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# FAZRUL ROSLI

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*Qualitative Moderator*



QUALABEAR

## Contact

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## Services

- **Moderation:** Focus Group Discussion, In-Depth Interview, Ethnography Interview etc.
- **Analysis & Reporting:** Full/Topline report, summary, proposal writing, discussion guide design.
- **Transcription:** Malay-English, English-English

Fazrul is always passionate about good conversation, translating marketing jargon to plain daily language, and helping companies and individuals connect with their customers.

He has more than ten years of market research experience and has worked extensively across FMCG, Automotive, Tobacco, Technology, Retail, Politics, Telco and Finance.

His research experience spans branding, psychographics, product development, marketing and communications strategy for tactical and strategic works, etc.

Fazrul is fluent in Malay and English and can speak and understand most Malay dialects in Malaysia.