

Research with insight

More than ever, success and even survival in a constantly changing business world depend on making well-informed decisions. Speculation and assumptive thinking will always be a legitimate part of decision making, but you can bring greater clarity and certainty to the process through the use of reliable, targeted research. The Internet-driven explosion in the growth of global information resources and the sophistication of modern search tools now make this information more readily and cheaply available than ever before. It is an opportunity you cannot afford to ignore!

Our research service is designed to:

- equip you with knowledge and insights into contemporary business and management issues;
- keep you informed of industry trends;
- provide you with essential knowledge of your competitors and customers.

Our research covers international and Australian domains. The purpose is to provide you with information and knowledge that will enable you to make more informed business decisions and gain competitive advantage.

Quick Reference Research

We distil a large amount of information in your business domain from online data sources and provide a summary with findings, important articles and related website links.

In-depth Research

This is done in a five stage process:

1. Understanding the client's specific needs
2. Identifying the issues
3. Defining research objectives and requirements
4. Conducting research
5. Reporting on findings

Research Areas

- Industry trends
- Competitive Intelligence
- Market Positioning
- Business Strategy
- e-Commerce Strategy
- Value Chain Management
- Change Management
- Knowledge Management
- Customer Satisfaction

Research methods include

- Searching online databases and publications
- Interviewing business and customers
- Surveying business and customers
- Running focus groups

Research sources include

- The best Australian and international online databases such as AIMNET, Ovid, Wilson Web, Pro Quest, Dow Jones Interactive, DatAnalysis and LexisNexis.
- Publications and journals such as Harvard Business Review, Sloan Management Review, Journal of Strategic Management and Journal of Marketing Management.

Recent research assignments include

- Contemporary issues and trends in the Australian Health Insurance Industry
- Market trends analysis for the Banking industry
- Competitive analysis of financial planning software

Key Benefits

- Providing concise research information which is readily understood
- Reporting accurate information to aid the business decision making
- Informing businesses of changing industry trends
- Enabling businesses to gain a competitive advantage
- Ensuring a high level of client confidentiality

Pragmat Consulting

Pragmat is a Sydney based management consulting firm, specialising in Business Strategy, Research, Processes, Organisational Change, CRM, and Value Chain Management. The clientele includes major corporations spanning Banking, Finance, Insurance, Healthcare, Manufacturing and Energy.

- Effectiveness of Business Continuity Frameworks
- Knowledge Management in the Professional Services industry
- Surveys of advisers and clients for financial institutions
- IT surveys for major corporations
- Interviews and surveys on the delivery of outsourced IT & T services

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