

ABSTRACT

Lanka market research bureau (LMRB) is the Sri Lanka's first independent market research company, offering a wide range of market research and allied services to business and government. As a pioneer in its field in Sri Lanka, LMRB has made significant efforts to obtain and adapt the latest market research techniques appropriate to local conditions. LMRB is a full service agency, offering professional market research services. LMRB has also recognized its responsibilities as a pioneer, and has constantly endeavored to set the highest standards of quality and integrity. As an associate company of the worldwide kantar group, LMRB has access to a wide range of international research experience and technology.

LMRB, established in 1981, is the leading independent market research company in Sri Lanka and a part of the KANTAR group, one of the world's largest market research and consultancy organizations, with headquarters in London.

LMRB is reputed for its professionalism in research design, data collection, analysis and interpretation. LMRB now in its twenty fifth years and has become the standard against which other market research companies in Sri Lanka are judged.