

Stakeholder Perceptions Audit

Find out what your stakeholders really think



In order to understand thoroughly the political, legal and economic dynamics surrounding your business interests in Indonesia, we believe that an in-depth mapping of the positions taken by all the stakeholders involved is an important key in determining your public affairs strategy.

HD Asia Advisory's *Stakeholder Perceptions Audit* involves a comprehensive survey of relevant stakeholders to gauge their positions and perceptions on the client's brand or specific project.

Why HD Asia Advisory

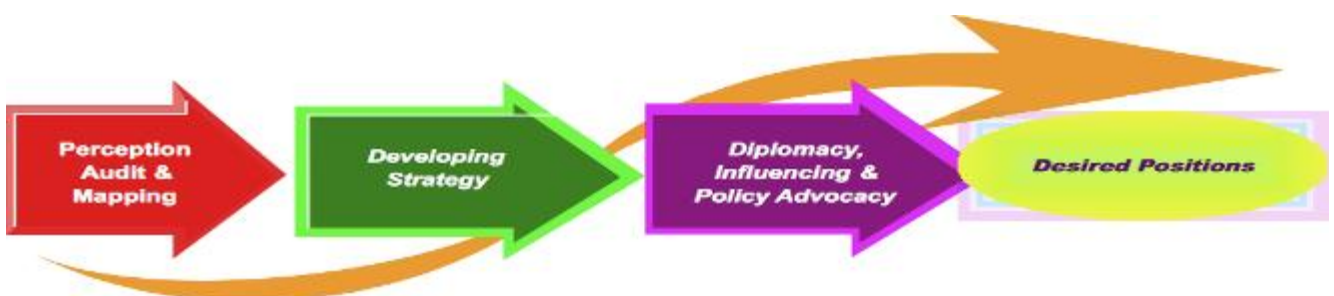
HD Asia Advisory is a leading government relations, business diplomacy and political risk consulting firm in Indonesia. The firm provides strategic advisory services to investors and corporations alike, enabling them to develop a comprehensive investment strategy and better understand the territory and sector in which they operate.

What makes our Stakeholder Perceptions Audit exceptional

We provide a clear and detailed assessment of the position each party faces with regard to a specific project. Our assessment will provide a fundamental basis for the development of future actions and strategies, whilst identifying which parties are most strongly critical to the success of the client.

The areas we would focus on our service are as follows:

- 1) Identifying key stakeholders and opinion-makers: including government officials, law makers, NGOs, informal leaders, public figures, etc.;
- 2) Examining relevant government's regulatory and policy related issues;
- 3) Conducting a comprehensive survey and interviews in order to determine positions taken and how specific issues are perceived by key stakeholders;
- 4) Identifying key milestones for an action plan and possible timing implications;
- 5) Determining the perception of client's brand amongst the stakeholders and assessing its relative standing in the market.

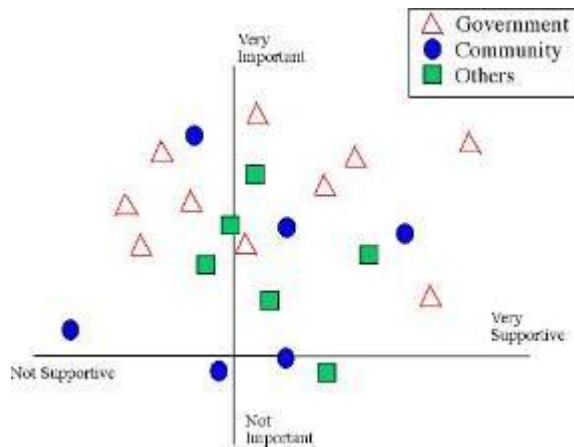


What the Audit delivers:

- ◆ Identification of critical stakeholders & their relevance to the brand/project
- ◆ Illustration and analysis of positions, needs, interests, and expectations towards specific issues
- ◆ Stakeholder perceptions mapping & power block figure
- ◆ Strategic recommendations



Example of perception mapping figure



OPINIONS	EXPECTATIONS
*	*
*	*

KEY MESSAGES	ENGAGEMENTS
*	*
*	*

Our Experiences

Following are examples of our stakeholder perceptions audit experiences in several fields:

- Market entry in various sectors including: port, manufacturing & waste treatment and services
- Software procurement policy
- Mining Contract of Work approval process
- Deliberation of the new mining law, its impact to company's government relations strategy
- Privatization program of Indonesia's largest steel state-owned company
- Privatization program of state-owned airline and strategic partnership program
- Privatization program of Indonesia's largest aviation maintenance facility
- Post environmental impact analysis in mining site
- Deliberation of the new shipping law, its impact to company's government relations strategy

How to find out more

For further details, please do not hesitate to contact us:

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