Marketing Center Co.,Ltd.

Company Description

Marketing Center Co., Ltd. (MC) is a distinguished marketing research and consulting firm based in Tokyo, Japan, with a history stretching back to its establishment in April 1959. For over six decades, the company has stood at the forefront of the Japanese marketing industry, providing essential data-driven insights that empower businesses and public institutions to make informed strategic decisions.

The core expertise of Marketing Center lies in its dual-pronged approach to market intelligence. First, the company excels in traditional marketing research, offering comprehensive services that include consumer behavior analysis, product testing, and brand awareness surveys. Their clientele is remarkably diverse, spanning major industries such as automotive, food and beverage, electronics, and finance, as well as significant involvement with government agencies and municipal offices. This breadth of experience allows MC to approach complex market problems with a multi-dimensional perspective that few competitors can match.

The second major pillar of the company is its innovative Geographic Information System (GIS) and area marketing solutions. Marketing Center is the developer of the renowned "MC-MAP" series, a sophisticated software suite designed for trade area analysis. By integrating demographic data, such as national census information, with proprietary client data on digital maps, MC-MAP enables businesses to visualize market opportunities and risks. This technology is indispensable for retailers, restaurant chains, and service providers when determining optimal locations for new stores or planning targeted promotional campaigns. The latest cloud-based version, "MC-MAP/Web III," has streamlined the process of area marketing, making high-level spatial analysis accessible to a wider range of business professionals.

As a member of the Japan Marketing Research Association (JMRA) and ESOMAR (the global voice of the data, research, and insights community), Marketing Center adheres to the highest international standards of professional ethics and methodological rigor. Despite the rapid digital transformation of the industry, MC remains committed to the fundamental value of accuracy and neutrality.

The company fosters a culture of expertise and reliability. For clients, Marketing Center is more than just a data provider; it is a long-term strategic partner that helps navigate the complexities of the Japanese market. In an era of "big data," Marketing Center distinguishes itself by providing "smart data"—meaningful, actionable insights that translate directly into business growth and social contribution.

Company Details

Head Office
Japan

Main Business
市場調査（マーケティングリサーチ）、商圏分析ツールの開発・提供、コンサルティング

President
横溝 英夫

Established
1959年4月

Capital
2,140万円

Number of Employees
11 - 50

URL
https://www.mc-com.co.jp/

Offices

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