



## Specialist Area: Business Development

Whether it be strategic planning, feasibility studies, market analysis, industry reviews or customer perception and satisfaction surveys, at the heart of good business planning lies information and analysis developed from insightful research.

### APR Services:

#### Business Development

*This is one of a series of APR information sheets available for download.*

*For more information about the range of APR Consultants services, please visit our website.*

APR Consultants Ltd  
The Business Hub  
1209 Hinemaru Street  
P O Box 1715  
ROTORUA  
t: 07-349-8333  
e: [info@apr.co.nz](mailto:info@apr.co.nz)  
w: [www.apr.co.nz](http://www.apr.co.nz)

APR Consultants has been assisting clients with business development for over 33 years, providing analysis and advice that informs clients' business strategy and guides their commercial decisions.

Strategic planning lays the foundation for where an organisation is going over the next year or more. APR can either assist with strategic planning advice or facilitate the strategic planning process for organisations where an independent facilitator may be required to allow full participation of staff or where using an internal facilitator may be problematic.

Market analysis helps those businesses with limited market research resource. Market analysis covers key factors such as identifying, clarifying and understanding the needs, motivations and perceptions of target groups of customers and to what degree the client's products or services meet these needs. A competitive analysis of other choices that are available to customers including pricing and distribution options and an analysis of promotional and other communications are also imperative.

Feasibility studies may require a variety of specialist skills carrying out revenue and expenditure projections, competitive analysis, demand and market share scenarios, demographic analysis, cost-benefit analysis, testing resource constraints and considering environmental and resource management implications. APR's cross-disciplinary team of economists, business analysts, marketing strategists and resource planners can provide substantial expertise in determining a project's feasibility.

In terms of research, APR Consultants retains an in-house research unit to undertake primary and secondary quantitative and qualitative research around New Zealand to guide and inform business and marketing strategy. Research methods include telephone research, field research, on-line surveys, focus groups, self-completion surveys, face-to-face interviews together with desktop research.

For more information on how APR Consultants can help tailor their services to your requirements, please call toll-free on 0800-277-937.

*Providing strategic advice and information to add value to client decision-making.  
APR delivers high-quality services that are consistently on time and within budget.*