

CREDENTIAL 2025



About Company



PT. WARNA INTER NUSA RISET



Locus 8 Wisma Iskandarsyah Blok A-10, Jl.
Iskandarsyah Raya Kav. 12-14 Melawai,
Kebayoran Baru, Jakarta Selatan, 12160



+62 21 83 797 303



contact@winner-research.com



Who We Are

We are a market research company who understand the nature of the consumers and applying research technique based on consumers true behavior.

We are based in Jakarta and have the capability to conduct research studies across Indonesia.

Our unique offering is that we re not only expert in field execution, we also understand research from scratch, business issues, business objectives and research technique, ensuring the data is at its highest quality.





Established

Winner Research established in October 2014



Fieldwork Agency

We starting as fieldwork agency serving mostly international studies and has evolve into a full research agency in 2017.



Supported

We are supported by experienced researchers, which has extensive capabilities on understand research objectives, research approaches and market landscapes.



Quantitative Studies

The following are the type of studies that we are capable of

Data Collection Method

- Pen & Paper (Face to Face)
- Computer Assisted Personal Interview (CAPI)
- Centralized Location Test (CLT)
- Intercept/Exit Interview
- Semi Online (SE-O)
- Online Survey

Customer Studies

- Concept Product Testing (Home Placement & CLT)
- U&A
- Pricing (CBC, BPTO)
- Market Sizing
- Tracking
- Brand Equity
- Customer Satisfaction
- Ad Testing
- Shelf Test
- Mystery Shopping
- Other Ad-hoc Studies

Pharma

Interview amongst doctors of all type of physicians ranging from GP to Oncologist and any type of physicians.



Some interviews that we have done

Retail /Modern Audit

Retail Trade Audit

Telco : 1230 traditional retailers per month (4 years) tracking in 243 urban, sub-urban cities

Modern Trade Audit

Telco : 300 modern trade per month (2 years) tracking in 5 cities



Brand Tracking

Brand Health Tracking

FMCG : 15,000 interviews for a monthly tracking in 7 urban cities of Indonesia.

Facial and Body Care Tracking : Over 4,000 samples a dipstick tracking in 5 urban cities

Insurance : 2,000 samples of a dipstick tracking covering about 7 urban cities.

Pharma :

A total of 2,300 doctors in a quarterly tracking in 9 urban cities of Indonesia



Product Testing

Product Benchmarking :

comparing the current existing product in order to understand the current performance of the product when compared to the competitor (7000+ interviews)

New Product Development :

to understand the performance of the new product or innovation

- 5000+ interviews using CLT Method
- 3500+ interviews using Home Use Test Method

Untrained Panel :

We've got a contract from one of our client to conduct all the untrained panel product testing that they have for year 2014 – 2015. (700 interviews)



Other Types Of Studies

U&A :

We have done 6,000+ interviews from different categories ranging from food, beverage, skin care, banking, pharma, etc)

Post Launch :

We have done 3000+ interviews from different categories ranging from seasoning, mineral water, healthy drink, Vitamin C, energy drink etc.)

Concept Testing :

We have run 65+ projects as of now

Pack Evaluation :

We have run 45+ projects as of now

Mystery Shopping :

Conducting MS for a Tire brand (300 outlets), MS for FMCG (200 respondents)



Winner Experience

Usage & Attitude (U&A)

Until 2024, Winner Research has handled **21+ U&A projects**, for the following categories:

- Food
- Beverage
- Social Media
- House Care
- Modern Trade
- Supplement
- Multivitamin

Pack Test

Until 2024, Winner Research has handled **47+ pack projects, with 146+ tested pack** for the following categories:

- Food
- Beverage
- Personal Care
- Baby Care
- Health Care
- Cooking Oil

Concept Test

Until 2024, Winner Research has handled **64+ concept project, with 245+ tested concept** for the following categories:

- Food
- Beverage
- Cosmetic
- Personal Care
- Cosmetic & Personal Care
- Baby Care
- Instant Noodle
- Telco
- Provider
- House Care
- Health Care
- Automotive
- Electronic
- Seasoned Flour

Retail Audit

Until 2024, Winner Research has handled **4+ Retail Audit Projects**, for the following categories :

- Telco
- Electronic



Operation Overview

People

29

Supervisors

703

Interviewers

Coverage

1 Head Office

National Wide Coverage

Quality Process (QC)

- QC Resource - Outsourced
- Data Protection Policy : Yes
- 20% QC Back Physical Back Checks
- 10% QC Witness
- 15% QC Telephonic Back Checks
- 15% QC Audio Recording
- Digital QC Optional Upon Request
(ie : GPS tagging, route tracking, photo capture, audio recording)



Operation Overview

Infrastructure

Number of CAPI Devices



Operation Overview

Type Of Device

There are 2 (two) common devices used in market research :



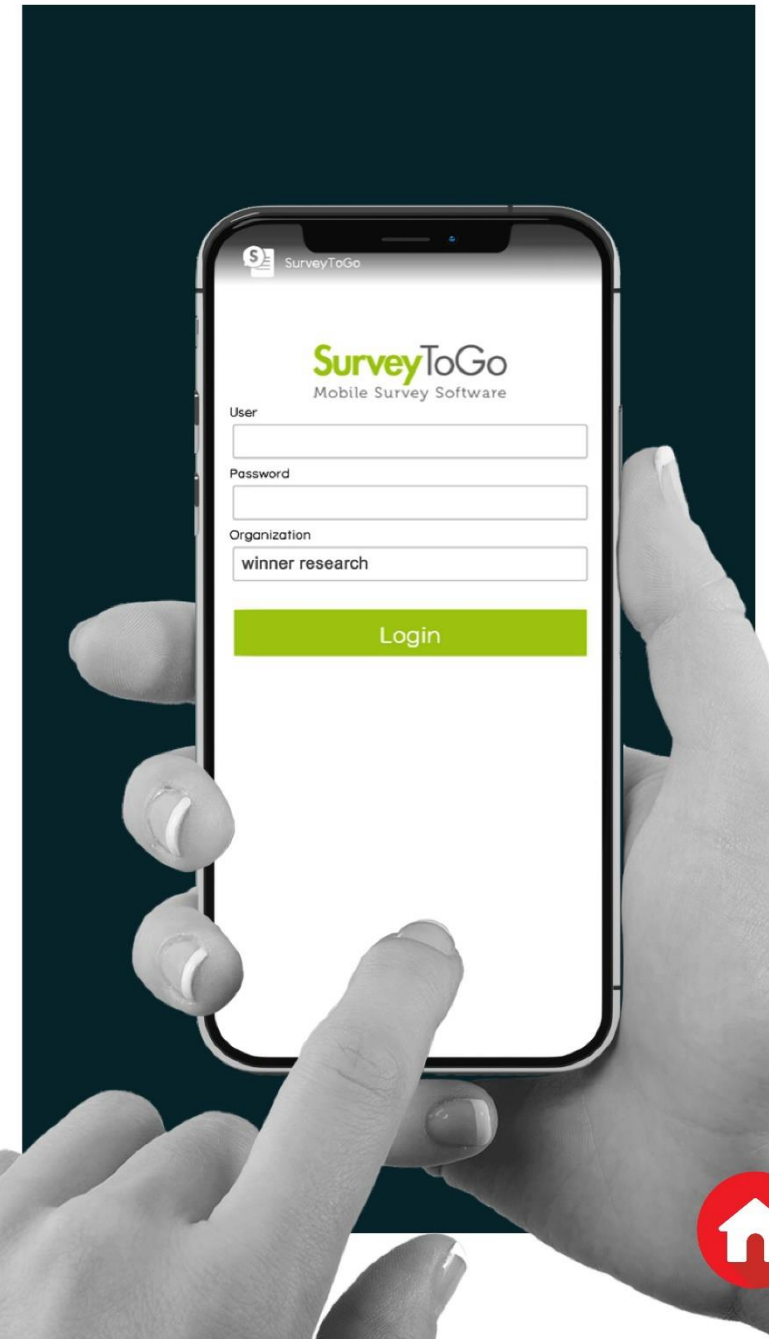
Android based tablet/phone

Widely used considering the cost of the tablet and the various type of scripting software can be use using this bases. We use interviewer's mobile phone and/or Winner's Tablet for a fast and efficient approach



Windows Based Tablet

Only same of agencies are using this type of devices considering the different types of the analysis and the scripting software. We do have the capabilities to conduct studies using this type of devices.



Qualitative Studies

Recruitment Study



Face to Face Recruitment



Phone Recruitment



Intercept

Type of Study

- In Depth Interview (IDI)
- Focus Group Discussion (FCD)
- Home Visit
- Shop Visit



Qualitative Studies



Types of works Customized Qual Consumer Studies

Exploratory-lifestyle, needs, experience Methodology

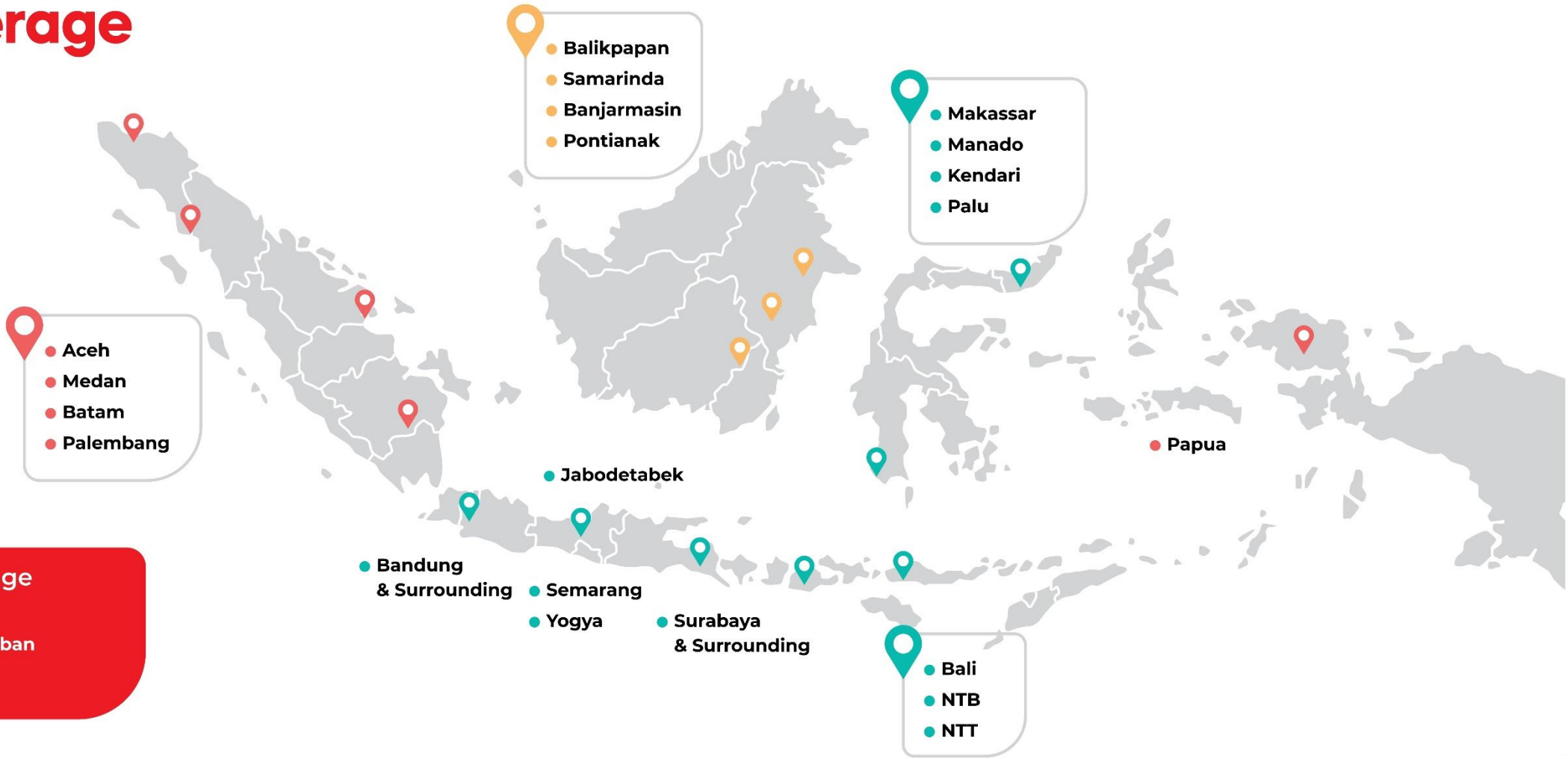
- Immersive Home Visits
- Auto-ethno
- Social Media Interaction
- Informal Chats
- FGDs and IDIs

Development and evaluation-brand, communication, product, experience Methodology

- Co-creation sessions and workshop
- Concept lab with progressive processing
- Traditional qualitative FGDs and IDIs



Field Coverage



Coverage

- Urban
- Sub-Urban
- Rural



Client Portofolio



INDONESIA



HONGKONG



THAILAND



SINGAPORE



Quantitative Personnel

Meet Our Team



Gun Gun
Research Director

Passion on research has brought him to this industry

His market research Career started at Research International back in 2004. He move to client side, Mayora, in 2009 as Research Manager

In 2010 he is joining a Kadence International as a Research Manager, and continue his service to 2014, where his last position is a Research Director



Nuri
Associate Director

Passionate in market research industry. She started her career in Kadence International as Research Executive in 2010. After 4.5 years in research agency she decided to pursue her career in client side, Arnott's Indonesia as Sensory Researcher for about 3 years.

In late 2017, she move back to agency side and joining Winner Research.



Bowo
Operation Director


Started his career in Marketing Research in 2006. He has experience working in both agency side and client side. Previously he worked in Acorn Asia and Kadence International and continued his career in Citibank N.A and Permata Bank as Research Manager.

His last position is Operations Director in Asha Fieldwork (a field-work service agency)



Quantitative Personnel

Meet Our Team



Fredi
Research Manager

Graduated from University of Indonesia, Fredi has an extensive understanding on data processing and analysis. His capability on running any kind of analysis through an analysis tools like SPSS, and QPS has brought him to this industry. His market research Career started at Kadence International as Data Processing Staff. He spent his 5 year of services there before working with Winner Research



Irma
Research Manager

Dedicates her career in research industry, started at Nielsen in 2010 and continued to Kadence International in 2012 before joining Winner in 2016. During her 12 years of experience, she's been exposed to multi cities studies, various methodologies and wide range of categories spanning from Food & Beverages, Personal Care, CSR Evaluation, B2B, Telco, Automotive, and Pharma



Puji
Field Manager

Stared her career in Nielsen as Interviewer (2001). Her last position in Nielsen is Supervisor. She continued her career in Asha Fieldwork as Field Manager on 2013.



Quantitative Personnel

Meet Our Team



Nida

Sr. Research Executive

Part of our Quantitative Insight Team as Sr. Research Executive. She has over 3 years experience in market research Industry. She has handled various kinds of study in various range of category (Food & Beverages, FMCG, Personal Care, health care, and etc) With her strong analytical skills, she is committed to provide good analysis to the clients.



Maria

Research Executive

Part of our Quantitative Insight Team as a Research Executive, she holds a Bachelor's Degree in Management from Satya Wacana University. With experience in field work agency, she has contributed to a diverse range of projects, including FMCG, pharmacy, automotive, and more. Her commitment to delivering valuable insights strengthens our team's capabilities.



Sandra

Research Executive

Part of our Quantitative Insight Team as Sr. Research Executive. She has over 3 years experience in market research Industry. She has handled various kinds of study in various range of category (Food & Beverages, FMCG, Personal Care, health care, and etc) With her strong analytical skills, she is committed to provide good analysis to the clients.



Decyn

Research Executive

Part of our Quantitative Insight Team as a Research Executive, she holds a Bachelor's Degree in Management from Brawijaya University. She has handled various kinds of studies across a wide range of categories (Food & Beverages, FMCG, Personal Care, Healthcare, etc.). She is committed to providing valuable insights to the team.



Aidha

Research Executive

Part of our Quantitative Insight Team as a Research Executive, she holds a Bachelor's Degree in Family and Consumer Sciences from IPB University. Aidha is passionate about data visualization and questionnaire scripting. With her expertise in various Data visual software and Data Preparation software, such as QPSMR and Dooblo, she is committed to providing valuable insights to the team.



Qualitative Personnel

Meet Our Team



Aditya D
Research Lead
Former Associate Director at Kadence Intl. and previously at Insight Asia Jakarta

MR experience : 13 years



Deehan
Research Lead
Former Senior Manager at Cimigo and previously at Insight Asia Jakarta

MR experience : 12 years



Pipit
Sr. Qual Specialist
Former Senior Manager at InsightAsia Jakarta

MR experience : 15 years



Maya
Sr. Qual Specialist
Former Research Manager at Nielsen-CR and previously at Kadence Intl.

MR experience : 11 years



Raffi
Sr. Qual Specialist
Former Manager at Nielsen and previously at Kadence Intl.

MR experience : 10 years



Contact Us For More

PT Warna Inter Nusa Riset
Locus 8 Wisma Iskandarsyah Blok A-10, Jl.
Iskandarsyah Raya Kav. 12-14 Melawai,
Kebayoran Baru, Jakarta Selatan, 12160
Tel: +62 21 83797303

The logo for WINNER Research, featuring the word "WINNER" in a bold, white, sans-serif font with a red checkmark above the 'I', followed by the word "Research" in a smaller, red, sans-serif font.

Gun Gun Gunawan
Research Director
ggunawan@winner-research.com

Satria Wira Wibawa
Operation Director
satria.wira.wibawa@winner-research.com





WINNER Research

www.winner-research.com