

BUSINESS RESEARCH

MAP Marketing has global, national and regional experience and expertise in planning, designing, conducting and analysing market research projects with the specific aim of providing better information to sharpen market focus, launch new products, improve sales effort, reshape marketing mix, differentiate business offering and evaluate marketing opportunities.

Methodologies for Research Projects

- Face to face
- Telephone
- Postal
- Internet
- Focus groups
- Secondary

Reasons to Use MAP Marketing

- Assesses the feasibility of new start-ups
- Adds to the quality of marketing decisions
- Diminishes the risk of bad decision making
- Produces easy to understand reports
- Provides information to improve market performance
- Identifies unique customer appeal of products
- Pinpoints company positioning
- Evaluates advertising effectiveness
- Measures customer satisfaction
- Analyses competitive positioning

Maria Charlton B Com MBA FAMI CPM

- Hands on experience in all fields of market research
- Balance of academic & practical background
- Contract researcher to numerous companies & government
- Experienced in presenting & facilitating
- Excellent verbal & written communication skills
- Experienced director & manager of research projects
- Acclaimed for her ethical & efficient style

Research Projects

- Focus groups for Reverse Mortgage products
- Focus groups for Skills Olympics
- Research on Top Employers in the Hunter
- Research for Top Employers in North Sydney Council
- Tenant Research for Social Housing Group 2011-2014
- Research for Commercial Fishermen's Co-Op
- Member Research for ACSIS Ltd
- NSW Boarding School Research 2010-2014
- Hunter Private School Internet 2010-2014
- RTA Transport Research 2009-2010
- Tenant & Prospect Research for Aspen Property Group
- Hunter Fastest Growing Awards (10 Yrs)
- Research for Hunter Valley Training Group
- Client & Prospect Research for machinemonitor
- The Wanderer Research
- Newcastle Workers Club Member Research
- Lake Macquarie City Council Business Research
- Cessnock City Council Business Research
- Business Research for the Macarthur Councils
- Member, Prospective Member & Competitor Research for the Records Management Association of Australia
- Member, Prospective Member Research for the Australian Libraries Association
- Customer, Prospect and Competitor Research for SKF International
- Customer and Competitor Research for Regional Air Carrier
- Research for CarLovers Carwash Australia
- Market Research and Market Strategies for CarLovers Carwash, Sydney, Melbourne and Brisbane sites
- User Research for Lingard Hospital
- Feasibility for the Lithotripter
- Market Assessment of a Proposed Tourist Services for Retired Citizens
- Market Research and Positioning of Retirement Facility
- Market Research & Assessment for the Honeysuckle Port Development
- Market Research & Market Strategies for a Private Hospital in North Sydney
- Research for Online Sales Ordering System
- Research for QA System for Medical Practices
- Marketing audit numerous private hospitals