



- Bulgarian Online Research Overview
- Expertise and Experience
- Vision & Mission
- Clients & Partners
- Case Study
- People at BOR



Bulgarian Online Research Overview

- Expertise and Experience
- Vision & Mission
- Clients & Partners
- Case Study
- People at BOR



- **Bulgarian Online Research** is an independent marketing research service provider firm. We provide a vertically integrated array of professional services focused the completion of web qualitative research projects.

What we do and what we offer –

- BOR offers a turn – key approach to marketing research by completing all required functions such as questionnaire design, programming and hosting online surveys, data collections, data processing, data analysis and reporting of results.
- We specialize in Online Research using different tools and technology for marketing projects.
- A flexible support model customized to meet our clients specific business needs and round the clock support.



- Bulgarian Online Research Overview

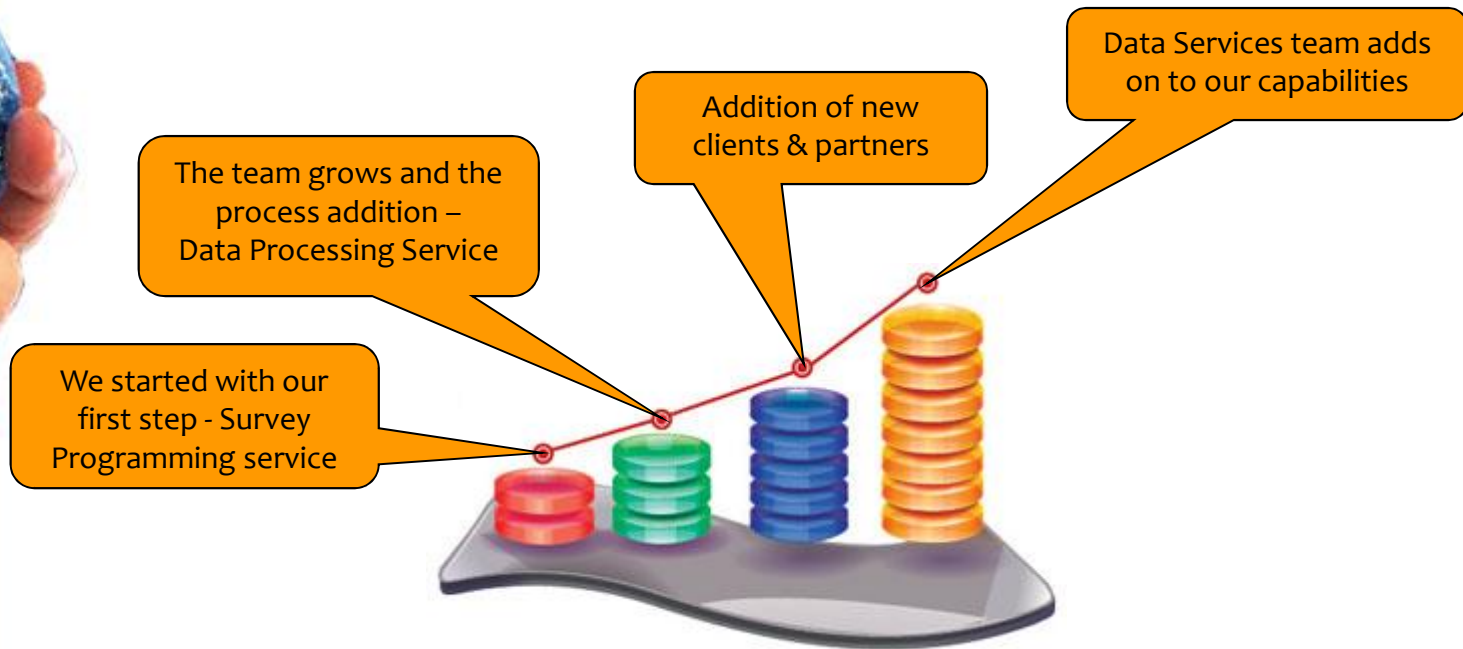
Expertise and Experience

- Clients & Partners
- Case Study
- People at BOR



Expertise and Experience

We define ourselves as - innovate, customize, dynamic, skilled, evolving, strong, competitive, constructive, creative, unique, responsive and proficient.



We are growing ...



Our Depth:

Online Survey Programming

- Scripting
- Quotas
- Testing
- Hosting
- Real time online reporting
- Data Cleaning Report

We script the online surveys with Decipher, ConfirmIt, LUMI, SPARQ

Special Set-ups

- Multi-Lingual & Multi-Country studies
- Concept Testing
- Audio and Video stimuli
- Complex Logic and Quotas
- Research Methodologies (Conjoint/DCM, Max-Diff and Segmentation Algorithms, Card Sort, Make model)
- Interactive Surveys (Drag & Drop and Slider interfaces for Rating Scales, Text/Image Highlighter, Flash, Image Mapping, 3D Product Viewing, Shelf Test, Custom set-ups)





Our Depth:

Data Processing

- Data Cleaning / First Night Cleaning
- Data Tabulation
- Quantum
- SPSS data delivery
- Cross Tabulation
- Data Collection / Preparation
- Data Export into Multiple file systems



Open-Ended Coding

- Verbatim Coding and Codebook Delivery
- Verbatim data file delivery
- Verbatim SPSS Data file



Our Depth:

Quality Checks

- Survey Link Checking (Logic, Quota & Text)
- Table checking against List counts and SPSS data file
- SPSS Data File checking
- Check List at all functional level.

Checks and Proofing are done at each level of delivery to ensure quality product.



Data Services

- Report writing
- Charting
- Deck populations & PowerPoint Presentation
- Data entry



Our Width:

Automotive



Electronics



Finance



Consumer



FMCG



Food & Beverage



Travel



Healthcare



Media & Entertainment



Information Technology



Children & Youth



Education



Fashion



Shopping



and many more...



- Bulgarian Online Research Overview
- Expertise and Experience

Vision & Mission

- Clients & Partners
- Case Study
- People at BOR



Vision & Mission

Vision:

“We” is the new “I”

To be the premium international online research service provider for clients who demand a innovation, customization, professional service and the highest data quality.

Mission:

“Excellence is our motto. Success follows!”

Develop, maintain and expand a transparent, high quality, international panel and online research agency.



- Bulgarian Online Research Overview
- Expertise and Experience
- Vision & Mission

Clients & Partners

- Case Study
- People at BOR

Clients & Partners





- Bulgarian Online Research Overview
- Expertise and Experience
- Vision & Mission
- Clients & Partners

Case Study

- People at BOR



Case Study: Survey Programming Capabilities

Objectives:

A client wanted to survey respondents daily, and approached F1 Solutions to help them measure and track usage of a test product.

- The client wanted to understand product usage by administering a daily diary study - asking respondents to provide feedback about a deodorant they were testing.

Action:

F1 Solutions recommended conducting the study via web survey.

- BOR provided multiple means of logging respondent participation for In-Home Usage Tests – mobile surveys, online web survey, bulletin boards – all of which can be integrated to provide robust feedback.
- BOR programmed as a multi-wave study, respondents could use a short code to initiate surveys, for example, whether they consumed a product, or visited a store. The panelists were invited to participate in the study by testing a short code to initiate individual surveys after having used the product daily.

Results:

The data was captured in real-time. There were several benefits to the system BOR generated:

- Survey data was delivered in real time using our Online Reporting tool.
- The web-based data reporting and analysis tool provided users with advanced, yet easy-to-use features. The client was able to weight data, create segments and conduct significance testing.
- Clients were empowered to create their own cross-tabulations. The data cleaning and reporting and PowerPoint charts were presented nicely from the tool.



- Bulgarian Online Research Overview
- Expertise and Experience
- Vision & Mission
- Clients & Partners

People at BOR



People at BOR

Talent is our most valued asset. We combine comfortable facilities with a convenient office location, flexible shifts, and focused, time-tested training programs in order to give a chance to young professionals to work and grow in the dynamic online Market Research industry. We don't require past experience, but we do require specific skills, such as:

- Proficiency in the English language
- Good communication skills
- Ability to quickly adapt to new technology
- Knowledge of Excel, SPSS, and computer languages, such as JavaScript, Python, C++, C#
- Ability to work in a team



Contacts

Address:

2, Prof. Aleksander Fol str., 1700Sofia, Bulgaria

Tel: +359 (0)2 873 48 44

www.borsolutions.com



Thank you!

We would be glad to answer all your questions.
