

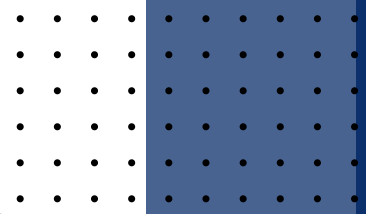


MARKET RESEARCH

Empower your teams with essential market research skills through our tailored training programs.

CATHERINE ZAHIDI

Director & Founder of PBA |
Market Research Specialist | Business Strategist |
Co-founder of Collaborative Hub



Why Up-skill to Market Research?

For teams seeking competitiveness in the market place, insights from market research projects will help identify those gaps and provide effective strategic

At A Glance

Market research may seem overwhelming but with the proper resources, solutions, systems and frameworks in place we are able to facilitate real time insights to drive strategic growth for organisations.

Key metrics

New Zealand has a high rate of business turnover, with many **startups failing** within a few years with a **strong indication that correlates to businesses not understanding their market.**

Business Failure

First 3 Years

New Zealand & Australia



60.1%

Sole Traders



43.1%

Partnerships



43.8%

Companies



Pasifika Business Advisory



pba.org.nz



Level 1, Awly Building,
Christchurch

CHALLENGES



Market research can be time consuming and expensive to conduct so we are left with outdated data with no real time insights to drive decision making. How can we keep up and conduct ongoing market research without blowing the budget nor spending alot of time? And will the data we collect provide the insights that really impacts our businesses?

SOLUTIONS



We offer three solutions to these challenges from our workshops tailored for small business owners, market research trainings for teams and to do for you market research projects.



Self-Train
Workshops



Up-Skill Training
for Teams



Market Research
Projects

BENEFITS



Enhanced Decision-Making:

1

Equips professionals with the tools to interpret data effectively, enabling them to make informed decisions based on insights into consumer preferences and market trends, ultimately leading to more successful strategies and campaigns.

Competitive Advantage:

2

provides insights into consumer needs and market trends, giving businesses a competitive edge in tailoring their offerings and marketing strategies to meet customer demands effectively.

Improved ROI:

3

By optimizing resource allocation and identifying high-potential opportunities, market research training helps organizations enhance their return on investment (ROI) for marketing initiatives.

SELF-TRAIN WORKSHOP

This 1-hour workshop equips small business owners, who don't have dedicated marketing teams, with the tools to conduct independent market research on their own that informs strategic decision making.

CHOOSING THE RIGHT TOOL

Market research comes in two main flavors: quantitative and qualitative. Understanding the strengths of each helps small business owners choose the best approach for their needs.

QUANTITATIVE APPROACH

- **Focus:** Numbers and statistics.
- **Methods:** Surveys, polls, website analytics, sales data.
- **Good for:** Understanding customer demographics, preferences, and behaviors on a large scale. Measuring trends and market size. Identifying correlations between variables.

QUALITATIVE APPROACH

- **Focus:** In-depth understanding of experiences, opinions, and motivations.
- **Methods:** Interviews, focus groups, observations (in-person or online).
- **Good for:** Gaining deeper insights into customer needs, wants, and pain points. Uncovering hidden trends and motivations.

WHAT WE WILL COVER?

- Focus point for small business market research where we will create variables for measurements
- Conducting Secondary Research for competition/ brand positioning/ messaging / strategies through databases available
- Designing up methods for ongoing collection of data
- Analysis of results and how to interpret data to create effective strategies



INVESTMENT WORKSHOP

- ~~Was \$297~~
- **Now \$249**

Per Participant

Limited Spots!

Book My Spot



CATHERINE ZAHIDI

Director & Founder of Pasifika Business Advisory

"While I proudly serve the Pacific community, my dedication to market research extends to all businesses seeking to deeply understand their target audience and optimise their offerings through the right investments. "

Up-Skill Training For Teams

Our 3-Full Day Training Program is designed for marketing managers and professionals. This training program equips you with the expertise to conduct high-impact market research that drives strategic decision-making.

pasifika_business_advisory

Our Solutions



Deep Dive into Advanced Techniques:

Master advanced research design and survey development, going beyond basic questionnaires to craft targeted and insightful instruments.



Data Analysis Powerhouse:

Uncover hidden insights with sophisticated data analysis methods for both qualitative and quantitative research. Learn to translate complex data into actionable business intelligence.



Strategic Applications:

Bridge the gap between research and results. Explore how market research can inform product development, optimize marketing strategies, and empower confident decision-making across your organization.



Real-World Learning:

Solidify your knowledge through hands-on workshops, in-depth case studies, and practical applications of learned techniques. Gain valuable experience tackling real-world market research challenges.

Enables teams:

To Reduce Market Risks:

- Make data-driven decisions backed by a deep understanding of your target market

To Optimize Marketing ROI:

- Develop targeted campaigns that resonate with your audience and deliver superior results.

To Drive Innovation:

- Leverage market research to identify new opportunities and inform product development strategies

To Lead with Confidence:

- Become a market research authority within your organization, providing valuable insights that guide successful business strategies.

Team Investments

\$641.42 per week

OR

\$7697 Enrolment Fee

Required for Enrolment

- Minimum of **3 Members**
- Any **additional participant at \$512.69**
- **Marketing Professionals:** This program is designed for marketing professionals with relevant experience.
- **Commitment to Learning:** Be prepared to actively participate and master advanced research techniques.

MARKET RESEARCH PROJECTS



Want to gather valuable data but lack the research expertise? Our packages below will provide you with the best solutions.

Our market research projects are a great solution for businesses seeking strategical advice on their businesses from market research analysis. Our role here is to act as an extension of support for your business/ organisation to ensure that effective strategies and practical insights are provided as a result.

[Request a Quote](#)

PACKAGES	Description	Our Role	Deliverables
DIY Market Research Essentials	For Small Business Owners: Conduct effective quantitative research on your own with expert guidance.	Consultant: Design & guide research process	<ul style="list-style-type: none"> • Research plan & design templates • Survey development assistance • Data analysis training & tools • Insights report template
Quantitative Research Pro	For Businesses seeking In-Depth Data: Gain comprehensive quantitative insights with our expert research execution.	Market Research Lead: Conduct & analyze quantitative research	<ul style="list-style-type: none"> • Project scoping & objective setting • Survey design, deployment & data collection • Advanced data analysis & reporting • Actionable recommendations report
Qualitative Research Deep Dive	For Businesses Needing Rich Understanding: Uncover deeper customer insights through qualitative research conducted by our team.	Market Research Lead: Conduct & analyze qualitative research	<ul style="list-style-type: none"> • In-depth interview or focus group facilitation • Analysis & insights report • Customer journey mapping (optional) • Actionable recommendations report

Additional Services:

- Database Quarterly/ annual: Access industry reports and market data for ongoing learning (available for all packages).
- Custom Research Solutions: Tailor a package to your specific needs (e.g., additional data collection methods, advanced analysis).

**Pasifika
Business
Advisory.**

pba.org.nz

Getting the right strategy
for your business

PBA.

Let's Work Together



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[Book a Free Discovery Call](#)