

*apd offers a unique blend of bespoke development and consultancy programs with the specialist experience necessary to incorporate them into existing business processes.*

## apd Australia.

Specialising exclusively in the Automotive Industry, **apd** programs are specifically designed to develop dealer network performance through the application of global best practice, suitably adapted to optimise local market dynamics.

Hand-picked international specialists draw from a wealth of global experience at both wholesale and retail.

To ensure that the consistent high quality of work is maintained, all consultants are employees of **apd** and are given full Director, International Development and administrative support.

Working alongside major manufacturers, we have developed, introduced and refined numerous programs. These have been successful in giving the dealer network the confidence to develop and improve performance.

### Past and Present Clients



### International Partners

#### apd group UK

Our international partners, **apd group** (alchemy performance development Ltd) is a European market research, development and consulting company formed in 2003. The combination of the management of the two companies is proud to offer over 100 years of experience in the global automotive sector.

*For further information, please contact:*  
apd Australia

129 Chestnut Street  
Richmond VIC 3121

P: 03 9421 4899  
F: 03 9421 4977

w: [www.apd-australia.com.au](http://www.apd-australia.com.au)  
e: [info@apd-australia.com.au](mailto:info@apd-australia.com.au)

# Company Philosophy

## Core Values

### Our People

**apd** was founded upon a bedrock of business management expertise. Our senior management team has a combined experience of over 100 years working within manufacturer and dealer environments focusing on all matters relating to -

- Dealer profitability.
- Financial management.
- Funds management.
- Dealer development.
- Dealer viability.
- Staff Selection and Training.

## Client Values

### Business Expertise

We have the right people to deliver the right solution to meet the needs of our clients. Specialisation in business management, consistently working with live and current data ensures that our business expertise remains dynamic and building with the needs of today's ever changing market place.

### Data Integrity

We are fully cognisant of the confidential nature of the business we are in. We accept and compile data to the highest standards of confidentiality and protection.

### Sector Knowledge

We believe, unrivalled in the industry, our business management sector knowledge has been compiled during many years of experience working with our clients in the business management field.

## Aspirational Values

- Client Focused - As with any company within the **apd** group, we are wholly committed to delivering a superior service to its clients.
- Solutions Focused - Growth, innovation and business excellence occurs through adventurous exploration, measured analysis and structured execution of new ideas, concepts and strategies.
- Business Focussed - Our unique approach to risk-benefit calculation helps our clients to assess cost versus reward ratios. Our focus is on providing useable and cost effective solutions with the emphasis on cost effective.

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