

TSR Global Research is a full-service market research firm based in India, with experience and skills encompassing a wide range of research activities. We have built strong capabilities in the collection, interpretation and data analysis – both quantitative and qualitative research. We provide actionable insights and superior business intelligence that helps our clients maximize business performance and achieve a competitive edge. We understand how to design studies and questionnaires, how best to get answers, and how to correlate seemingly unrelated pieces of information i.e. data integration.

We have in depth knowledge about our core job so we do believe that knowledge is of no value unless you put it into a practice and so we also understand that things which never been have doubted also have never been proven. So instil your faith in us and we will give you your desired end results and so we know, "That action is the best which procures the greatest happiness for the greatest numbers."

Our clients always receive a personalized service through our highly skilled and focused teams of domain experts and analysts. We would be delighted to welcome you to our business and engage in a conversation as to how TSR Global Research could add value, by taking everyday problems and turning these into solutions.

The business impact of our services is felt in the form of better efficiency and cost effectiveness. We believe in a compelling mix of high quality, productivity and fair pricing. So in the end "price is what you pay, n value is what u get." We pay dedication to every client's success and we believe in innovation and maintaining trust and personal responsibility in all relationships.

Defined as the search for knowledge, or as any systematic investigation, with an open mind, to establish novel facts, solve new or existing problems, prove new ideas, or develop new theories, Research is usually done using a scientific method.

Marketing research is "the function that links the consumer, customer, and public to the marketer through information — information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications."

Marketing research is the systematic gathering, recording, and analysis of data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behavior.

Market research is for discovering what people want, need, or believe. It can also involve discovering how they act. Once that research is completed, it can be used to determine how to

market your product.

Market research is any organized effort to gather information about markets or customers. It is a very important component of business strategy. It is a key factor to get advantage over competitors. Market research provides important information to identify and analyze the market need, market size and competition.

Marketing research is often partitioned into two sets of categorical pairs, either by target market:

- Consumer marketing research, and
- Business-to-business (B2B) marketing research

Or, alternatively, by methodological approach:

- Qualitative marketing research, and
- Quantitative marketing research