



PROJECT REPORT ON  
IT IMPLIMENTATION  
IN  
MARKET RESEARCH

Submitted to,  
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(R75021002)

REFERENCE COPY

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## IT Implementation In Market Research

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### **Certificate**

This is to certify that Mr. Abhishek Singh, Roll No. 500015636/R75021002 student of MBA ISM 2011-13 has done his dissertation on topic “ IT implementation in market research” for the partial fulfillment of the award of the degree of post graduation under my guidance.

This report is the result of his work and to the best of my knowledge no part of his earlier compared of any other report, monograph, dissertation or book. This project was carried out under my overall supervision.

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## ACKNOWLEDGEMENT

The satisfaction that accompanies the successful completion of any task would be incomplete without mentioning the people who made it possible whose consistent guidance and encouragement crown the success.

I would consider it my privilege to express my gratitude and respect to **Mrs. Kavita Kochhar** for guiding me.

I cannot forget the contribution of **AbsolutData Intelligent Analytics** as I troubled them through my queries at every stage of work and I really appreciate the patience with which they resolved my doubts instead of their schedule.

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## INTRODUCTION

### ❖ **Company Profile**

Founded in 2001, AbsolutData is a pioneer in delivering marketing research and advanced analytics. By reengineering the value delivery chain for marketing research and advanced analytics, absolutdata provides a unique and unmatched value proposition to its client. 225+ employees with HQ in the san Francisco bay area and area in new delhi, India. Company is having senior management from mckinsey, Kraft, Pfizer, Mitsubishi, Nielson, GE, HSBC and citigroup.

Company basically provides comprehensive and flexible service offerings.

- **Marketing analytics:**
  - Cutting edge CRM and Marketing effectiveness analytics providing crisp and actionable insights.
  - Experience across multiple verticals including retail, CPG, Financial Services, Technology, business services.
  
- **Marketing Research:**
  - Seasoned research team has the expertise and experience to deliver superior and actionable results.
  - Expertise of running complex research solutions involving segmentation, conjoint, key drivers, multivariate, analysis etc.
  - Focus on process execution turnaround time, and cost effectiveness provides an unmatched proposition.
  
- **Team on demand:**
  - Choose from their large pool of experienced analysts, in every area from

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data analysis to advanced statistical modeling to business analysis and even assembling an effective PowerPoint presentation.

- Ideal for small-to-medium projects that require specialized skills and a rapid turn around.

### ❖ **AbsolutData provides a unique value proposition**

- Lower cost with expanded resources
  - Global delivery model ensures smooth flow of projects in the most cost effective and time sensitive manner.
  - AbsolutData team in India gives us a structural cost advantage.
  - On demand: the resources you need, just when you them
- Better Marketing intelligence
  - Seasoned consultants who have both vendor and client-side experience.
  - Cutting edge and advanced techniques to answer business questions.
  - Strong analytical thinking to deliver robust business insights.
- Fast turn around
  - 24/6 coverage India time.
  - Expertise in programming automation and other speed enhancers.
  - Team approach: more resource= greater speed
- Strong project management
  - Senior project managers in U.S working with India based delivery teams.
  - Extremely strong India delivery teams with PhDs, MBAs recruited from leading.
  - Institutes such IITs, IIMS
  - Easy to work with hands on involvement of the US and India teams.
  - Highly responsive to client needs.

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### ❖ Senior leadership at AbsolutData

1. Anil Kaul, (Ph.D): Responsible for overall organizational leadership.
2. Suhale Kapoor: EVP C o- Founder leads with India research initiatives and client handling.
3. Sudeshna Dutta: deals with general management marketing.

### ❖ International markets

#### Methodologies:

1. consumers, B2B, Multi-country, Adhoc Tracking.
2. Qualitative and quantitative types of studies.
3. Brand equity, CSAT, NPD, Segmentation, A&U, Ad tracking, Data Collection Methods.
4. Online, CATI, Phone to Web, Face to Face.

#### Analytics Services:

1. Market mix modeling.
2. Conjoint Analysis.
3. Segmentation.
4. Driver Analysis.
5. Dash Board.
6. Typing Tools.

#### Industries:

1. Airlines.
2. banking.



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3. Chemicals.
4. CPG.
5. Education.
6. IT. Etc.

### **Countries:**

1. Brazil.
2. Argentina.
3. Poland.
4. China.
5. Germany.
6. India.
7. Russia. Etc

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❖ **Company's mission and vision:**

To develop and implement cutting edge statistical techniques that yield new insight for their clients.

❖ **Company's Client list:**

1. NOKIA
2. SAMSUNG
3. SPORTS AUTHORITY
4. ESPN
5. KIA MOTORS
6. AMAZON.COM
7. AUTODESK
8. AVAYA
9. COCA COLA
10. HONDA
11. Disnep
12. ITC limited.
13. Alcatel Lucent. Etc

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## Objective of the dissertation report:

The objective of the report is the study of implementation of IT in market Research. As we already know market research is an important component of business strategy and is an organized effort to gather information about markets or customers. As it consists of marketing research hence this requires use of various databases such as Factiva, Sql etc. Marketing managers make numerous strategic and tactical decisions in the process of identifying and satisfying customer needs. They make decisions about potential opportunities, target market selection, market segmentation, planning and implementing marketing programs, marketing performance, and control. These decisions are complicated by interactions between the controllable marketing variables of product, pricing, promotion, and distribution. Another factor in this mix is the complexity of consumers. Marketing research helps the marketing manager link the marketing variables with the environment and the consumers. It helps remove some of the uncertainty by providing relevant information about the marketing variables, environment, and consumers. In the absence of relevant information, consumers' response to marketing programs cannot be predicted reliably or accurately. This certainly required the use of IT.

The decision model thus consists of following 6 steps:

The decision process begins by precisely **defining** the problem or opportunity, along with the objectives and constraints. Next, the possible decision factors that make up the **alternative courses of action** and **uncertainties** are enumerated. Then, relevant information on the alternatives and possible outcomes is collected. The next step is to identify and select the best alternative based on chosen criteria or measures of success. Then a detailed plan to **develop** and **implement** the alternative selected is developed and put into effect. Last, the outcome of the decision and the decision process itself are **evaluated**.

In all the above steps there is much requirement of information technology specially in defining process as this requires research to be done at primary and secondary level.

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Primary research consist of questionnaires, surveys etc. through this data is collected,

The primary research is mainly of two type:

1. Direct – this has been done by going directly to the clients or customer.
2. Indirect- this has been done through phone calls or mails.

After this secondary research has been done which is a major work of market research department as it is much easier to know about the client work and data by operating it directly from the office premises, and this is much cheaper also. This require the use of Databases such as Factiva and Sql. Factiva has been used largely, this is an paid database so google search also plays a vital role along with factiva.

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## **Projects description**

This company mainly deals marketing Research project for different clients. This area of operation mainly focuses on marketing and analytics and full service.

They serve multiple sectors:

- Retail
- CPG
- Financial services
- Technology
- Business Services

They believe in pairing up analytics with skills from strategy consulting and market research.

Here 5 things always kept in mind.

- Market assessment analytics.
- Acquisition analytics.
- Pricing analytics.
- Customer relationship management.
- Marketing effectiveness analytics.

There are many projects on which company work mainly consist of:

- Domain classification.
- Monthly enrichment.
- Hierarchy classification

The above three are the project on which this department mainly works. Secondly there are numerous work which has to be done before all these as the matching of contact address via. Primary research method such as telephone calls and also can be done through secondary research by using Google search or LinkedIn.

All the above projects basic part has been done with primary resource and main work is done through secondary research either through Google search or database such as Factiva

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## ❖ **Classification of different projects:**

1. **Domain classification:** This mainly deals with identification of domain whether the given domain is junk or webhosting , free portal and many other possibility. This simply being done through google search and much easier compared to other project.
2. **Hierarchy project:** This has been done mainly to match if particular address of company and its subsidiary matching or not based on this they are indicated as High, Medium and Low.
3. **Monthly enrichment:** This is main project on which mostly people work and required the use of databases. This project mainly deals with Industry classification i.e. to which segment and sub segment they mainly belong. There are many segments which are divided into two parts:

- **Services**

- Engineering.
- Manufacturing.
- Architectural.
- Construction.
- Buildings
- Utilities and telecom
- Film and TV
- Games
- Advertising
- Publishing
- Education

- **Manufacturing**

- Industrial machinery.
- Automotive or other transportation.
- Building products and fabrication.

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- Consumer products.
- Life science manufacturing.
- Aerospace & defense equipment.
- Process manufacturing
- Other manufacturing

All these segments consist of almost 70 sub segments.

So this project mainly deals with secondary research procedure in which company use company's previous data or historical data to find the segments and sub segments in which these companies fall.

### ❖ **These require the use of advanced modeling and research:**

The techniques used in above processes are-

- Segmentation consist of
  - Factor analysis.
  - Clustering by K means, latent class, acsen segmentation.
  - Profiling.
- Identifying and targeting customers
  - Discriminant analysis.
  - CART/CHAID.
  - Regression/ Logit based approaches.
- Brand perceptual mapping
  - Multi dimensional scaling (MDS).
  - Correspondance analysis.
  - Discriminant Analysis.
- TURF Analysis and shapely value analysis
- Conjoint and discrete choice Analysis
  - Choice task design
    - ACA /CBC design
    - Advanced Custom Experimental Designs

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- Model Estimation
  - Logit Model/ Latent Class
  - Hierarchical Bayes
- Market Share Simulation
  
- Regression Analysis
  - Linear/Logistic/Ridge
  - SURE
- Satisfaction Driver Identification
- PSM- Price Sensitivity Measurement
- Structural Equation Modeling

❖ **The various tool used for all these research are:**

1. SAS
2. SPSS
3. Factiva
4. Google search

Apart from primary and secondary research there are various kind of research which are as follows:

- Analytics based strategic research
  - Strategic research that requires advanced analytics to answer to answer the questions, examples are
    - Segmentation
    - Conjoint analysis
    - Pricing
    - Driver analysis
- Quick research
  - Need quick results to straight forward research questions
  - Limited time to get research results, examples are



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- Concept tests
- Market share estimates
- **Standardized tactical research**
  - Focus on execution rather than research design and analysis.
  - Cost, timing and flawless execution are critical success factors, example are
    - Trackers such as brand trackers, advertising effectiveness, trackers and customer satisfaction trackers.
- ❖ **Clients can choose how they work with us full service or modular:**
- **Research characteristics- this deals with executing the entire market research process and delivering a solution**
  - Research and survey design.
  - Online data collection.
  - Data processing.
  - Data analysis and modeling.
  - Reporting and consulting.
- **Modular work-a delivery model and on demand model which deal with resources when they need them**
  - Design-only consulting.
  - Fast, inexpensive online data collection. Ideal for attitude, usage and tracking studies.
  - Fast, accurate tabs, banners, cleaning, coding etc.
  - Analyze (or re-analysis) existing data. Segmentation, driver analysis, CRM, CART, etc.
  - Consulting, report writing, PowerPoint presentations.

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## **Project Execution**

The projects which has been described got executed with the help of different tools which has been stated earlier such as :

1. SAS
2. SPSS
3. Factiva
4. Google Search

1) SAS- SAS stands statistical analysis System is an integrated system of software products provided by SAS Institute Inc., which enables programmers to perform:

- Information retrieval and data management
- Report writing and graphics
- Statistical analysis, econometrics and data mining
- Business planning, forecasting, and decision support
- Operations research and project management
- Quality improvement
- Applications development
- Data warehousing (extract, transform, load)
- Platform independent and remote computing

SAS has many business solutions that enable large-scale software solutions for areas such as IT management, human resource management, financial management, business intelligence, customer relationship management and more.

SAS is driven by SAS programs, which define a sequence of operations to be performed on data stored as tables. Although non-programmer graphical user interfaces to SAS exist (such as the SAS Enterprise Guide), these GUIs are most often merely a front-end that automates or facilitates the generation of SAS programs. The functionalities of SAS components are intended to be accessed via application programming interfaces, in the form of statements and procedures.

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A SAS program has four major parts:

1. The DATA step
2. Procedure steps effectively, everything that is not enclosed in a DATA step
3. A macro language, a met programming language
4. Output Delivery System statements, which direct any output or data sets created by DATA or procedure steps to any of various file types, and apply styles and templates to the output.

SAS Library Engines and Remote Library Services allow access to data stored in external data structures and on remote computer platforms.

The DATA-step section of a SAS program, like other database-oriented fourth-generation programming languages such as SQL or Focus, assumes a default file structure, and by default automates the process of identifying files to the operating system, opening the input file, reading the next record, opening the output file, writing the next record, and closing the files. This allows the user/programmer to concentrate on the details of working with the data within each record, in effect working almost entirely within an implicit program loop that runs for each record. Any aspect of these automated functionalities may also be modified within the DATA step.

All other tasks are accomplished by procedures that operate on the data set as a whole. Typical tasks include printing or performing statistical analysis, and may just require the user/programmer to identify the data set. Procedures are not restricted to only one behavior and thus allow extensive customization, controlled by mini-languages defined within the procedures. SAS also has an extensive SQL procedure, allowing SQL programmers to use the system with little additional knowledge.

There are macro programming extensions, that allow for rationalization of repetitive sections of the program. Proper imperative and procedural programming constructs can be simulated by use of the "open code" macros or the Interactive Matrix Language SAS/IML component.

SAS runs on IBM mainframes, Unix, Linux, OpenVMS Alpha, and Microsoft Windows. Code is "almost" transparently moved between these environments. Older versions have

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supported PC-DOS, the Apple Macintosh, VMS, VM/CMS, PrimeOS, Data General AOS and OS/2.

2) **SPSS Statistics**- This is a software package used for statistical analysis. It is now officially named "IBM SPSS Statistics". Companion products in the same family are used for survey authoring and deployment IBM SPSS Data Collection, data mining IBM SPSS Modeler, text analytics, and collaboration and deployment batch and automated scoring services. SPSS Statistics originally, Statistical Package for the Social Sciences, later modified to read Statistical Product and Service Solutions was released in its first version in 1968 after being developed by Norman H. Nie, Dale H. Bent and C. Hadlai Hull.

❖ **Statistics included in the base software:**

- Descriptive statistics: Cross tabulation, Frequencies, Descriptives, Explore, Descriptive Ratio Statistics
- Bivariate statistics: Means, t-test, ANOVA, Correlation (bivariate, partial, distances), Nonparametric tests
- Prediction for numerical outcomes: Linear regression
- Prediction for identifying groups: Factor analysis, cluster analysis, Discriminant.

The many features of SPSS Statistics are accessible via pull-down menus or can be programmed with a proprietary 4GL command syntax language. Command syntax programming has the benefits of reproducibility, simplifying repetitive tasks, and handling complex data manipulations and analyses. Additionally, some complex applications can only be programmed in syntax and are not accessible through the menu structure. The pull-down menu interface also generates command syntax; this can be displayed in the output, although the default settings have to be changed to make the syntax visible to the user. They can also be pasted into a syntax file using the "paste" button present in each menu. Programs can be run interactively or unattended, using the supplied Production Job Facility. Additionally a "macro" language can be used to write command

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language subroutines and a Python programmability extension can access the information in the data dictionary and data and dynamically build command syntax programs. The Python programmability extension, introduced in SPSS 14, replaced the less functional SAX Basic "scripts" for most purposes, although SaxBasic remains available. In addition, the Python extension allows SPSS to run any of the statistics in the free software package R. From version 14 onwards SPSS can be driven externally by a Python or a VB.NET program using supplied "plug-ins".

SPSS Statistics places constraints on internal file structure, data types, data processing and matching files, which together considerably simplify programming. SPSS datasets have a 2-dimensional table structure where the rows typically represent cases such as individuals or households and the columns represent measurements such as age, sex or household income. Only 2 data types are defined: numeric and text. All data processing occurs sequentially case-by-case through the file. Files can be matched one-to-one and one-to-many, but not many-to-many.

The graphical user interface has two views which can be toggled by clicking on one of the two tabs in the bottom left of the SPSS Statistics window. The 'Data View' shows a spreadsheet view of the cases (rows) and variables (columns). Unlike spreadsheets, the data cells can only contain numbers or text and formulas cannot be stored in these cells. The 'Variable View' displays the metadata dictionary where each row represents a variable and shows the variable name, variable label, value label(s), print width, measurement type and a variety of other characteristics. Cells in both views can be manually edited, defining the file structure and allowing data entry without using command syntax. This may be sufficient for small datasets. Larger datasets such as statistical surveys are more often created in data entry software, or entered during computer-assisted personal interviewing, by scanning and using optical character recognition and optical mark recognition software, or by direct capture from online questionnaires. These

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datasets are then read into SPSS. SPSS Statistics can read and write data from ASCII text files (including hierarchical files), other statistics packages, spreadsheets and databases. SPSS Statistics can read and write to external relational database tables via ODBC and SQL.

### ❖ Versions:

- Early versions of SPSS Statistics were designed for batch processing on mainframes, including for example IBM and ICL versions, originally using punched cards for input. A processing run read a command file of SPSS commands and either a raw input file of fixed format data with a single record type, or a 'getfile' of data saved by a previous run. To save precious computer time an 'edit' run could be done to check command syntax without analysing the data. From version 10 (SPSS-X) in 1983, data files could contain multiple record types.
- SPSS Statistics versions 16.0 and later run under Windows, Mac, and Linux. The graphical user interface is written in Java. The Mac OS version is provided as a Universal binary, making it fully compatible with both PowerPC and Intel-based Mac hardware.
- Prior to SPSS 16.0, different versions of SPSS were available for Windows, Mac OS X and UNIX. The Windows version was updated more frequently, and had more features, than the versions for other operating systems.
- SPSS Statistics version 13.0 for Mac OS X was not compatible with Intel-based Macintosh computers, due to the Rosetta emulation software causing errors in calculations. SPSS Statistics 15.0 for Windows needed a downloadable hotfix to be installed in order to be compatible with Windows Vista.
- SPSS Inc. referred to its primary product lines under the PASW (Predictive Analytics Software) banner, rather than referring to the both

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the company and its products as "SPSS".

- 3) **Factiva** is a business information and research tool owned by Dow Jones & Company. Factiva aggregates content from both licensed and free sources, and provides organizations with search, alerting, dissemination, and other information management capabilities. Factiva products provide access to more than 36,000 sources such as newspapers, journals, magazines, television and radio transcripts, photos, etc. from 200 countries in 25 languages, including more than 600 continuously updated newswires. Thorough Factiva Get quick and refined results from the keyword search box or the customized News Finder by source, date range or other criteria, from global news sources. New! Expert Searches – curated search strings we can add to find targeted information on difficult topics including 'Innovation' and 'Thought Leadership'.

Easy-to-use automated email alerting – plus view your Alerts directly on mobile and desktop web. We can easily monitor our industry, region and preferred publications with customizable views including dashboard analytics and trending. Incorporate Factiva on our organizational sites for instant access to content with our control. We receive custom alerts and news pages right on our phone, keeping us ahead of the latest news and business intelligence. Factiva offers you a premier collection of the world's top media outlets, web media, trade and consumer publications and more. Factiva gives immediate access to over thousands of sources including in 28 languages from nearly 200 countries, 35 years' worth of articles, analyst reports and tweets including those behind the paywall.

Factiva is even easier for the first time user.

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## ❖ **Searching in Factiva :**

In the main Search tab, use the Group Lists within My Source Lists to search over major Queensland and Australian news sources, or key local and international business titles.

Keep up with the headlines from major Australian daily newspapers by browsing the News Pages. As Factiva will time-out after 10 minutes of inactivity We have to save our results or issue any other command within that time period to avoid losing our research. Browsing/marketing results does not constitute activity.

Factiva provides simple search QRC, it deals with Simple Search offers a straightforward approach to searching, allowing you to target by source or date for high-quality relevant results.

- 4) **Google search:** In this simple Google search has been done. It is just like the Google search which we used to do in our daily routine. It is cheaper as compared to other searches as it consist of simple searching not involve use of any database.

## ❖ In this basically two types of searches has been done:

1. **Free Search:** this is a simple search what we do for eg: if we have to validate company address with company name then we type the company name and company address having space or "+" sign in between. On the basis of this the high, medium and low has been indicated on the column.
2. **Site Search:** this search has been done on site as compared to free search this is easier there is a short cut key for this i.e "c + space". This can be customized.

With the help of all the above four tools, project got executed and thus it add value to the company's name.



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## **Major Findings:**

In all the 3 projects i.e. monthly enrichment, hierarchical classification and domain classification having different findings which are as follows:

1. **Monthly enrichment:** This project deal with classification of the sub segments and segment of industries.

- On the address basis of the company the enrichment has been done mostly the address fall in the categories of medium and high.
- If company is given and it provides services as well as manufacturing then manufacturing segment has been given preference over services.
- If company provides architectural, construction and engineering services then preference has been given to construction services. And in case architectural and engineering services, engineering has been given preference.
- This project mainly deals with use of Factiva and Google search.
- If any other services either of AEC has been provided for oil & gas fields then it falls in the category of oilfield services.

2. **Domain Classification:** This project mainly deals with identifying the domains of the sites.

- If company's sites is under construction or it is not opening due to some fault then it will fall in the category of junk otherwise it will fall in the categories which has been already defined by the company such as webhosting, mail, portals etc.
- Google search has been done in this project.

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### 3. Hierarchical classification: This project mainly deals with

- The address matching of company and company subsidiaries based on these the address has been indicated as high, medium and low respectively. This project also deals with use of Factiva and Google search.
- The address which are matched fully are given as high.
- The address which 1<sup>st</sup> address is matching i.e. plot number city or post office has been given as medium.
- The address which is not matching at all are given as low.
- This address matching steps has been applied same in monthly enrichment project.

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## **Learning and Recommendation**

These projects mainly deals with the use of Factiva Database, hence it make one to use Factiva in effective way, This also improves the analysis power of person when it come to identifying companies segments and sub segments.

This also improves knowledge of industries services what they are providing and what they are manufacturing.

As in order to verify certain address calling has to be done so this also improves communication skill.

Along with that there were some flaws on the business strategies and product that can be removed by adding some improvements in the projects. There are some recommendations for the project, which are as follow:

Company is focusing more on Google search which take long time and some time the searches what we are doing may consist of certain flaws so we may not able to give 100 % result this may sometime irritates the client so we have to be focus enough to provide better results, This we can do with the help of using Factiva and other databases on daily basis, this will improve our quality and add value to our organization.

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## APPENDICES:

All oca tio n	X_O U_N UM	NAME	MAIN _PH_ NUM	ST_ADDRES S	X_AD DR_LI NE_2	X_AD DR_LI NE_3	CITY	ZIP CO DE	EMAIL _DOM AINS
Ab his hek	511 093 220 2	GÜHRING		İVEDİK OSB NO:689/13			ANKAR A	637 8	guhring .com.tr
Ab his hek	511 084 462 8	GUSSTN <sup>o</sup> 3		МИРА 15			CAHKT - ПЕТЕР БУРГ	197 101	
Ab his hek	511 091 163 4	GÜZEY MIMARLIK MÜH. İNŞ. İLET. SAN. TIC. LTD. ŞTİ.		GÜZEY MIMARLIK MÜH. İNŞ. İLET.			ANKAR A	171 00	guzey.c om.tr
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Ab his hek	511 092 703 6	KANAAT DEMİR LTD.ŞTİ.	90232 47970 61	1443 SOKAK NO 33	İZMİR	350 50	kanaatd emir.co m.tr
Ab his hek	511 089 479 4	KANDAŞ GEMİCİLİK VEDAT TANJU KANDAŞ		KEMANKEŞ MAH. NECATİBEY CAD.	İSTAN BUL	343 60	ttmail.c om
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