering *custom research services* to medium and large organizations.
- ✓ While we are a full service firm, we focus our efforts on *quality design and analysis* in order to provide our best insight into the marketing efforts of clients.
- ✓ We value building *long-term relationships* with clients by providing the highest level of personal service.



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Our History

- ✓ Syndics Research Corporation was *founded in 1980* to conduct research studies for a broad base of clients representing most industries.
- ✓ Over the years, Syndics has remained a small company, taking *pride in the quality of the research services we provide.*
- ✓ Our reputation has developed through our work and word-of-mouth references.
- ✓ We remain a small firm, supporting clients with *state of the art research solutions* for organizations including not-for-profits, retailers, distribution, hospitality, high technology, telecommunications, healthcare, and consumer packaged goods.



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The Syndics Guarantee

- ✓ When you contract with Syndics, you receive the full benefits of our very broad base of research and planning experience. Syndics Research guarantees:
- ✓ **Attention to detail**
- ✓ **Consistent fast turn-around of results**
- ✓ **Adaptable to your schedule requirements**
- ✓ **Absolute pursuit of excellence in every project**



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Our Capabilities

Syndics Research Corporation offer a full range of research services designed to meet clients' needs.

Secondary Research

Market Analysis

Competitive Intelligence

Qualitative Research

Focus Groups

1 on 1 Executive Interviews

Quantitative Research

Intelligent questionnaire & sample design

Efficient data collection methods including mail, phone, online, and personal interviewing

Computer tabulating and data entry

Advanced analysis including Max-Diff, Conjoint, Regression, and Cluster

Customized reporting



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Analytical Services

Syndics Research Corporation conducts a full range of analytical services designed to answer the research questions and challenges of businesses operating in a multitude of settings.

- ✓ Advanced Statistical Analysis
- ✓ Advertising Research
- ✓ Automated Reporting
- ✓ BDP Processes
- ✓ Internet Research
- ✓ New Product /Service Development
- ✓ Operations Research
- ✓ Price Sensitivity & Demand Analysis
- ✓ Satisfaction Research (Employee, Customer, Patient, Physician)
- ✓ Segmentation Research



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Our Team

Joe Welch Ph.D. - President:

Over twenty years experience in the research industry; focus group moderating (over 1500 groups), survey research, experimentation, and published in books and magazines around the world; Graduate faculty at the University of North Texas; Additional experience in consulting & food industries.

David Cooper - Senior Account Executive:

Over 17 years of marketing research experience with small, medium, and large companies; BBA Marketing & Statistics, AAS Design Technology, Graduate studies at UT Arlington; Over 10 years serving the needs of Healthcare organizations; Other experience in new product development, sales, marketing, and graphics arts.

Paul Varner - Senior Research Analyst:

Over 17 years of experience with marketing research suppliers; MS Marketing Research, UT Arlington; BBA Marketing & Finance, UT Austin; Analyst for studies in over a dozen industries; Expertise in advanced research methods; Experience in price sensitivity & demand analysis, customer satisfaction, and on-line research.

Mark Teich – Manager of Quality Control:

More than 12 years of experience in management of market research data collection; MBA in Marketing from University of North Texas; Provided project coordination for hundreds of market research campaigns; Direct management experience with more than 250 data collection employees; Experience at every stage of market research campaign, from inception to evaluation.



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American College of Emergency Physicians	Hancock Fabrics
Admobile	HCA - Ambulatory Surgery Division
AEGON (J.C. Penney Life Insurance Co.)	I Think, Inc.
Affirmative Insurance	Institute For American Values
Alberto Culver	Jacobsen
Anderson Hanson & Blanton	Kyle Crews
Archstone Smith	Meeting Professionals International
Baron & Budd	MPI
Birkel	NASA
Boy Scouts of America	National Surgical Hospitals
Brand Informatics	Office Depot
Brierly	Overhead Door
Brinker International	Prescott Realty
Boy Scouts of America	SABRE, Inc.
Cadbury Schweppes - Dr Pepper/7UP	Sabre Travel Network
Cessna	Sally Beauty Company
Checks In The Mail	The Fowler Group
Circuit City	Texoma Healthcare System
Concentra	The Dallas Morning News
D.R. Horton/Kyle Crews	The Trane Company
Dallas Morning News	United Surgical Partners International
Dell-Hines	Victoria Advocate
GameStop	Xposure
Hamot Health Foundation	