

# Caribbean Market Research Limited

Market research services across the Caribbean since 1970

# Company History

Over 50 years of trusted market research

## Background

Caribbean Market Research, Ltd. has been in business since 1970. Over the past 52 years, the company has provided market research services in many of the Caribbean regions, to a wide cross-section of local and international businesses.

**1970 → Today**

Years in business

**20+**

Caribbean territories served

## International Associates

# Caribbean Territories Serviced

## Coverage a



## Currently serving

# 20 highlighted Caribbean regions

## Including Guyana

## Regional Coverage

# Territories List

## Caribbean

- Trinidad and Tobago
- Antigua & Barbuda
- Curacao
- Aruba
- Bahamas
- Cayman Islands
- Dominican Republic
- Guyana
- Saint Kitts & Nevis
- Saint Vincent & the Grenadines

## Caribbean

- Bonaire
- Dominica
- Guadeloupe
- Martinique
- Saint Martin/ Sint Maarten
- Suriname
- Saint Lucia
- Jamaica
- Grenada
- Barbados

# Qualitative Research

## Types of Qualitative Research Focus groups & Depth Interviews

- 1.■Extended Sessions - Brand Essence
- 2.■Evaluation of Advertising Materials
- 3.■Consumer Concept/Product Tests
- 4.■Package Testing
- 5.■Consumer Habits
- 6.■Internal Employee Research
- 7.■Naive Listening/In Home observation
- 8.■Sensitive issues
- 9.■Image studies

## Sectors

- Concept Tests
- Consumer Products/Services
- Environmental Issues
- Tourism/Travel
- Public Opinion - Political
- Sensitive Issues - AIDS/Family Planning/Adult Diapers
- Government - Public Opinion/Ministry of Health
- Telecommunications
- Financial Services/Insurance Services
- Gaming
- Petroleum and Energy
- Alcoholic Beverages
- Tobacco

# Quantitative Research

## Customized Surveys

- Habits and Attitudes Studies
- Market Segmentation Analysis
- Product Testing
- Advertising Recall and Evaluation of Creative Materials
- Concept Tests
- Corporate Image Studies
- Customer Satisfaction Surveys
- Trade Research
- Public Opinion/Political polls
- Mystery Shopper exercises

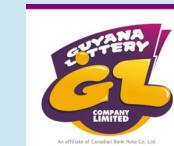
## ESOMAR

Member & Ethics  
Compliant

### Member & Ethics Compliant

Caribbean Market Research Limited is a member of ESOMAR and follows the ESOMAR Standards and Code of Ethics (which have been jointly drafted by ESOMAR and the International Chamber of Commerce), and endorsed by the major professional bodies around the world.

# Clients (1/3)



# Clients (2/3)



# Clients (3/3)



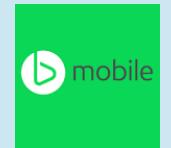
**Deloitte.**

**Deloitte.**



**FLOW**

First Citizens



# Contact

## Administrative Office (Trinidad & Tobago)

Administrative Office  
Caribbean Market Trinidad & Tobago Limited  
21A Marli St, Port of Spain Trinidad and Tobago.  
Telephone : 1-868-622-6545 or 1-868-628-7159

## Associate Office (USA)

Associate Office  
Caribbean Market Research USA Limited  
1333W Mc Dermott  
Suite 200  
Allen, Texas 75013,  
USA  
Telephone: 469-534-4860

Email: [research@caribbeanmarketresearch.com](mailto:research@caribbeanmarketresearch.com)  
Website: [www.caribbeanmarketresearch.com](http://www.caribbeanmarketresearch.com)

**[research@caribbeanmarketresearch.com](mailto:research@caribbeanmarketresearch.com)**

[www.caribbeanmarketresearch.com](http://www.caribbeanmarketresearch.com)