

make
the **right**
decision



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Research by Design

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Our Company

Research by Design is an Australian-based company working with local and international clients.

We provide in-depth industry and commercial intelligence to assist companies entering or expanding into new markets. We have an enviable reputation for providing balanced and strategic market research and advice, giving our clients the clear and concise information they need to make informed decisions about their future business activities.

We apply rigorous standards to our research practices and processes for data collection, analysis and reporting, and take pride in our commitment to superior customer service.

What we do

- Feasibility studies
- Whitepapers for potential investors
- Country and industry reviews
- Executive interviews
- Field investigations
- Statistical analysis
- Secondary and desk research

Our Services

Entering new markets is an extremely difficult business decision, and effective market research is an essential tool to help determine the size and nature of these market opportunities.

Gathering local business intelligence and knowing what drives a market is crucial to any business investment strategy. Market research delivers information to drive a competitive advantage in an increasingly aggressive business environment.

Market research delivers information you need about the market in which you operate or wish to enter. Market research can help establish a clear strategy for the future and prevent poor decision making.

For example, do you know...

- the rules and regulations of the market you wish to enter
- the size of your potential target market
- if the target market understands your product or service
- who your competitors are and how they operate
- what is the best route to market for your product or service
- how you should promote your product or service.

Research by Design can assist in answering all these questions by providing you with...

- industry information, trends and statistics
- information on market barriers and regulations
- competitor analysis and activities
- company data
- consumer trends and opinions
- fast facts to assist with scenario planning and assessing market potential
- suitability of your product or service for the intended market.

Due diligence provided by **Research by Design** is an essential tool to assist you in making thorough and well-executed decisions about the future of your company.

“**Research by Design** has engaged with many of our members and provided them with timely and insightful information on market opportunities across a number of industry sectors.

We are extremely impressed with **Research by Design's** depth of industry knowledge and ability to identify market potential and commercial opportunities.

We have no hesitation in recommending their services to any company requiring high level independent research to evaluate and provide direction on market opportunities.”

Penny Cutting President,
South East Brisbane Chamber of Commerce

Our Clients

Research by Design is engaged by clients from an extensive range of industry sectors, including:

- mining and mining services
- cleantech
- construction and infrastructure
- food services and hospitality
- professional services
- primary production
- government
- manufacturing
- education
- trades
- engineering

Thorough discussions are undertaken with each client to determine their specific research requirements, which in turn assists **Research by Design** in tailoring its processes and reporting to the client's needs. Research projects are undertaken only after all parties have agreed on methodologies, outcomes, timeframes and budgets. A confidentiality agreement is also executed prior to commencement of a research project.



“ We exclusively use **Research by Design** to provide the market research that we need to deliver informed strategic advice to our clients. We have found they have an ability to work comfortably in commercial and industrial markets that is just not present in other agencies.

They form an integral part of our team whenever we are preparing strategic plans or undertaking major feasibility studies. We find they are flexible but still very efficient in delivering any data acquisition requirements that we have. We have no hesitation in recommending Sue Holz and her team to anyone who needs professional market research.”

Paul Dignam Director, Gibsons Consulting

Our Team

Research by Design's team delivers a wealth of knowledge and expertise to every research project.

Our Executive Directors hold more than 30 years of industry experience and we employ only the best and most highly-trained interviewers and analysts. **Research by Design** is proud to participate in the Griffith University internship program and we select international graduates with extensive in-country experience and strong language skills to suit our broad spectrum of business clients. We also engage in strategic alliances with specialist consultants, from engineers to economists, to provide the depth and breadth of information which is necessary to ensure we capture the complexities of the many industries we service.

Our Managing Director, Sue Holz, has more than 20 years' experience in providing industry and commercial research. Sue began her career in Hong Kong and launched the highly successful China Food Weekly to provide spot prices for Australian primary producers. She has since expanded her portfolio to encompass all facets of market research at an international level. Her focus is on providing information which enables companies to make successful strategic decisions.

“ Star Outdoor (then called Star Marquees) started some eight years ago and it was even before the business started that we had Sue Holz and her team involved in helping us determine if there was a business we could develop in importing and selling pop-up marquees.

As our business has grown we have added new products to our range and along the way **Research by Design** has helped us evaluate some of the new product areas. The ability of **Research by Design** to collect, analyse and collate market information has led us to make better, more informed decisions which have led to greater impact when launching new ranges, in turn achieving greater business success.

As a long term and repeat user of **Research by Design's** services, I can't recommend them highly enough. ”

Mark Star Managing Director, Star Outdoor

Useful websites

The Asian Development Bank
www.adb.org

The World Bank
www.worldbank.org

Austrade
www.austrade.gov.au/industrycountry

IBIS World
www.ibisworld.com.au

Business Monitor International
www.businessmonitor.com

Euromonitor International
www.euromonitor.com

There are also numerous in-country government websites which provide a variety of reports, publications and data.



