

Looking for a cost effective way to get
opinions of SME Decision Makers?

Looking for a Small and Medium
Business Research Omnibus?

“Use AFS ‘Market Smarts!’”



AFS Market Smarts

The Smart way to talk to SME Decision Makers

Put your interests in front of the Australian Small and Medium Business Community – this is simply the most cost efficient method of gaining representative insights!

In the last wave, 11 leading organisations successfully used, approved and were extremely impressed by this research initiative – talk to AFS to find out more !

**The next round will be closing soon
– please act to ensure your place.**



The AFS 'Market Smarts' SME Omnibus

The Smart way to talk to Decision Makers

This SME Omnibus is a multi client survey run regularly across a nationally representative sample of Small to Medium Business Decision Makers. It is specifically designed to reduce the costs of high quality market research and included in the price are the set up fees, classification questions and tabular analysis.

Questions

An SME Omnibus is perfect for gaining a fast/cost effective understanding on a topic. Generally this requires asking only a limited number of specific questions; Market Smarts caters for sets of 3 question blocks to be asked. These can be researched as a one off or tracked over time. [For types of research – see When to use below]

Even if you have no experience in research, the team will be able to offer advice and guide you towards your research goals and objectives.

Confidentiality

The results for questions remain completely confidential. The only questions which are shared are the basic business description and issue questions which clients can pick and choose as cross breaks within the data tables.

Building Samples

AFS interviews 800 SME Decisions Makers on each wave of omnibus. By commissioning more than one wave of research it is possible to build up sizable samples within subgroups very cost effectively.

Full Executive Support

Our experienced team can provide full support from start to completion of your research project and offer guidance on: the most suitable methodology; questionnaire design; data analysis and reporting of results. Rather than simply processing questionnaires AFS Smart Askers staff enjoy challenging traditional ways of thinking and suggesting alternative solutions to meet client objectives.

Deliverables

Clients can choose which variables to analyse, as standard Location, Industry and Size are included as cross tabulations

As standard data tables are delivered in Excel format, however if the client wishes to be able to conduct their own analysis an SPSS or ASCII file can also be delivered.

In addition to data tables, AFS Smart Askers is able to create summary reports and presentations.

What sets AFS Market Smarts SME apart?

The Smart way to talk to Decision Makers

- ❖ **Daily** top line reporting of data available (rather than waiting for final result)
- ❖ Various packages - 3, 6, 9 questions per run and 1, 4 and 8 run packages
- ❖ Small and Medium Business Decision Makers Only
- ❖ 400 or 800 respondents – national representation across industries
- ❖ Exclude sponsor's own industry and/or irrelevant industries (up to two industries)
- ❖ Summary report provided to respondents for participation, means better performance
- ❖ Ability for sponsor to include an special offer coupon to respondents
- ❖ Web visuals are OK to display (no programming, no charge!)
- ❖ Abiding to the ISO 20252 best practice and the usual high performance of AFS
- ❖ Standard questionnaire [Page 6] for classification specifics



When to use Market Smarts AFS SME Omnibus

The Smart way to talk to Decision Makers

Awareness Testing

Gauge SME opinion on a wealth of issues, ranging from attitudes towards government policy changes, to product attributes, to cost drivers, to competitor opinion.

Proposition Testing

Discover the relative attractiveness of two different promotions or product packages. Test new concepts for the likelihood of purchase etc.

Usage and Attitude Testing

Understand a product's main usage, secondary usages, profile of users and usage frequency. Discover attitudes towards the product or service and opinions on improvement.

Market Validation

Measure the potential intention to purchase a new product or service and determine the market size, location and price point for that market.

Brand Tracking

Measure the awareness or propensity to purchase a particular brand or product over a period of time and the affects of advertising and media exposure on purchase behavior or usage.

Customer Satisfaction

Measure the satisfaction with your brand or service and benchmark against similar brands or companies.

Pre and Post Testing

Particularly useful for measuring the impact of advertising campaigns or sponsorship, gauge the awareness or knowledge before and after a particular event.

Case Example

Market Validation – Telecommunications

A national telecommunications provider tested awareness, appeal and interest in a recently launched rival company's offer. Using the AFS-SMART ASKERS, a range of advertising material was shown, including Newspaper ad's, TV ad's, Radio ad's and Billboards. The client was immediately able to monitor the impact of the competitor's campaign.

SME Omnibus Standard Questionnaire

The Smart way to talk to Decision Makers

INTRODUCTION

Good ..., my name is ... from AFS Research. We are currently conducting a short survey amongst small to medium business people who are responsible for deciding on their business needs...

Q1 Firstly, are you the main decision maker for your business, regarding insurance, telecommunications, banking?

Yes	1	CONTINUE – RECORD TITLE
No	2	ASK TO SPEAK WITH THE PERSON WHO WOULD BE

Q2 In which Australian states and territories does your business operate:

NSW	1	WA	5
VIC	2	TAS	6
QLD	3	NT	7
SA	4	ACT	8

Q3 How many employees do you have in your business, by employees I mean full time equivalents other than the proprietor?

0-4	Terminate
5-20	2
20 – 50	3
50 – 100	4
100 – 200	5
200+	Terminate

Q4 RECORD BUSINESS TYPE

Manufacturing	1	Finance & Insurance	8
Construction	2	Property & Business Service	9
Wholesale Trade	3	Education	10
Retail Trade	4	Health & Community Services	11
Accom, Cafes & Restaurants	5	Cultural & Recreational Services	12
Transport & Storage	6	Personal & Other Services	13
Communication Services	7	Farmers & Hobby Farmers	14

Q5. Could you provide an indication of the annual revenue of your business from the following?

Under \$200,000	1	\$200,000-\$500,000	2
\$500-\$2 Million	3	\$2 -\$5 Million	4
\$5-\$10 Million	5	\$10-\$25 Million	6
\$25-\$50 Million	7	\$51-\$100 Million	8
\$100 Million +	9		

Q6. Which of the following are you concerned about?

- Level of business debt
- Ability to access to credit
- Finding the right talent for your industry
- Government regulation – tax, work cover, superannuation
- Global competition – exchange rates, subsidies
- Union issues
- Consumer confidence
- Understanding how to use the internet for marketing
-etc

[Your Questions]

[Your Questions End]

CLASSIFICATION

Finally, a few questions to ensure that we have spoken to a good cross-section...

Qi. How many years has your business been operating?

Less than 1 year	1	1-2 years	2
2-5 years	3	6-10 years	4
More than 10 years	5		

Qii. Does the business operate mainly service the city or the country:

City	1
Country	2
Equal in both	

Qiii. Which of the following age categories do you fit into?

18-24 years	1	55-59 years	4
25-39 years	2	60 years or over	5
40-54 years	3		

Qiv. Record Sex: Male 1 Female 2

CLOSING

Privacy Statement

Thank you very much for completing this survey, if you would allow us, we would like to send a complimentary set of gifts from some of the sponsors of today's research, would you like to receive this? Y/N

AFS Market Smarts SME Omnibus

The Smartest way to talk to Decision Makers

Ready to run right now



Market Smarts SME Omnibus Subscriptions

The Smart way to talk to Decision Makers

	400 Resp.	800 Resp. [Nationally Rep.]	4 Waves Save 10%++
3 Closed Questions	AUD\$4,250	\$4,850	\$16,000
6 Closed Questions	AUD\$8,400	\$9,450	
9 Closed Questions	AUD\$12,500	\$13,850	\$58,000

WANT MULTIPLE WAVES?

**ENQUIRE FOR
SPECIAL PRICING**

The November round will be closing soon – please act to ensure your place.

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