



# NAS Consulting & Research

## Company Credential

# Our Mission & Vision 2030

## Mission

To become trusted partner in every step of business journey for companies in Indonesia.



## Vision 2030

- By 2030, we're known as one of the best consulting and research company in Indonesia.
- By 2030, we aim to serve 10,000 companies in Indonesia to be profitable.



## Company History:

**NAS Consulting & Research (NAS)** is a brand of PT. Niaga Aneka Solusi was founded on October 3, 2017

The core competencies and expertise of **NAS** were advised by a group of Senior Advisors & Partners that each of them had more than 20 years of business and work experience combined with a common vision to help Indonesian entrepreneurs and corporate executives achieve their best performance and profitability.

## Company Tagline:

**Customer First**



# Company Values

Work is  
**worship**,  
position is  
**mandate**

*We believe that God is everywhere including at work. Therefore, we are obliged to give our best in our work as part of **Worship** to God.*

**Integrity**  
makes  
**Trust**  
makes  
**Impact**  
makes  
**Income**

*We place **Integrity** as the highest value and believe it will generate **Trust** that produces a **Positive Impact** that ultimately provides **Income** for the company.*


Customer's  
satisfaction  
supported by  
**happy**  
employees

*We believe only with **happy** employees; we can always provide customer satisfaction.*

Always do a  
**WOW**  
everyday

*In days of fierce competition, serving the best you can is not enough. We are committed to **WOW..** our customers.*





# Senior Advisors & Partners

## Ir. Budijanto Gunawan, MM

*25+ years experience in sales & marketing, customer satisfaction & quality, digital customer experience, and procurement. Passionate in people development, leadership & organization transformation.*

## Mr. SeriouzFun

*20+ years experience in sales & marketing, channel & distribution management, passionate in sales coaching, experiential learning & people development.*

## Ir. Mieke Iriawan

*30+ years experience in operational management, customer care & call center, also supply chain management, including procurement, inventory, warehousing, and fleet management.*

## Octavianus Siahaan, S.IP, CHRP

*25+ years experience in sales & marketing, distribution channel, strategic management, and specialized in strategic business plan, business process management with work-load analysis, organizational development, and KPI.*

## Elaine Cynthia Engel, S.Psi, PGD

*30+ years experience in human resources including organizational development, HRBP, merger and acquisition, talent management, succession planning, learning & development.*

## R. Sonixtus A., ST, MBA (Cand)

*10+ years experience in the oil & energy industry including power plants. Strong skilled in analysis and business development, including but not limited to marketing, sales management, also passionate about maximizing brain functionality.*

# Our Specialties

- Advisory
  - Assessment
    - Consultancy
      - Research
        - Training

# Consulting Services



## *Strategic Business Planning*

Design and develop strategic business plan using SWOT, Balance Scorecard, and Key Performance Indicator.



## *Business Process Management*

Mapping current business process & work-load analysis to optimize number of workforce and process efficiency.



## *Marketing & Sales Development*

Competitive analysis, marketing budget, pricing strategy, distribution channels, and sales plan.



## *Supply Chain Management*

Develop procurement strategy, forecast and stock plan, warehouse management, delivery & fleet optimization.

# Research & Field Services



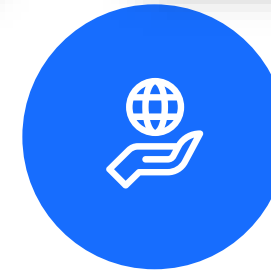
## *Desk Study & Deep Analysis*

Data mining & analysis, statistic study, customer persona, and strategy recommendation.



## *Quantitative Research*

Predefined & random survey, census/poll, customer satisfaction NPS®, competitive landscape, and online survey.



## *Qualitative Research*

Executive forum, focus group discussion, in-depth interview, mystery shopping, product prototyping, and UI/UX testing.



# Super Team Services



## *Metamorph*

- Employee transformation program



## *SIP*

- Sales incubator program



## *SeriousFun*

- Experiential learning & training organizer



# We help you to understand your customers!

It's very important to mapping your buyers, market situation, and competitive landscape.



Market research is an analysis of consumer buying behavior in finding out:

- **WHO** buys,
- **WHAT** they buy,
- **WHERE** they buy,
- **WHEN** they buy, and
- **WHY** they buy it?

Two research methodologies are **quantitative** and **qualitative**.

## QUANTITATIVE DATA

ANSWER "WHAT" "WHERE"  
"HOW" "WHEN" AND "WHO"

*Based on numbers, Larger sample size, statistical analysis, objective, closed-ended questions, to validate hypothesis*

## QUALITATIVE DATA

ANSWER "WHY"  
(WHICH IS VERY IMPORTANT)

*Based on opinions and experiences, smaller sample size, interviews & observation, subjective, open-ended questions, to generate hypothesis or develop ideas*

# Research & Field Services

## Area Coverage & Team Configuration



*From 14 cities to cover around Indonesia*



### AREA

Jakarta

Banjarmasin

Bandung

Balikpapan

Semarang

Pontianak

Surabaya

Makassar

Malang

Manado

Medan

Jayapura

Palembang

Lampung

*Others – will covered by nearest city's team*





**We turn your corporate events  
into Learning Events**

Our programs require people to use their leadership and communications skills in order to conquer iterative challenges.



We take the time to understand your team and your objectives.



We share our expertise and help you structure an off-site that delivers.



We create and facilitate custom experiences based on real world, highly stimulating activities.

Breakthroughs as well as breakdowns provide personal aha moments and insights into individual and team dynamics.

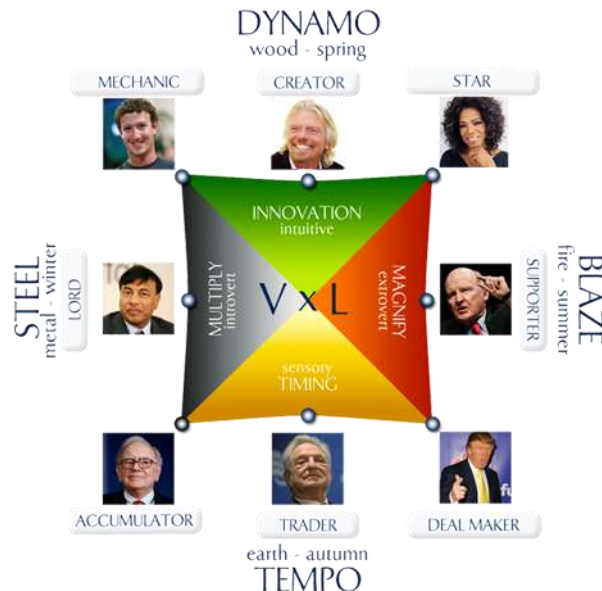




# The Genius Test

A new tool that answering needs to understand your executives or talents from their business characters.

- The Genius Test was developed by Roger James Hamilton as a result of studying wealthy people to discover the best strategy for business success. He identified eight core strategies, which could be applied by others. Like many psychometric tests, Wealth Dynamics is based on 5,000 years old Chinese philosophy from I-Ching (Carl Jung).
- The Genius Test relates profiles to work roles and business building:
  - The Chinese related natural energy frequencies to seasons of the year.
  - Organizations, Industries, and Economies follow similar seasons.




## Wealth = Value x Leverage

- Wealth Dynamics shows you how to find the people of greatest support; people who can leverage your value – and whose value you can leverage.
- An ideal team should have a balance of all eight profiles.
- To identify your minimum team, move three profiles clockwise or anti-clockwise, then move a further two.

TEST FOR FREE... !!



 Genius Test

<https://s.id/genius-test>



# Powerful CRM software to help grow your sales

With Barantum CRM, sales teams can eliminate the busywork and use modern sales techniques to engage more prospects. With more time and the right insights, they can sell faster and deliver a personalized experience to each customer.



## Deals Management

### Leads Management

Capture leads, identify the ones that will convert, and follow up with context.

### Contact Management

Get real-time insights about your customers. Engage with them and build a strong relationship.

### Organization Management

Make selling easier by viewing a company's potential deals, contacts, and tasks in one place.

### Deals Management

Close more deals in less time. Know what stage a deal is currently in, and seize every opportunity.



## Activity Management

### Check In & Check Out

Add the Location and Time tags for each visit of your sales team, letting you analyze where and when each visit activity takes place.

### Sales Task

Track your sales activities, meetings, tasks, demos, files - everything in one place

### 360 Views

Know everything about your contacts to have relevant conversations

### Calendar Sync

Barantum CRM works seamlessly with Google Calendar. It's easy to keep your CRM software in sync with Google Calendars.



## Report Management

### Sales Report

100+ built-in reports give you actionable insights about your sales pipeline and team's performance.

### Custom Dashboard

Simple business intelligence software to keep your key sales metrics in check using custom dashboards.



## Mobile CRM

### Tracking Anything from Anywhere

Tracking activity deals is even easier from mobile apps. Complete your own activities and assign activities to your team members.

### Plan your day, from your smartphone

While setting up calls and meetings on the go, don't keep switching between your mobile CRM and calendar apps.



7-Days **FREE** Trial >> <https://s.id/barantum>

# Our Happy Customers

For us, customers satisfaction is the ultimate goal. See happy face or know that you're sleep peacefully is our pleasure.





“

*What keeps you awake is  
continuity of your business.  
Together we grow your company  
and make it sustainable.*

Arief Lestadi  
Founder & CEO NAS

## NAS Consulting & Research

*a brand of PT Niaga Aneka Solusi*

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**THANK YOU!**