



**CHANGING THE GAME:  
THE IMPACTFUL MISSION OF  
NAS CONSULTING & RESEARCH**

# THE TOP REASONS NEW BUSINESS FAIL

According to CB Insights' analysis on reasons for new business failure, the leading reason for failure was a lack of market need, which accounted for 42% of failures.

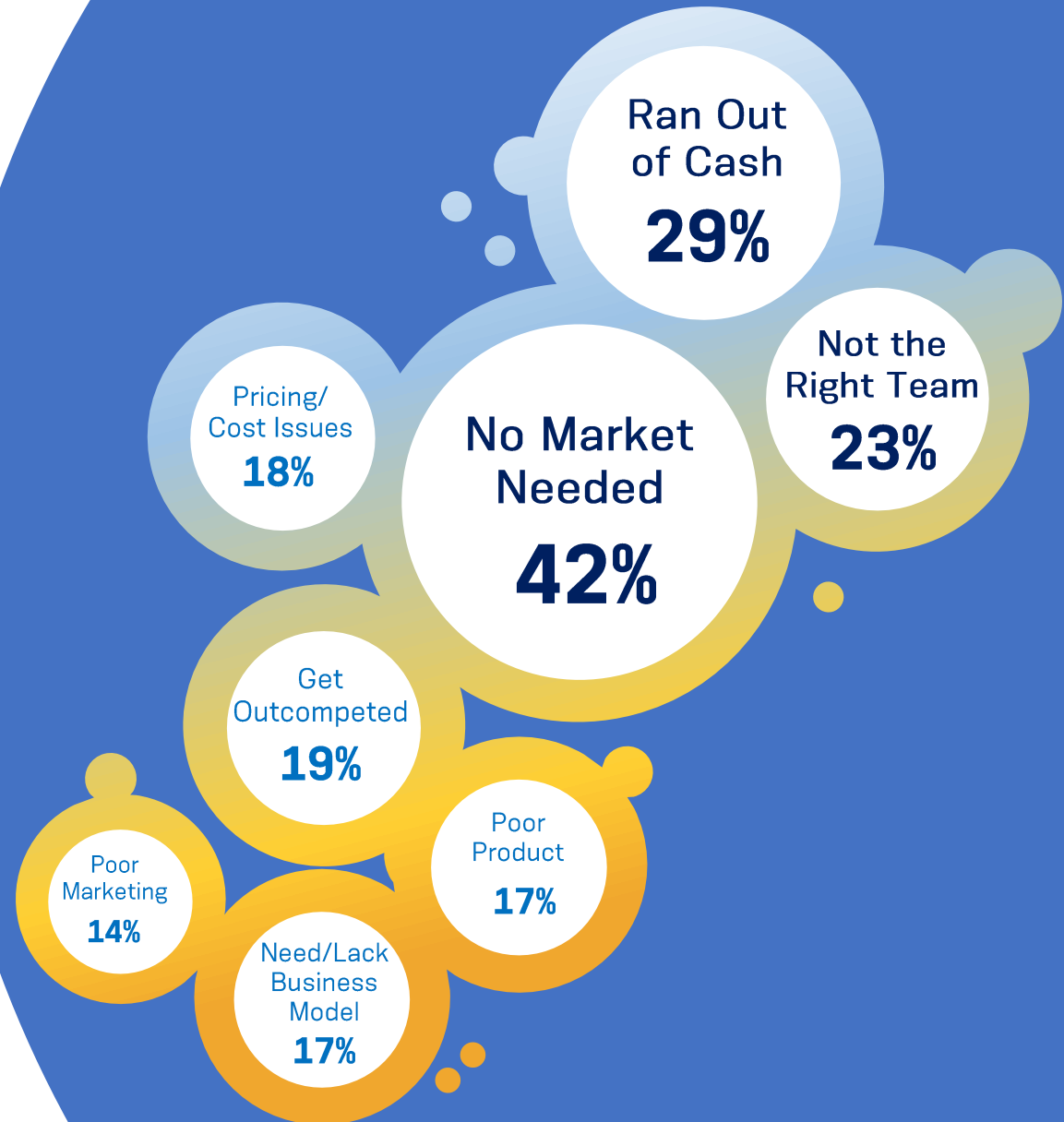
The analysis also discovered that organizations with a great product/market fit outperformed those without one, emphasizing the necessity of extensive market research and testing.

While capital is sometimes regarded as a vital aspect in the success of a new firm, the analysis found that a lack of funds was not the leading cause of failure.

The article emphasizes the significance of rigorous market research and thoughtful planning for business success.



**Thoughtful planning  
&  
Market Research**



# COMPANY HISTORY

NAS Consulting & Research (NAS) is a trademark of PT. Niaga Aneka Solusi, which was established on 3<sup>rd</sup> October 2017. The core competencies and expertise of NAS were advised by a group of Senior Advisors & Partners with more than 135 years of business and work experiences in aggregate and a shared vision to assist Indonesian entrepreneurs and corporate executives in achieving their highest levels of performance and profitability.

**Customer First** 

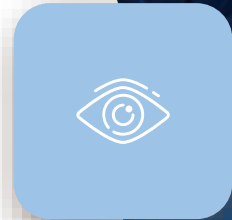
# OUR MISSION & VISION 2030

## Mission



Become a consulting and research partner that honors integrity, trust, and impact to support every business step of customers.

## Vision 2030



By 2030, we'll be known as a leading local consulting and research firm in Indonesia that satisfies customers through happy employees.

# 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.

**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, human capital management, 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.

# SENIOR ADVISORS & PARTNERS

**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.

**Y. Yuliatmoko, MDM, CHRP**

15+ years experience in the field of human capital management. Involved in business transformation and grow strategy. Passionate in organization development and interested in human capital management development.

**Anna Slamet Setiyowati, Psi.**

30+ years experience in personnel management, employee relations, human resources policies, and organizational development for various industries.



# GROWTH TRIANGLE APPROACH





### Strategic Business Planning

The activity of determining long-term objectives, doing a SWOT analysis to determine one's strong and weak points, formulating a strategy to accomplish those objectives, and keeping track of one's progress toward those objectives.



### Business Process Management

Improves an organization's efficacy, agility, compliance, and visibility by optimizing its processes. Utilizing software and other instruments, it involves analysing, designing, executing, monitoring, and optimizing processes.



### Marketing & Sales Development

Generating leads, converting them into customers, and maximizing their value through strategies such as branding, advertising, lead generation, sales techniques, customer retention, and maximizing customer value.



### Human Capital Management

Manages the workforce in order to meet company objectives by attracting and keeping top people, improving skills, assuring compliance, maximizing efficiency, and creating engagement among employees.

# CONSULTING SERVICES

Consulting services can be valuable for businesses looking to improve their performance, efficiency, and profitability. However, it's important to carefully evaluate the qualifications and expertise of any consultant before hiring them to ensure they are the right fit for your needs.



# MARKET RESEARCH SERVICES

Market research services are essential for companies that want to create new goods or services, penetrate new markets, or make key business choices. Businesses may increase their chances of success by obtaining and analyzing data to acquire insights into client demands, preferences, and behaviors.

Let the market know that your product or service exists:

- Awareness, Attitude, Usage Research
- Public Relations Research
- Advertising Research



Reach the target segments with the highest profit potential:

- Market Segmentation
- Positioning or Branding
- Industry & Competitive Analysis
- Serviceable and Share of Market

Optimize the marketing message, offer, and price to close the sale:

- Concept Testing
- Product Optimization
- Pricing Research
- Advertising Research
- Usability Testing



Generate repeat purchases from current customers:

- Customer Satisfaction & Loyalty Research
- Customer Communication Testing
- Usability Testing
- Customer Experience or Shopper Insights

# RESEARCH ANALOGY



DATA



SORTED



ARRANGED



PRESENTED VISUALLY

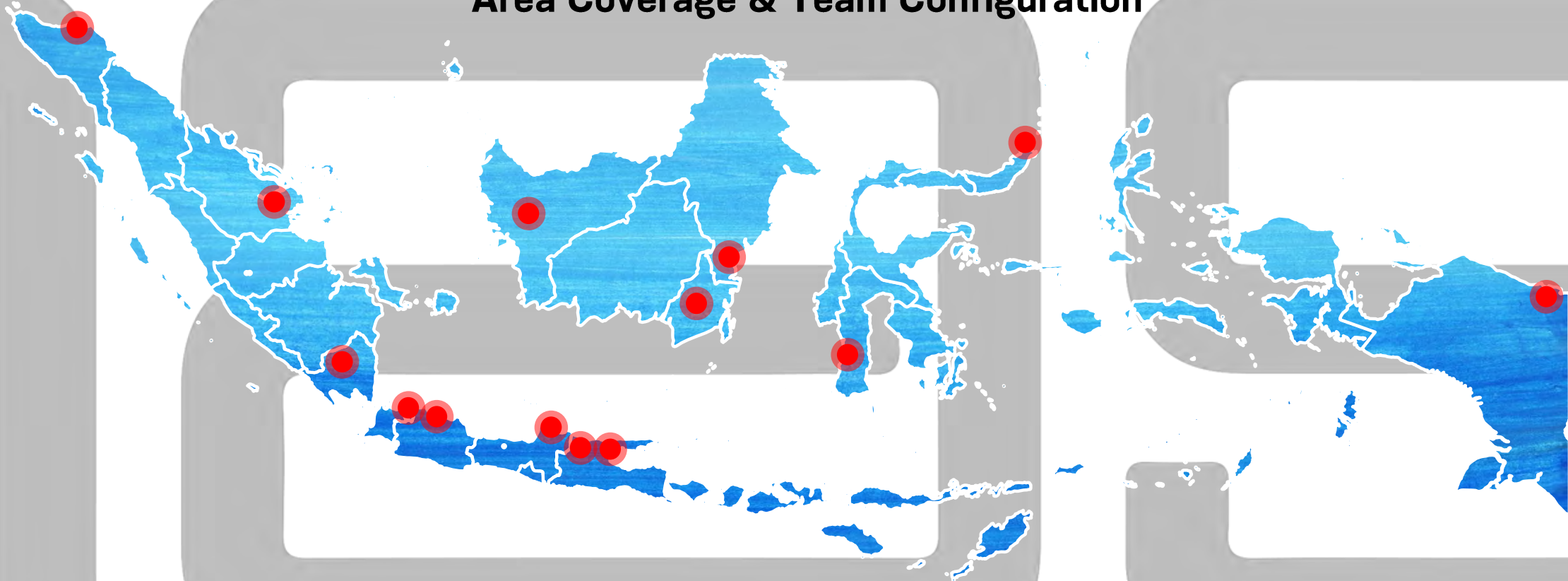


EXPLAINED WITH A STORY

Playing Lego® building blocks is analogous to the research process. Along the approach, a researcher will plan, carry out literature reviews, collect and evaluate data from the field, sort, analyze, and ultimately explain the findings through a visualization story to facilitate simple comprehension.

# RESEARCH & FIELD SERVICES

## Area Coverage & Team Configuration



Our representatives are located in 14 locations to support your nationwide research efforts efficiently.

- Jakarta
- Semarang
- Malang
- Palembang
- Banjarmasin
- Pontianak
- Manado
- Bandung
- Surabaya
- Medan
- Lampung
- Balikpapan
- Makassar
- Jayapura

L'SEII  
BEAUTÉ

## Customer Story

### PT Radja Karya Prima

”

NAS has been our trusted ally from day one, helping us lay the groundwork for our business with their invaluable support and resources. Their expertise and commitment have been instrumental in our growth, making NAS an indispensable partner in our entrepreneurial journey.

- Paulus Johanes, CEO of PT Radja Karya Prima

### Business Needs

RKP is a new cosmetics manufacturer that intends to introduce skin care products under the brand name L'seii Beaute. RKP's goal is to maximize the rate at which it realizes a return on its investments by ensuring that its new product is well received by the market it is trying to reach.

### Approach

Integrated strategic planning including:



#### Market research

Market analysis of potential customers attitudes, purchasing patterns, and demographic breakdowns.



#### Business Plan

Business strategy entails establishing a brand name, mapping the industry, and plotting out a course of action.



#### Financial Projection

Revenue forecasting, cost estimation, and investment payback timeframe.



# LEARNING & DEVELOPMENT



*Experiential learning & training organizer*



*Employee transformation program*



*Sales incubator program*

- 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.



# Customers References

## Management Consulting



## Market Research



## Learning & Development



Over 5 years, numerous businesses have trusted NAS Consulting & Research. From Manufacturers, Startups, Real-Estates, Constructors, Retails, Automation, Tech Companies, Automotive, Food and Beverage, Fashion, Transportation, Telecommunication, BUMN, and others. Our customized business solutions has successfully help companies get new insight, strategy, and improvement.



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[www.ptnas.id](http://www.ptnas.id)



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**THANK YOU**