



## APR Consultants – Overview

For over 40 years, APR Consultants has built a reliable reputation providing strategic advice for private and public sector organisations.

Working with a wide range of companies, entrepreneurs, government agencies, industry bodies, trusts and iwi groups throughout New Zealand, APR Consultants' research and analysis helps bring clarity to a client's business environment providing confidence to move forward.

APR's specialist areas include:

- Business development and strategy
  - Feasibility studies, strategic planning, marketing strategy, operational reviews, market analysis etc.
- Economic research and analysis
  - Regional and district economic profiles and economic activity reviews, economic impact assessments, cost-benefit analysis, industry analysis, business and consumer confidence etc.
- Social and market research
  - Customer perception and satisfaction surveys, social impact assessments, product usage and mystery shopper research, employment skills surveys, local authority surveys etc.
- Local government planning
  - Strategic planning, annual plans, long-term council community plans, community outcomes, monitoring and reporting, recreation planning, s. 83 special consultative procedures etc.
- Environmental planning and sustainability
  - Preparation of resource consent applications, environmental audits and impact assessments, sustainability assessments etc.

APR Consultants retains an in-house research unit to undertake primary and secondary research providing a sound basis to identify potential opportunities and obstacles and to develop strategy.

APR's cross-disciplinary approach of combining key skill sets helps ensure high quality analysis, advice and improved outcomes for clients.

For more information, please visit our website or get in contact.

## Information Sheet

*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.*

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