



APR
CONSULTANTS

33 Years
1983 - 2016

Action | Performance | Results



APR Consultants – Overview

For over 33 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 contact APR Consultants 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.*

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.

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