



Under the maxim “Rooms for ideas”, we have been offering test studios in several major German cities since 1993. In Rostock, Berlin, Leipzig, Dresden, Hamburg and Munich, our customers will find state-of-the-art market research studios on a total of 4350 square meters. All studios are centrally located, in highly frequented pedestrian zones, with equipment and studio technology of the highest standard, so that your market research projects can be carried out competently and seriously.



Rostock test studio You will find our northernmost M & K studio on the popular promenade of the Hanseatic city of Rostock – centrally located and very well connected.



Berlin test studio At a top address of the German capital you will find our Berlin M & K studio, which shines with rooms of greatest variability.

Mobiles Equipment

In addition to the classic studio work directly on site, two mobile studio units are available. Professional mobile GD equipment creates the pre-requisite for conducting qualitative market research studies in almost any room concept and location size.

International

M & K does not only work nationally, but also internationally. Reference projects in Switzerland, Austria, Italy, Spain and France and in the USA stand for confidence in the work of our teams and our local cooperation partners.



Hamburg test studio Our test studio on Neuer Wall is located in a building complex steeped in history, in the immediate vicinity of the Apple Store.

Facilities

- Studio capacities
- Field capacities B2C and B2B, online
- Telephone capacities
- Communication and technology

Service

- Programming / Evaluation
- Interpreting services
- Transcription

Methods

- Face-to-face
- Group discussions / workshops / clinics
- Mystery shopping
- Explorations
- CATI/CAWI/CAPI/CASI
- Home-use tests
- Concept tests
- Consumer labs
- Online Market Research
- Shopalongs
- Sensory tests
- PoS
- Tastings



Contact

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Team

M & K has been active in market research for 30 years, looks back on a successful career and is a FAMS (Fachangestellte® für Markt- & Sozialforschung) training company. Competence, diligence and adherence to deadlines are just a few of the characteristics that distinguish our employees. Our “team” consists of young and motivated employees as well as

experienced colleagues who have been with M & K from the beginning.

M & K grows with its tasks and works with the greatest commitment and sense of responsibility for the successful completion of all commissioned studies.

Further locations of the M & K test studios:
Leipzig Dresden Munich