



Company Credential

NAS Consulting & Research

Rev. May-22

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.

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.

Ir. Mieke Iriawan

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

R. Sonixtus A., ST, MBA

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.

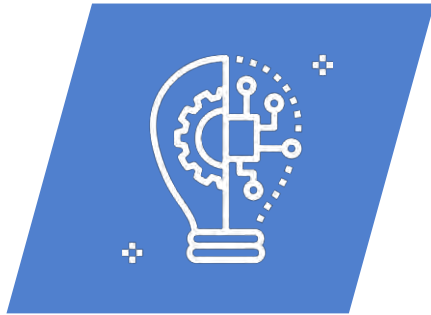
Mr. SeriouzFun

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

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.



Human Capital Management

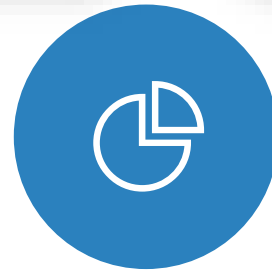
Develop human capital strategy, organizational development, and talent management.

Research & Field Services



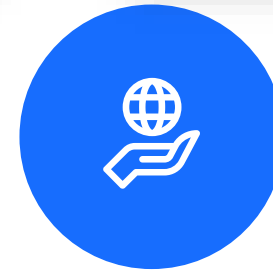
Desk Study & Deep Analysis

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.



Learning & Development

metamorph 

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

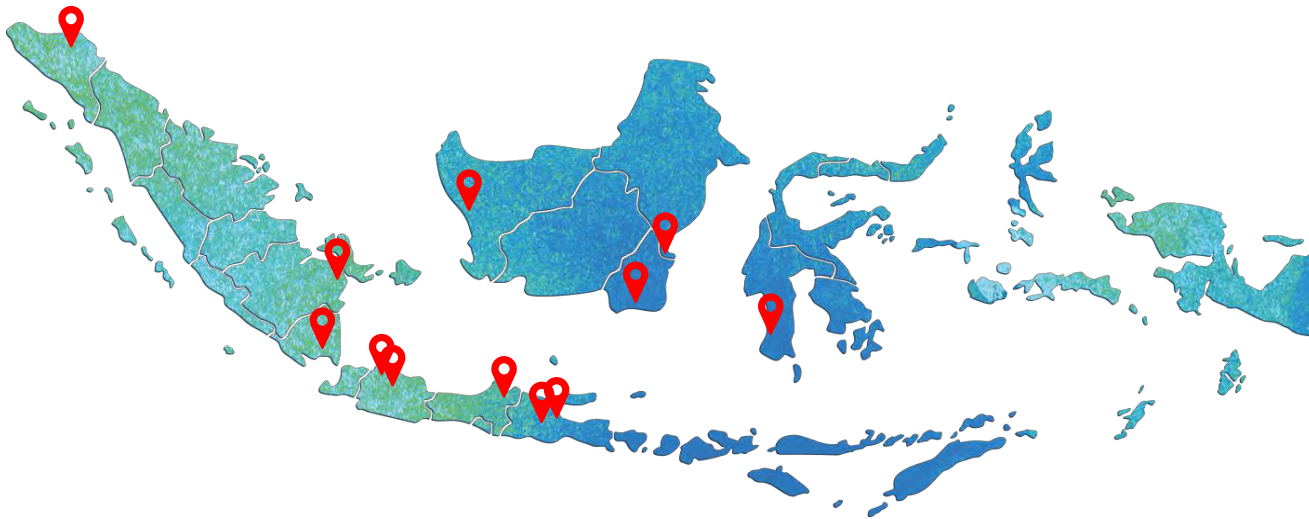
QUALITATIVE DATA

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**



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.

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



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



Our Happy Clients





“

*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!