



Facility İstanbul

research for marketing

ATTENTION! All the photos in this document are hereby taken upon the approval of the clients in different car clinic studies and the sole aim is to provide information for the potential car clinic intenders in our region.

Facility İstanbul Car Clinic Venue Short Info

- ❖ Reception 25m2, Pre-Clinic Room 50m2, Main Clinic Room 600m2, Client Lobby 25m2, Client Room 50m2, Extra Rooms 150m2.
- ❖ Interviewer Rooms, Research Personnel Rooms, Data Entry Room or CAPI Technical Room, and Extra Personal Rooms in total 150 m2
- ❖ Total Clinic Venue of 900m2
- ❖ Central Location
- ❖ **4.60x5h Van Entrance Gate**
- ❖ Wireless/Extra Access Point
- ❖ Simultaneous Translation Technical Infrastructure
- ❖ Full Security Through Independent Security Companies
- ❖ Personnel Shuttle, Respondent Shuttle, Client Transportation
- ❖ **2.80m folding screen height, 7m roof height**
- ❖ Illumination, Electricity, Sound Technicians
- ❖ FGD – IDI Compatibility
- ❖ Open-buffet Restaurant
- ❖ Cleaning and Service Personnel
- ❖ Security Gates, Metal Detectors
- ❖ Display Cars Rental
- ❖ Any confidentiality and Security warranties upon Request



LOCATION & GENERAL INFORMATION

Facility Istanbul has annual contract with a Film Studio which offer 5 different studios in different sizes; giving us the opportunity to host any clinic studies and create price advantages.

Many clinic studies can be held in the most appropriate studio in accordance with the number of display cars. Insufficient space or disturbingly empty space are never a problem.



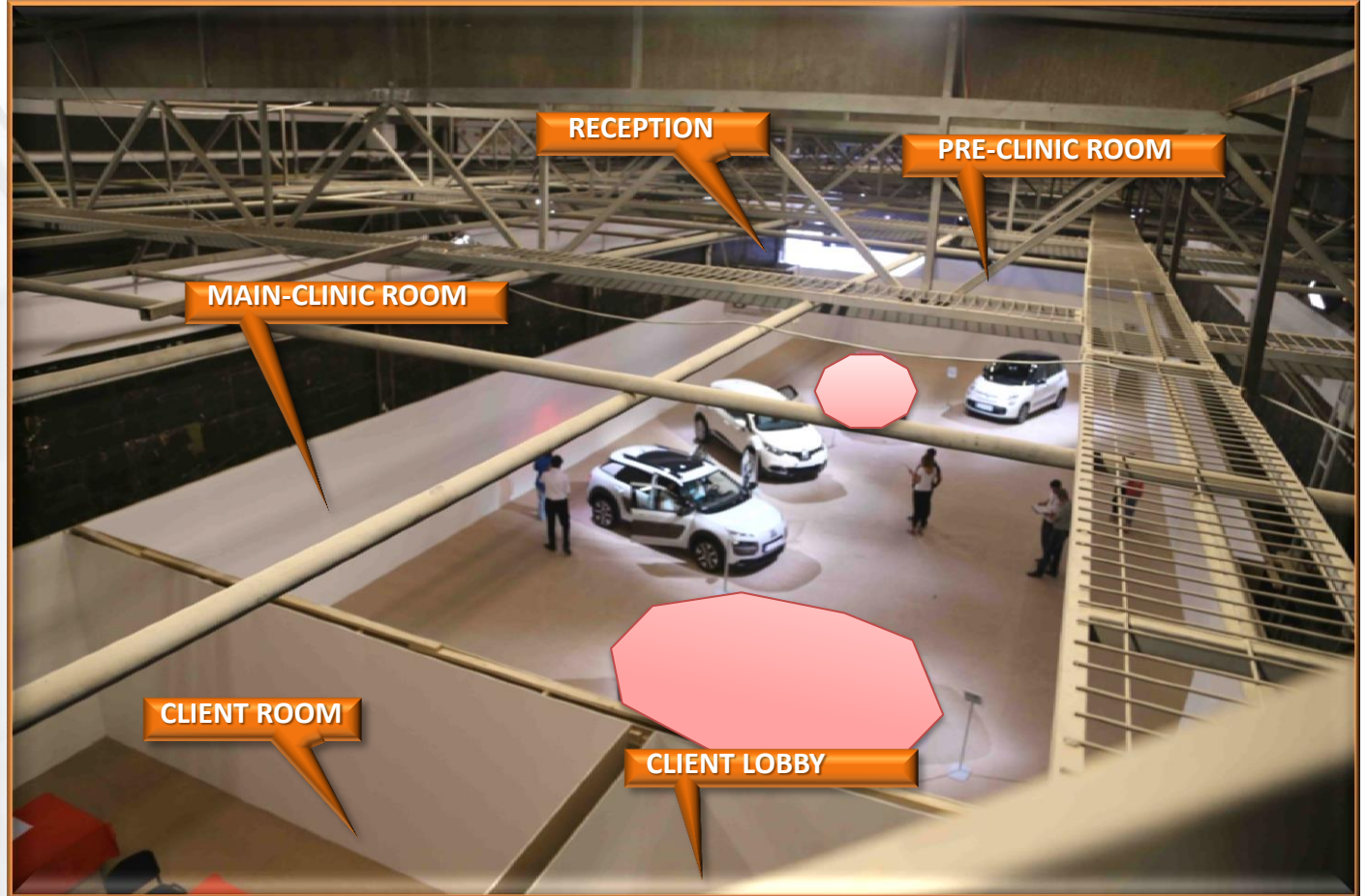
LOCATION

The studio is located only 5,5 km away from the Atatürk Airport, the main Airport in Istanbul, which makes it very easy for the clients to reach.

The location of the venue is very close to public transportation and the place is surrounded by green paths and trees, providing a refreshing working environment for everybody.

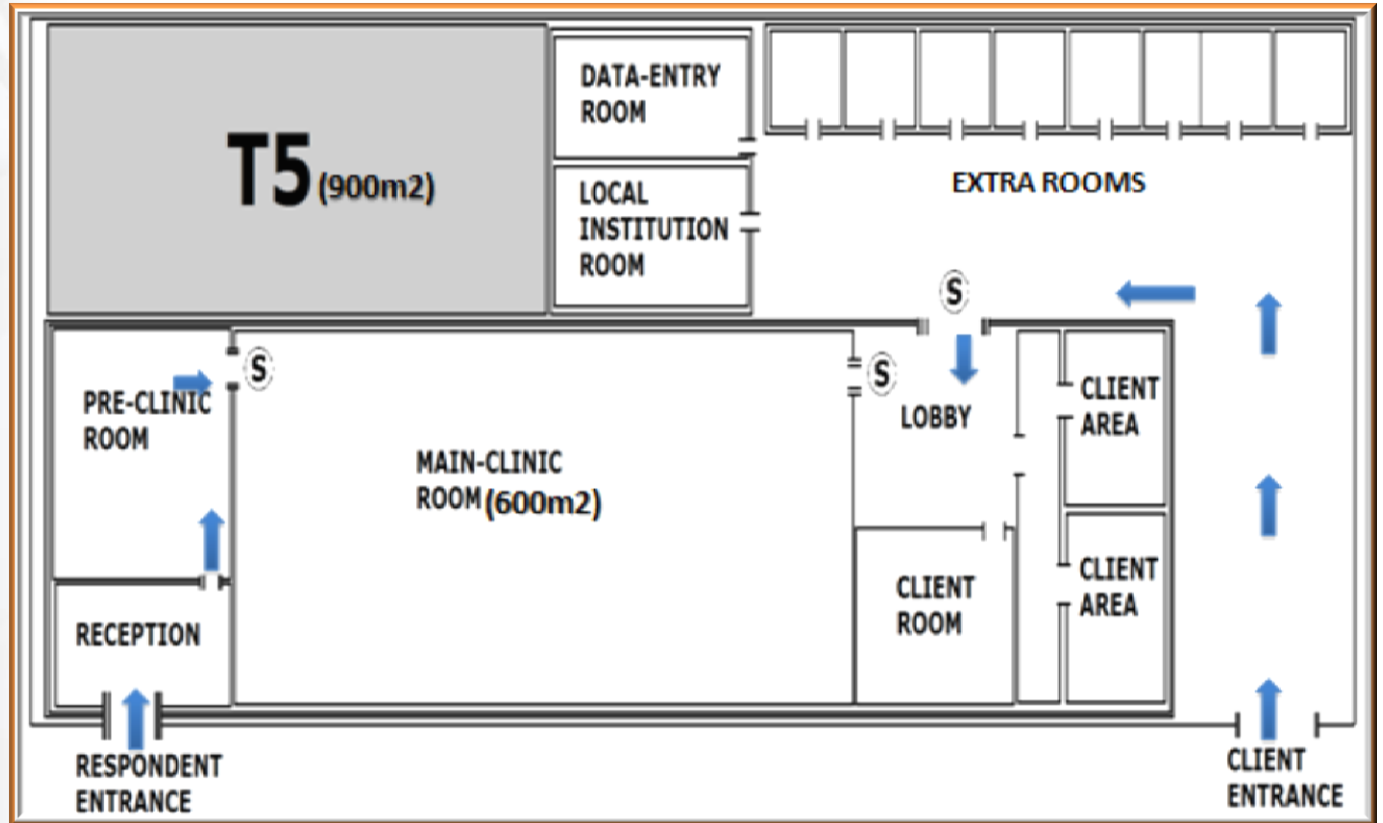


VENUE LAYOUT (750m2 - 8h)



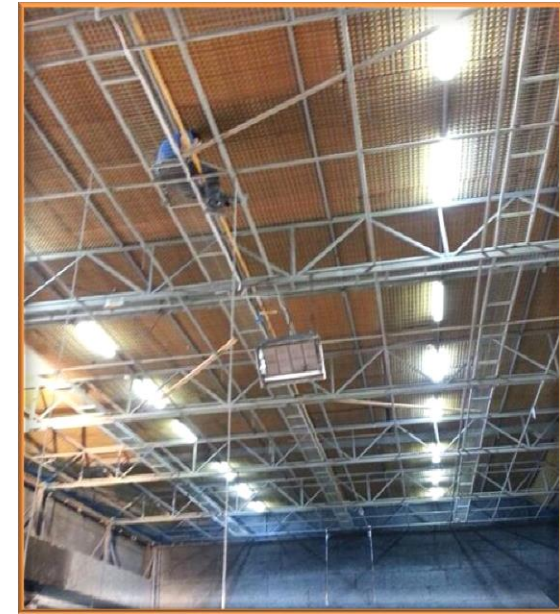


The design of the venue is planned, shaped and constructed for unique requirements of different projects and unloaded after projects. The venue layout below is the ideal example for an ordinary car clinic with 5 display cars.



ILLUMINATION

The studio roof allows us to assemble as many illumination lights as the client wishes. Full illumination in the studio can be provided without any problems and visual disturbance within the main clinic area. 7m roof height minimizes the negative effect of illumination spots over the cars.



EXTRA PERSONAL ROOMS

The studio has more than 15 private personal rooms to offer. These rooms are on the second floor and in the client's area. We have plenty of space to provide a room for any individual or group.



SECURITY

Our security guards in each entrance provide full confidentiality. We take names and signatures and phones of the Respondents before they enter the Main Clinic Room and keep them in safe boxes until they finish the interview.



CATERING

The venue offers breakfast and lunch to employees and clients from an open-buffet. The kitchen operates if required. Any desired food can be requested before; and the kitchen is open to audit. The capacity is for 50 people simultaneously.

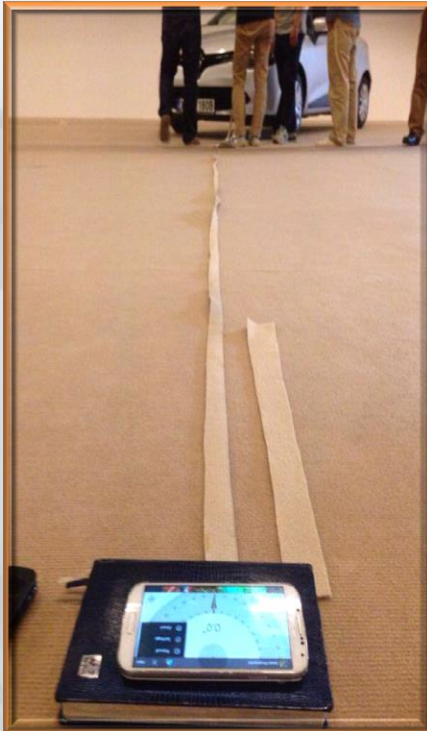


CLINIC PROCESS



PREPARATION

The venue can be adjusted with folding screens and thin walls in accordance with the project size and clients' requests. The folding screens are at least 2.80m high. There is at least 3m gap among the cars. Once the respondent enter the main clinic room, he is able to see all the cars from a minimum 8m distance. After all the work is done, portable walls are removed and cars are taken out from 5-meter gate. Security procedures are highly applicable in the unloading process as well.





VAN ENTRANCE

The studio has one 5 meters gate that allows the vans carrying the model cars to go inside easily. The van going inside provides full confidentiality. Extra security stuff remains in the area during the placement of the model car. The moment when the model car is placed, the doors are sealed and security procedures start 24/7.



SHUTTLE FOR RESPONDENTS

The two Ring-Shuttles at least provide the transportation of the Respondents from a specified central place to the clinic venue in every half an hour.



RESPONDENT CONFIRMATION

Right after respondents arrive to the venue, their personal information is controlled by our staff. Their ID cards, driving licenses, and vehicle licenses are double-checked.



RECEPTION

In the entrance, we have the Reception point, where the Respondents are welcomed to the clinic venue. They are re-informed about what we are doing there. Their names and personal details are registered and they meet the interviewers after they are offered treats.



PRE-CLINIC PHASE

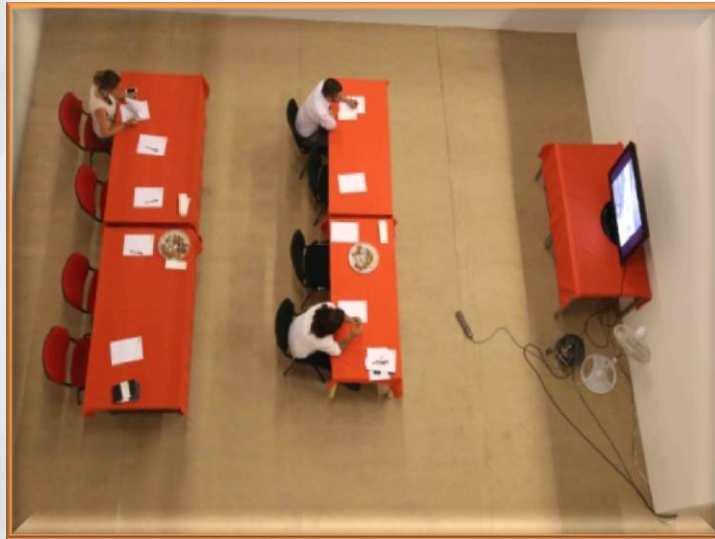


MAIN CLINIC PHASE



CLIENT ROOM

Clients and (if any) interpreters sit here and monitor the FGDs or in-depth interviews. Upon the request of the client, quantitative stage can be monitored via closed-circuit video shooting.



CLIENT ROOM

MAIN-CLINIC ROOM

CLIENT LOBBY



DATA ENTRANCE

- Our Data Entry Personnel works simultaneously with the interviews if PAPER & PEN is preferred instead of CAPI. Data Enterers are provided with a private room within the Venue and the questionnaires are submitted to them once they are finished.



VIDEO STREAM

In accordance with the client's request, we provide video-stream through the entire study without keeping any records.





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