

HEALTHCARE & PHARMA | SOUTH ASIA

Expert interviews with syringe manufacturing leaders

Six online in-depth interviews with plant heads and manufacturing leaders with domestic and export market experience.



AT A GLANCE

CLIENT

Medical devices client

INDUSTRY

Healthcare & Pharma

MARKET

South Asia

METHOD

Online in-depth interviews, 30 to 60 minutes

SAMPLE

6 manufacturing experts

THE CHALLENGE

The client needed expert interviews with plant heads and manufacturing leaders in the syringe industry, people with deep operational knowledge and exposure to domestic and export markets. This is a narrow, senior B2B universe where credible profiling and confidentiality were essential.

OUR APPROACH

We sourced and profiled experts to a clear brief and shared a profile summary for each one.

- 1 Sourced plant and manufacturing heads to the brief
- 2 Ran recorded online interviews of 30 to 60 minutes
- 3 Supplied background and role summaries for each expert
- 4 Checked credentials and kept every contact confidential

THE RESULTS

- ✓ 6 verified expert interviews completed
- ✓ Specialist sourcing found experts a panel would never surface
- ✓ Plant and sales leaders together gave a rounded industry view

SERVICES USED

Qualitative recruitment

Hard-to-reach audiences

Extended team services

Respondent recruitment

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Client project. Client details are anonymised.