



Research

that finds out

Background

We are in the business of designing and carrying out research projects to find out information to help your company grow. Our specialty is business to business research. We undertake computer based research, telephone research, postal research or focus group information to provide management with the decision making information to sharpen market focus, improve sales efforts, reshape your marketing mix, help differentiate your business and make you stand out from the crowded competition.

MAP Marketing is a wholly owned Australian private company that has been operating for twenty years.

Research Specialties

Our main focus is on business research and we complete this research by:

- Face to face
- Internet
- Telephone
- Mail
- Focus groups
- Qualitative research
- Quantitative research
- New product market assessment

Reasons to Use Us

- Specialise in business research
- Add to quality of management decisions
- Produce easy to understand reports
- Provide information to improve your market performance
- Identify unique customer appeal of products
- Pinpoint company positioning
- Evaluate new products and services
- Establish the viability of new divisions
- Evaluate advertising effectiveness
- Measure customer service effectiveness

Managing Director

Maria Charlton B Com MBA AFAMI CPM

- Hands on experience in all fields of business research
- Balance of academic and practical background
- Contract Marketer to national companies
- Experienced in presenting and facilitating
- Excellent verbal and written communication skills
- Experienced Director in the production of promotion material
- Acclaimed for her ethical, efficient style
- Hunter's first Certified Practising Marketer
- Focus groups for Reverse Mortgage products
- Focus groups for Skills Olympics
- Ongoing research for the Fastest Growing companies

National and International Projects

- Hunter Fasetst Growing Awards (10 yrs)
- Research for Hunter Valley Training Group
- Internet Research for machinemonitor
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- 'The Wanderer' Research
- The Distributors Research
- Butt Buddy Market Research
- Newcastle Workers Club Research
- Lake Macquarie City Council Business Research
- Honeysuckle Development
- Cessnock City Council Research
- Information Technology Cluster Research
- Business Research for the Macarthur Councils
- Member, Prospective Member and Competitor Research for the Records Management Association of Australia
- Customer, Prospect and Competitor Research for SKF International
- Market Research and Market Strategy for Skefco Bearings
- Customer and Competitor Research for Qantas Airlines
- National Marketing Research and Strategy for Conducting Enterprise Workshops
- Client Research for Robert Carr & Associates
- Customer, Prospective Customer and Competitor Research for Combined Packaging
- User Research for CarLovers Carwash Australia
- Market Research and Market Strategies for CarLovers Carwash, Sydney, Melbourne and Brisbane sites
- User Research for Lingard Hospital Regional Market Strategies
- Market Assessment of a Proposed Tourist Service for Retired Citizens
- Market Research and Positioning of Intracare Pty Ltd
- Market Research and Assessment for the Honeysuckle Port Development
- Market Research and Market Strategies for a proposed new hospital at Ryde
- Focus groups for World Skills
- Focus groups for Reverse Mortgage Products

