



## APR Consultants – Overview

For over 25 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.

Specialist areas include:

- Business development and strategy
  - Feasibility studies, strategic planning, marketing strategy, operational reviews, market analysis, 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.
- 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, employment skills surveys, product usage and mystery shopper research, local authority surveys, etc.
- Environmental planning and sustainability
  - Preparation of resource consent applications, environmental audits and impact assessments, sustainability assessments, industry-specific reviews of Resource Management Bill, etc.

APR Consultants retains an in-house research unit to undertake primary and secondary research which provides a broad basis with which to identify potential obstacles and opportunities and develop strategy.

This cross-disciplinary approach combines the strengths of key skill sets to provide 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.

## 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](mailto:info@apr.co.nz)  
w: [www.apr.co.nz](http://www.apr.co.nz)

*APR Consultants provides strategic information, analysis and advice to companies, entrepreneurs, industry bodies, local and central government, iwi groups and non-profit organisations throughout New Zealand.*