

Explanatory Material on the Marketing Data Bank (MDB)

For Acquiring High-Quality Business Information

1. What Is the Marketing Data Bank (MDB)? (1)

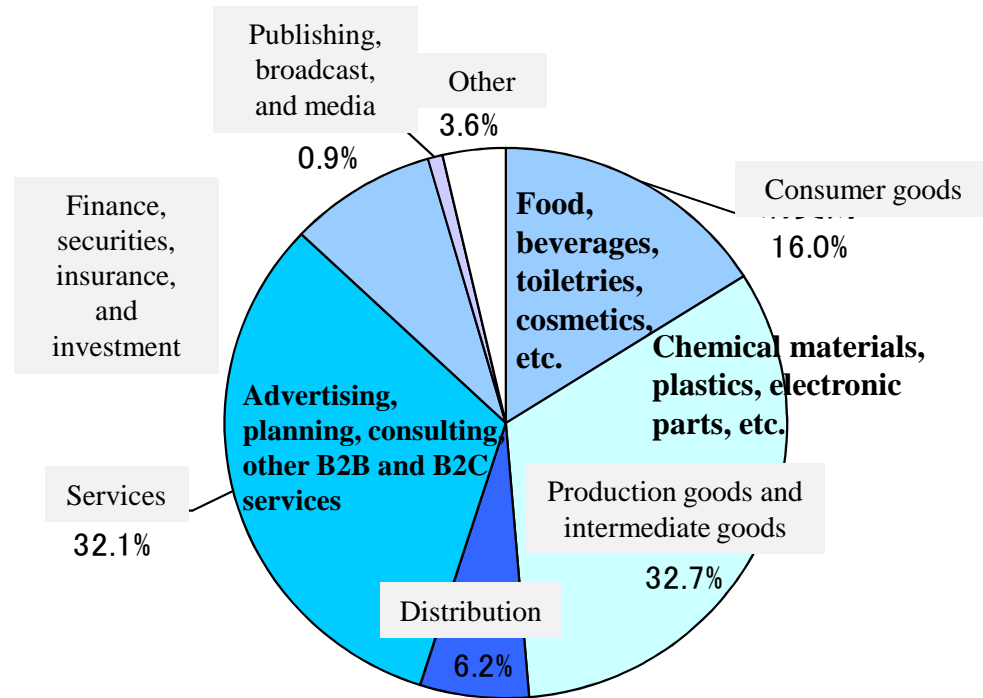
The MDB is a business library run by the JMA Research Institute Inc. exclusively for members. (Business Information Collection Outsourcing Service)

- MDB was established in 1969.
- It has around 2,000 corporate members across the country.
- The library contains nearly 200,000 materials collected from 5,500 institutions, including private research companies, trade journal publishers, governmental offices, and industry associations.
- The library includes 500 kinds of newspapers and magazines, as well as thousands of titles in 30 database systems.
- Information consultants who are familiar with information sources attend to clients.
- The service handles approximately 120,000 research requests a year.



An external view of the Shin-Otemachi Building

MDB serves 2,000 member companies



● Departments and personnel using our service

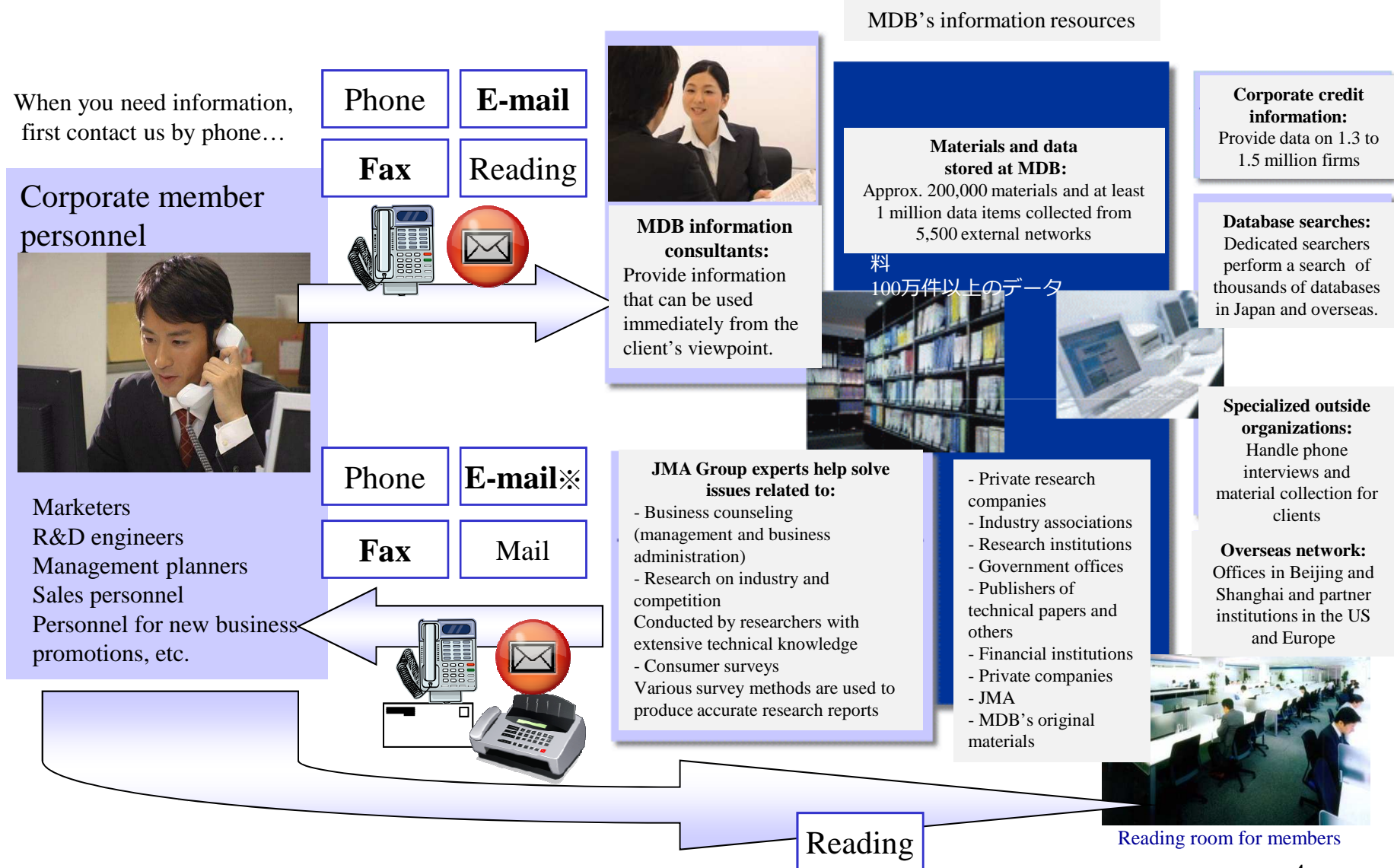
- Management planning and strategy departments
- Product planning and development departments
- Marketing (sales promotion) departments
- R&D and engineering departments
- Business development departments
- New business development departments
- Survey departments
- Public relations and advertising departments
- Loan and screening (finance) departments
- Knowledge management personnel
- Planners
- Sales personnel
- etc.

● **MDB is used by personnel engaged in all kinds of industries and functions in the business arena.**

1. What Is the Marketing Data Bank (MDB)? (3)

MDB Service Flow

The MDB is a one-stop service providing domestic and overseas members with business information in many different sectors.



* Information provided by e-mail is confined to bibliographical and locational information.

1. What Is the Marketing Data Bank (MDB)? (4)

Management planning

e.g., for creating a medium-term management plan

- Compilation and verification of economic indicators
- Comparisons and studies of medium-term forecasts
- The growth potential of the company's industry

Product planning and development

e.g., surveys of corporate users

- Trends in capital investment
- Present state of IT investment by industry
- Product lineups of competitors

Research and development

e.g., researching the introduction of new technologies

- Patent applications filed by other companies
- Technology roadmaps up to 2020
- Searches for topical new technologies

Business development and sales

e.g., surveys on expanding customer base

- Searches for promising industries
- List of fast-growing companies
- Capital investment potential by industry

New business development

- Selection of promising industries
- Identification of niche markets
- Possibility of market entry (status of companies in the market)

- Examples of the achievements of other companies

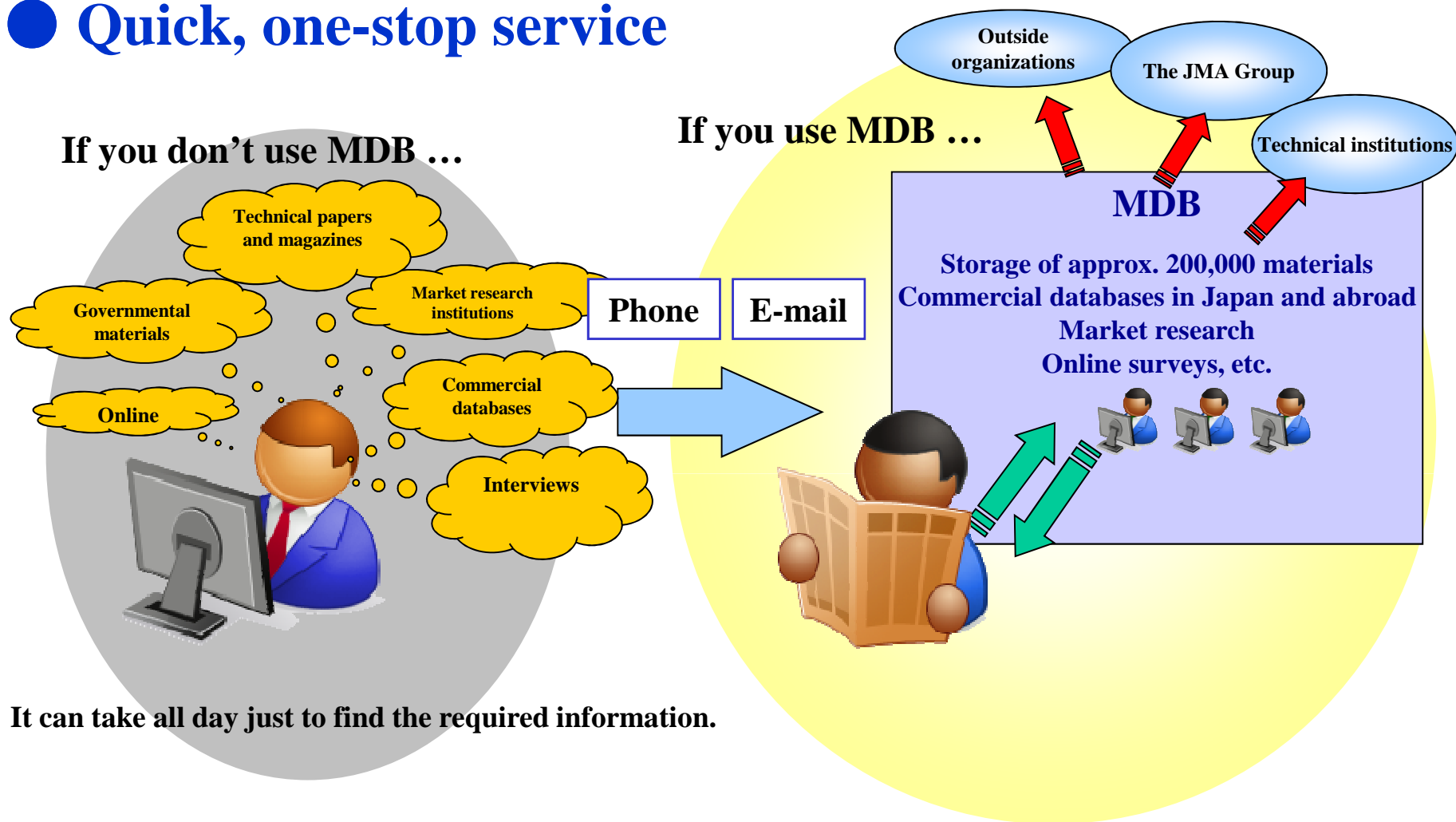
Back-office operations

e.g., restructuring the company's personnel system

- Examples of competitors' wage and incentive systems
- Lifestyle surveys of business workers
- Examples of the achievements of other companies

● **Our service is useful for all situations where reliable data are required.**₅

● Quick, one-stop service



It can take all day just to find the required information.

- **MDB substantially reduces the time required for you to reach your target.**
- **You can outsource all your difficult tasks.**

● Our information consultants

MDB's information consultants

-- Experts in information search and collection

- They search for and collect information on behalf of clients.
- They have extensive expertise and experience in data collection.
- They can be consulted at the request stage.
- They search for information from the client's perspective after understanding their history.

● **You can obtain reliable, high-quality information.**

● **If you have problems in gathering information, consult them.**

3. MDB's Information Coverage (1): Sources of Stored Materials

Source of Information	Characteristics
Government offices	Data are highly reliable and objective, as surveys are conducted on a large scale. Time-series data are obtained. A large amount of money is spent on surveys, and there are a wide variety of studies.
Industry associations	Many associations compile data from their member companies into original statistics. Data are rich in forecasts and projections and useful for checking the market scale of a specific industry and the players in that market.
Private research companies	Expensive data reports from Fuji-Keizai and other companies are based on interviews and investigations with manufacturers and distributors concerning markets and technologies that are not covered by surveys from governmental offices and industry associations.
Newspapers and publishers	Technical papers and journals contain new information. They have strong connections with the manufacturers and distributors in their related industry. These contain a lot of product information and comments from market entrants.
Think tanks and financial institutions	Materials and data in this category include monthly research reports, economic outlooks, market forecasts in specific industries, industry analyses, and trends in market players.
Private companies	Consumer surveys and press releases fall under this category. Consumer surveys that are made public in tandem with new product releases and industry research reports are among the data that are not available through commercial channels.
MDB's original materials	Based on the various queries MDB has received, these materials sum up market trends mainly for those subjects that are rarely discussed in published materials.

● **Regardless of the request details, all media are searched at once.**

3. MDB's Information Coverage (2): Information sources and databases

Cooperative Research Firms

Japanese research firms	Characteristics
Fuji Keizai Group	One of Japan's largest research firms, covering a wide range of industries
CMC Research/Books	Market and technical research on chemicals, biotech, etc.
Total Planning Center Osaka	Market research on food, drugs, and cosmetics
Mic Research Institute	Market research on ICT
Seed Planning	Market research on electronics, medical & biotech, and healthcare
Sangyo Times	Market research on electronics and semiconductors
Electronic Journal	Market and technical research on electronics and semiconductors
IRC	Market and company research on the automotive sector
Impress R&D	Market and consumer research on internet, mobile, and digital content
R&D	Market research on medical devices
Tokyo shoko research	Company credit research

Foreign research firms	Characteristics
Euromonitor International	Covers a wide range of industries, lifestyles, healthcare, etc. (global)
IBIS World	Covers a wide range of industries (global, USA, China)
Espicom	Market research on medical devices (global)
Pricewaterhouse Coopers	Market research on entertainment, digital content, media (global)
Ward's Communications	Market research on the automotive sector (global)
Zenith International	Market research on advertising (global)
Consensus Economics	Global economic forecast/outlook
Mintel	Covers a wide range of industries (global)

3. MDB's Information Coverage (3): Information sources and databases

- We have more than thousands of contracted databases and 5,500 information sources (including research firms/organizations and governmental offices).

Databases/Database systems

Database/database system	Characteristics
Nikkei Telecom 21 (Japanese)	Japan's largest database of news articles
ELNET (Japanese)	Japanese news and magazine article database
G-Search (Japanese)	Japanese news and magazine article database
FK-Mards (Japanese)	Fuji Keizai Group reports and POS data
tsr-van2 (Japanese)	Japanese company credit information
J-Dream II (Japanese)	One of the largest Japanese science and technology databases
Ecology Express (Japanese)	Database of articles on global laws, regulations, and the environment
Factiva (English)	Global news article database
Onesource (English)	Information and reports on global companies and industries
DIALOG (English)	Articles on the global market, companies, science, and technology
STN International (English)	One of the largest sources of global science and technology articles
Bureau Van Dijk (English)	Global M&A information and company credit information
Dun Report (English)	Global company credit information

4. Output Sample (1)

Report sheet (specifying subjects, names of materials, number of pages, and sources)

Sources of information such as materials and websites are communicated by e-mail.

MDB

2011.〇.〇

< MDB 調査結果報告 >

株式会社 日本能率協会総合研究所
マーケティング・データバンク

■ご依頼内容
スキンケア化粧品(品目別市場規模)

■調査結果
以下に関連資料のリストをご紹介します。ご確認の上、
スキンケア化粧品については「〇〇」〇〇研究所の調査資料

■資料リスト

WEBサイト

■化学工業統計 経済産業省
<http://www.metigo.jp/statistics/tyo/seidou/result/ichiran>
確報(1)生産・出荷・在庫統計 Excel ファイル
平成 22 年(2010)「XLS/157KB」をクリック
「様式2」のシートに115行に皮膚用化粧品の品目別データ
過去データは、画面最下部の「平成 21 年(2009)XLS/1.7MB

MDB所蔵資料 ※MDB閲覧室でご覧いただける資料です

●美白スキンケア化粧品(1687559)
・市場規模 ……種類別金額・構成比(2007~2009 年度、2010 年度予測) 美容液・化粧水・乳液・クレンジング・UVケア・
クリーム別


2010 年 美白スキンケア化粧品の市場分析調査 総合企画センター大阪
MDBNo.0880.0251 2010.8 P.18 文献提供料+1,300 円/頁

●スキンケア(1672551)
・市場規模 …… 販売金額(2000~2009 年、2010~2012 年予測)、品目別金額・構成比・伸長率(2000~2009 年、2010~
2012 年予測)、化粧品系・トイレタリー系別販売金額・構成比(2000~2009 年、2010~2012 年予測)
・予測(量)
・企業シェア …… 主要企業別販売金額・シェア(2007~2009 年、2010 年予測)
・ブランドシェア …… 主要ブランド別販売金額・シェア(2007~2009 年、2010 年予測)

2010 化粧品マーケティング要覧 No.1 富士経済
MDBNo.088K.0020-A 2010.3 P.3~12(計 10 頁) 閲覧のみ(DB 等あり)

4. Output Sample (2)

Bulletin-type report (available in exchange for service points or at cost)


<調査結果報告 MDB Quick Report>

2011.〇.〇
株式会社日本能率協会総合研究所
マーケティング・データ・バンク

ご依頼内容

〇〇の市場
1. 市場規模推移及び予測
2. メーカーシェア
3. 用途

調査結果

1. 市場規模推移及び予測

.....のため 世界で市場が拡大傾向である。
中国を中心としたアジア地域での需要が〇〇市場を拡大される・・・
国内でも・・・

		2006	2007	2008
国内需要	販売量			
	前年比(%)			
	販売金額			
	前年比(%)			
		2006	2007	2008
世界需要	販売量			
	前年比(%)			
	販売金額			
	前年比(%)			

2. メーカーシェア

□□は今後2010年までに□万t/年まで生産能力を引き上げる予定である……………
△△は※※から事業を買収し、今後生産能力の増強を検討している……………

メーカー名	販売量(t)	2009年見込
		シェア(%)
合計		

3. 用途

合計		

4. Output Sample (3): Information on China

Bulletin-type report (available for service points or at cost)

Output example:

Activated carbon market in China

(Amounts of production, imports & exports, production by manufacturer)

調査情報源: 参考文献

1、生産量、需要量、輸出入量 年別推移

(1) 生産量年別推移

年鑑類参考情報

「2007 中国化学工業年鑑(上巻)」(08-1T-0197 A)

P297には、現在、中国では活性炭の生産メーカーが急増している。近年活性炭の生産量は約35万トンで、2004年の生産量は約35万トンで、寧夏回族自治区は主要生産地である。60%を占めている、と記載している。

取材

取材対象: 中国兵工学会活性炭専門委員会

電話: 13901146457 (Mr. 王)

取材結果: 当委員会は2008年と2009年の中国において、活性炭の生産メーカーが急増していること、取材を受けた当委員会のウェブサイトから、活性炭の生産メーカーのリストが提供された。

2、メーカー別生産推移

中国の活性炭主要メーカーのリスト

NO.	メーカー名	製造活性炭品種	生産・販売量	企業 HP
1	山西新華環保有限責任公司	石炭質活性炭	年間生産量 40,000 トン	http://www.sxxhnb.cn/
2	大同市雲光活性炭有限責任公司	石炭質活性炭	年間生産量 6,000 トン	http://www.yunguang-carbon.com/
3	大同市惠宝活性炭有限責任公司	石炭質活性炭、木質粉末活性炭	年間生産量 5,000 トン	http://www.hbcarbon.com/
4	山西怀仁環宇净化材料有限公司	石炭質活性炭	年間生産量 8,000 トン	

3、その他関連情報

(1) 活性炭の輸出は内憂外患に直面する

我國活性炭出口面臨內忧外患

掲載日: 2009年2月2日

出所: 活性炭在線

URL: http://www.hxt365.cn/article/2009/0202/article_85.html

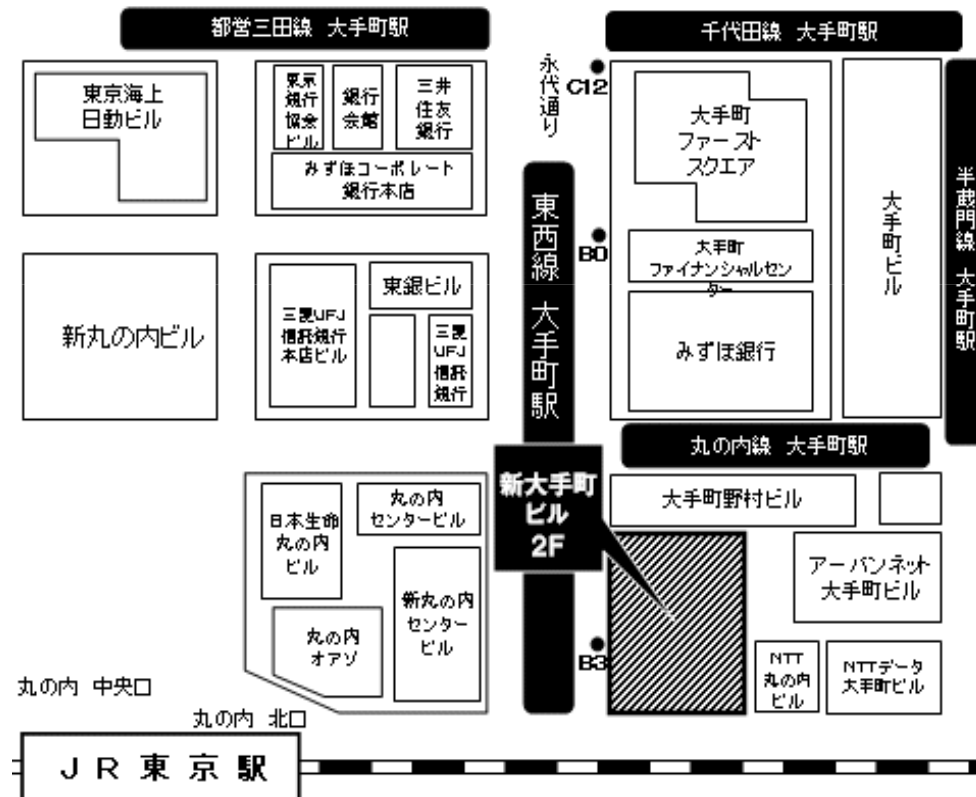
概要:

現在中国において活性炭の生産メーカーは300社あまりある、そのうち年間生産量が何百トンから何千トンまでの小型企業は多数である。多くの小型メーカーは生産コストを削減するため小さい炭坑から低品質かつ廉価な石炭を購入し、低品質な活性炭を生み出す、そして販売

10. Reading Room for Members

- Open to anyone working for a member company
- Please request in advance for greater efficiency

A three-minute walk from Exit A4 or B3 of Otemachi Station on the Tokyo Metro lines, or a five-minute walk from JR Tokyo Station



Main Equipment

- Sixty seats in total and two counters for consultation
- PCs can be used at all seats (available to be brought in)
- Six PC terminals for data entry are available for loan
- Database terminals for material searches
- One private room for use by multiple persons (reservations required)
- Restroom and smoking area



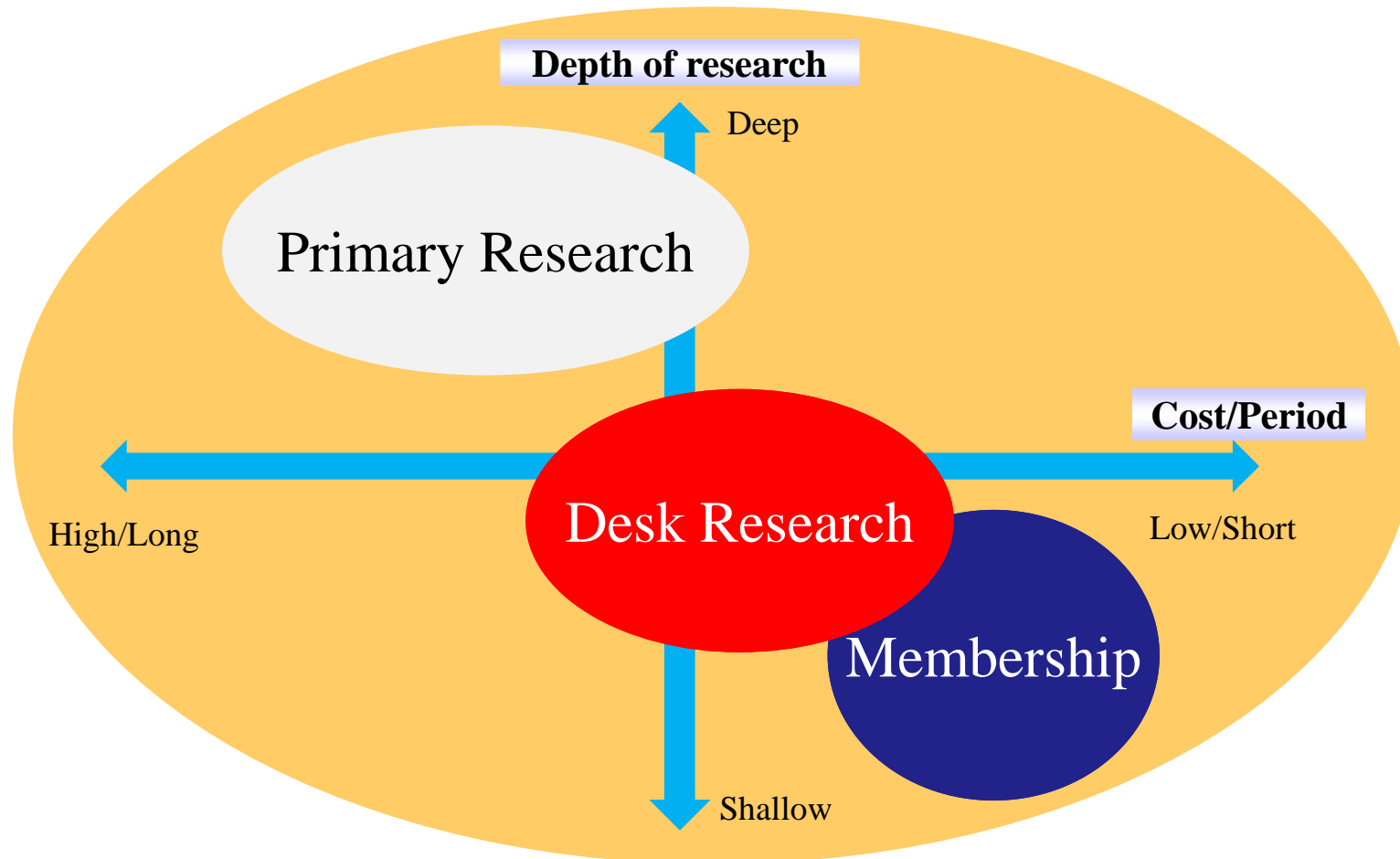
The Desk Research Service is MDB's ad hoc secondary research service.

Membership VS Desk Research

	<u>Membership</u>	<u>Desk Research</u>
Clients	MDB member companies	Non members and members
Cost/fees	Annual membership fee	<u>Quotation basis</u>
Period	A few days or weeks	More than a month
Area	Japan and others	Global (including Japan)
Data sources	Internal library, DBs, Beijing Office, etc.	Same as membership
Deliverables	Report sheet, bulletin-type report (small)	Bulletin-type report (large)

- **Desk research service is designed for non MDB members to meet potential customers' needs.**

Positioning map by research type



- **Desk Research is for those who want to save research budget and does not have/want to be an annual member.**

Sample Case 1

Case 1 Concentrating Solar Power (CSP) Technologies

Contents

1. Technology trends for CSP
2. Technology trends for global CSP plants
3. Trends in thermal storage technologies in Japan
4. Cost Analysis of CSP and photovoltaic (PV) solar power

Research period: 2 months

Contract fee: 1 million yen

Data collection: Internal library, databases, NREL, etc.

Output Volume: 40 pages (including references list)



Sample Case 2

Case 2 Global Transportation Equipment Market

<1> Market Environment

Contents

1. Tax systems covering transportation equipment
2. Regulations covering transportation equipment
3. Administration of transportation
4. Energy prices and related topics

Research period: 1 month

Contract fee: 2 million yen

Data collection: Internal library, Factiva, Ecology express etc.

Output Volume: 140 pages (No references list)

Countries



Germany



France



Italy



Spain



Brazil



India



Thailand



Indonesia

Case 2 Global Transportation Equipment Market

<2> Competitive Landscape

Contents

1. Financial statement
2. Marketing activities
3. Other recent topics

Research period: 1 month

Contract fee: 2 million yen

Data collection: Internal library, Factiva, Annual Reports etc.

Output Volume: 140 pages (No references list)

Companies

