



**Your Research & Management Solution Partner**

**SAM/CCR: Registered**  
**DUNS# 020242741**  
**CAGE code: 6QCH2**

**NAICS Codes**

- 541910** - Marketing Research & Public Opinion Polling
- 541611** - Administrative Management & General Management Consulting Services
- 541613** - Marketing Consulting Services
- 541720** - Research & Development in Social Sciences & Humanities
- 541930** - Translation and Interpretation Services
- 561210** - Facilities Support Services

Ebony Marketing Systems, Inc. (EMS) is a certified DBE & minority women-owned(M/WBE), marketing research and management consulting firm providing a full array of quantitative and qualitative research services specializing in the multicultural markets. Services include: data collection, on-line interviewing, in person and central location interviewing, statistical data analysis, opinion research, consumer information research, media evaluation research, statistical population sampling, survey design, coding, tabulation, data processing and project management. Ebony Marketing Systems (EMS) is an innovative pioneer in conducting marketing studies among discrete population segments and with special language capabilities. Our mission is to provide our clients with the latest and best marketing research practices with the highest level of integrity in the area of survey research, data analysis, and management support services.

**Services:**

**Data Management**

- Electronic Data Transmission
- Statistical Testing & Multivariate Analysis
- Online Surveys
- Coding & Editing
- Ranking & Indexing
- Computer Graphics
- Data Entry (including Optical Scanning)
- Database/List Creation & Management
- Report Delivered Electronically
- CATI System
- Data Conversion using SAS & SPSS format
- Sampling Frames & designing Sampling Methodology

**Other Services**

- Translation -
- Chinese, (including Mandarin, Cantonese & Taiwanese)
- Russian
- Haitian, (including Creole)
- Spanish
- Vietnamese
- Korean, (including Thai )
- German
- French
- Arabic
- Portuguese
- Transcriptions -
- \*Verbatim\* Edit Summary

**Past Performances:**

**Federal**

- Social Security Department
- Department of Health & Human Services
- Department of Education
- Center for Disease Control
- National Cancer Institute

**State**

- New York Department of Health
- New York State Department of Social Services

**Areas of Research Expertise**

- Business-to-Business
- Political facilitation and consulting
- Advertising Evaluation
- Customer Satisfaction
- Direct Marketing
- Employee Feedback
- Information Technologies
- Social Responsibility Research
- Interactive Communications
- University Research
- Advertising & Communications
- Airlines/Travel & Tourism
- Ethnic Research
- Automotive
- Opinion Research
- Financial Services
- Internet Research
- Health Research
- Quality Assurance
- Segmentation Research
- Pharmaceutical Research
- Social Research

**Methodologies**

- Focus Groups
- Multi-Cultural & Specialty Recruiting
- Taste Testing
- Central Location Intercepting
- Ethnographies
- Medical Research
- Quantitative Research
- In-Depth Interviewing
- Project Management
- International Research
- Mobile Research
- Data Tabulation & Processing
- Mock Juries
- Car Clinics
- Local, State & Federal Government