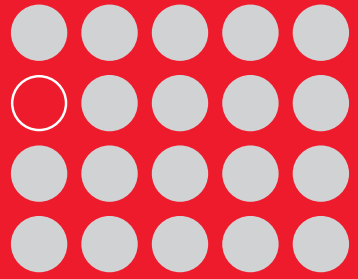


redletterinformation



www.rli.com.au

Business Development Specialists



We deliver quality market information and strategic insights to companies building their businesses in dynamic markets.

Our clients include companies in the industrial, resources, agricultural, construction and professional services sectors.

Our service is:

- Aligned with your vision
- Targeted to your needs
- Actionable

Our suite of research and planning services will meet your project objective, whether simple or complex.

Market Studies

Tailored Market Sizing and Scoping Studies

We conduct tailored market sizing and scoping studies to evaluate the market opportunity for new products and services, including development of pricing models and recruitment of prospective customers, if required.

Our particular strength is developing “workaround” methods for difficult-to-obtain data which will enable you to quantify potential revenue streams from new business in your market of interest.

Examples of recent assignments:

- A national study into the alterations and additions market to identify market opportunities and barriers to steel solutions for re-roofing, framing, guttering and re-fencing. The study involved conducting in-depth interviews with manufacturers, contractors and installers
- Market sizing and scoping studies of construction in the electricity sub-transmission and transmission sectors of the national electricity market to evaluate the market opportunity for a new steel pole solution. The study involved in-depth interviews with executives from energy authorities nationally, supported by structured telephone interviews with contractors and end users in the resources and property development sectors
- Primary research and desk research into local and international timber markets to identify the market opportunity for a new timber grading technology on behalf of a major timber milling company. The research involved comparing supply chains and production methods for harvesting and grading timber in Australia, Europe and North America. We also gathered feedback from internationally-based decision-makers via structured telephone interviews
- A study into consumers’ attitudes to water harvesting for a government-funded initiative, which consisted of moderated focus groups with consumers in Sydney, Newcastle and the Gold Coast, and was supported by telephone and desk research to size and scope the potential market in Australia for water harvesting technologies

We are happy to cater to projects with special requirements and provide fixed price quotations for all projects.

RLI Niche Market Estimator

For smaller projects offering a lower return on investment, *RLI Niche Market Estimator* provides a similar market sizing service to help you quantify the benefits of a business opportunity for a niche market of interest.

Typically, *RLI Niche Market Estimator* projects cost \$5,950 plus GST per project. This includes two consultancy days for designing the project and drafting the final report, including email support, two days of desk research and two days of telephone research.

Tailored Solutions

Red Letter Information excels at developing “workaround” methodologies to obtain the market information our clients need. Depending on the nature of the project, we employ methods such as moderated focus groups, informal telephone research, in-depth face-to-face interviews and online surveys or forums.

Examples of recent assignments:

- Qualitative research among consumers on behalf of a leading paint manufacturer to evaluate sub-branding options for interior paint. The research consisted of intercept interviews in retail stores and was accompanied by an omnibus study into brand awareness and purchasing patterns for benchmarking purposes
- A national study into customer satisfaction levels on behalf of an international packaging manufacturer. The project involved building a profile of relevant packaging OEMs, equipment type, specification preferences and relationship with the supplier. Data was collected via face-to-face interviews, telephone research and desk research
- Qualitative and quantitative research on behalf of an engineering service provider to size and segment the market for civil engineering services on the eastern seaboard of Australia. The research involved conducting in-depth face-to-face interviews with decision-makers supported by desk research, and resulted in a target list of companies with potential for acquisition
- A study of the international market opportunity for a carbon fibre wheel in six countries for a product developer. The research involved detailed desk research and informal telephone research with manufacturers and distributors to quantify the international market opportunity and identify relevant supply chains and potential channels to market

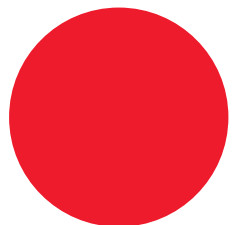
Strategic Marketing Plans

Business Development Planner

This service is for business developers who want a practical marketing plan to build their revenue line.

Business Development Planner is a structured four-week planning service. At the end of the project you will have a well-researched, tailored business development plan that will drive your selling efforts for the next 12-18 months. The plan includes a detailed analysis of your business and the actions required to achieve your revenue goals.

Typically, *Business Development Planner* projects cost \$5,950 plus GST per project. This includes three one-hour recorded planning and review sessions with transcripts and email support, analysis of two online surveys, one day of desk research into your market and drafting of the business development plan.





Online Market Research Tools

Red Letter Information's "self-serve" online market research tools are a cost-effective way of obtaining market information from customers, employees and other stakeholders via the internet.

Red Letter Forums

If you are looking for qualitative feedback from end users on new products and services, *Red Letter Forums* offer a highly targeted, low-cost method for testing your concept. Online panel participants can discuss ideas in a moderated panel and vote them up or down, providing quantitative data on your topic of interest. You can view participants' feedback in real time for instant results.

If you want to obtain more detailed quantitative data, you can invite forum participants to complete an online survey and add value to your project.

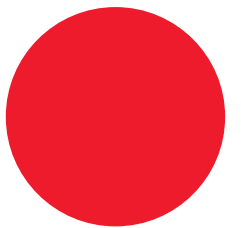
Typically, *Red Letter Forums* cost \$3,950 plus GST per forum topic. This includes discussion board design, forum hosting and moderation up to two weeks, an executive summary report of the research findings and the raw data in an Excel spreadsheet.

Red Letter Surveys

With *Red Letter Surveys* you can obtain fast, reliable feedback from sample respondents when measuring market opinion, benchmarking performance or monitoring satisfaction levels.

Red Letter Information provides a professional questionnaire design service to ensure survey questions are objective and deliver clear results. We host the survey and evaluate the sample to ensure you will have the appropriate level of confidence in the research findings. We also interpret and report statistically significant findings of interest. You can view participants' feedback in real time for instant results with our "dashboard reporting" functionality.

Typically, *Red Letter Surveys* cost \$3,950 plus GST. This includes survey design, survey hosting up to two weeks, an executive summary report of the research findings and the raw data in an Excel spreadsheet.



About Us

Red Letter Information's mission is to deliver highly targeted research and planning services you can act upon. Our sole focus is to maximise the return on investment from your project.

Our strength is drawing on our combined marketing research and planning skills to provide our clients with salient information on their market opportunities, whether organic growth, winning new business or growth through acquisition.

Red Letter Information was established in 2000.

Lee Rushton

Lee Rushton is director of Red Letter Information. Lee is an experienced business development consultant and sales and marketing director. Lee has expertise in business-to-business and consumer marketing, and a background in blue chip product and service companies such as Allens Arthur Robinson, Colgate-Palmolive, Apple Computer and Reed Elsevier. Lee is an associate fellow of the Australian Marketing Institute and an associate member of the Market Research Society of Australia.

The Team

The team at Red Letter Information combines senior hands-on research and marketing skills to deliver commercially astute solutions. Our analysts are qualified professionals with broad experience in commercial research. Team members continually update their research methods and online services product knowledge.

Contact Us

Email or phone us if you would like to learn more about Red Letter Information and our services.

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