



Small Business are the  of the community

## CAPABILITY STATEMENT

### Consulting ● Research ● Management

#### About Ebony Marketing Systems, Inc.

Ebony Marketing Systems, Inc. (EMS) is a survey base marketing research and management consulting firm. We provide a full array of quantitative and qualitative research services specializing in the multicultural markets. Within the content of our research services we conduct focus groups among a broad spectrum of subject areas ranging from politics to consumer goods. We have a team of trained bilingual moderators adroit at identifying ethnic-bound perceptions and attitudes.

At EMS we have over 10 years of experience in the multicultural market research arena. Through the span of the company's existence we have conducted hundreds of research studies surveying people from various disciplines. EMS has a unique and insightful perspective on the multicultural markets.

#### Our Mission & Why Us

Our mission is to provide our clients with creative and innovative marketing research solutions utilizing best research practices. We understand and study the various multicultural markets, giving EMS the advantage of providing quality research. At EMS, we give our clients the full attention they deserve in all phases of the research study. We operate with the highest level of integrity and honesty while providing services in the area of survey research design, field execution, data analysis and management consulting services.

#### Our Services:

##### Quantitative Services:

Survey and Questionnaire Design  
Telephone Interviewing (CATI)  
Web Studies/ Online Surveys  
Mall, Store, Trade Show and Theme Park Intercepts  
Central location Pre-Recruits/ Testing  
Mystery Shopping

##### Qualitative Services:

Multicultural Recruiting  
Traditional / Online focus groups  
Consulting/Moderation  
Online Bulletin Boards  
In-depth/Executive Interviews  
In-person Intercepts  
Home use Tests

##### Data Processing Services:

Data entry  
Coding  
Tabulation

##### Research Methodologies:

Mobile Research  
Secondary Research  
Ethnography  
On-line Research  
Feasibility Studies  
Training

**Established:** 2011

##### Certifications:

8(a) SBA Certified  
MWBE - NYS, NYC & NJ  
DBE - NY, NJ, DC, CA, MD, PA & IL  
WOSB & EDWOSB  
NYNJMSDC

**Region Served:** National

**SAM/CCR:** Registered

**DUNS#** 020242741

**CAGE Code:** 6QCH2

*Powerful Insights, Powerful Results*





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#### Clients:

Mc Donald's Corporation  
Coca-Cola  
Telemundo  
Nielsen Media  
SMG Multicultural  
Kaiser Permanente  
Michigan Black Chamber of Commerce  
Metropolitan Transportation Authority (MTA)  
New York Department of Health  
New York State Department of Social Services

#### Past Performances:

Agency: United States Department of the Army.  
The Army ROTC Study: a qualitative research study among African American Juniors and seniors in college to explore and determine their receptiveness in considering an alternative career enrolling into the arm forces as an Army Officer. EMS. worked on this project as a subcontractor, the prime contractor was Carrol Williams Advertising Agency. EMS provided a full range of qualitative research services, which included moderation of groups, development of moderators discussion guide, recruiting and project management, consultation and report writing.

Agency: Center for Disease Control-National Center for HIV/AIDS LGBT Cancer Awareness Study: EMS partnered with Washington, DC Department of Health as a subcontractor to conduct qualitative health awareness research study among members of the LGBT community in Washington, DC to gain insights into the target population's proclivity in not scheduling their annual medical check-up for cancer screening. EMS played a vital role in this study, providing a full range of qualitative research

services, which included project consultation and management, moderation and consulting services, field logistics, recruiting of respondents and final report writing.

#### NAICS Codes:

**541611** - Administrative & General Management Consulting Services  
**541613** - Marketing Consulting Services  
**541910** - Marketing Research & Public Opinion Polling  
**541720** - Research & Development in Social Sciences & Humanities  
**541930** - Translation and Interpretation Services  
**541614** - Process, Physical Distribution, and Logistics Consulting Services  
**541990** - All Other Professional, Scientific, and Technical Services  
**561110** - Office Administrative Services

#### NIGP Codes:

**91876** - Marketing Consulting  
**96153** - Marketing Service

#### NY Headquarter

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#### Washington Dc Office

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\*We accept Government Credit Cards



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