



OUR

SERVICES

**NORTHSTAR IS A COLLECTIVE OF
INDUSTRY PROFESSIONALS PROVIDING
CUSTOMERS WITH DATA-DRIVEN
INSIGHTS AND STRATEGIES FOR
EFFECTIVE BRAND AND REPUTATION
MANAGEMENT.**



REPUTATION

MANAGEMENT



01

*We Protect & Elevate
Your Brand*

02

*We Research and
Analyse*

03

Data analysis and
Market Forecast

04

We create a roadmap

05

*Ongoing
Support*
(optional)

MARKET

RESEARCH



NorthStar
DATA INSIGHTS STRATEGY

Market

Research
&
Bespoke



Intelligence



Built around you.
Delivered on your terms.



Strategy, story, and long-term positioning built based on your data, your industry and your needs.



Competitor analysis · Market reports · Scenario planning Know what you are up against.



From Dashboards to KPI tracking, we help you turn your raw data into strategic insight.

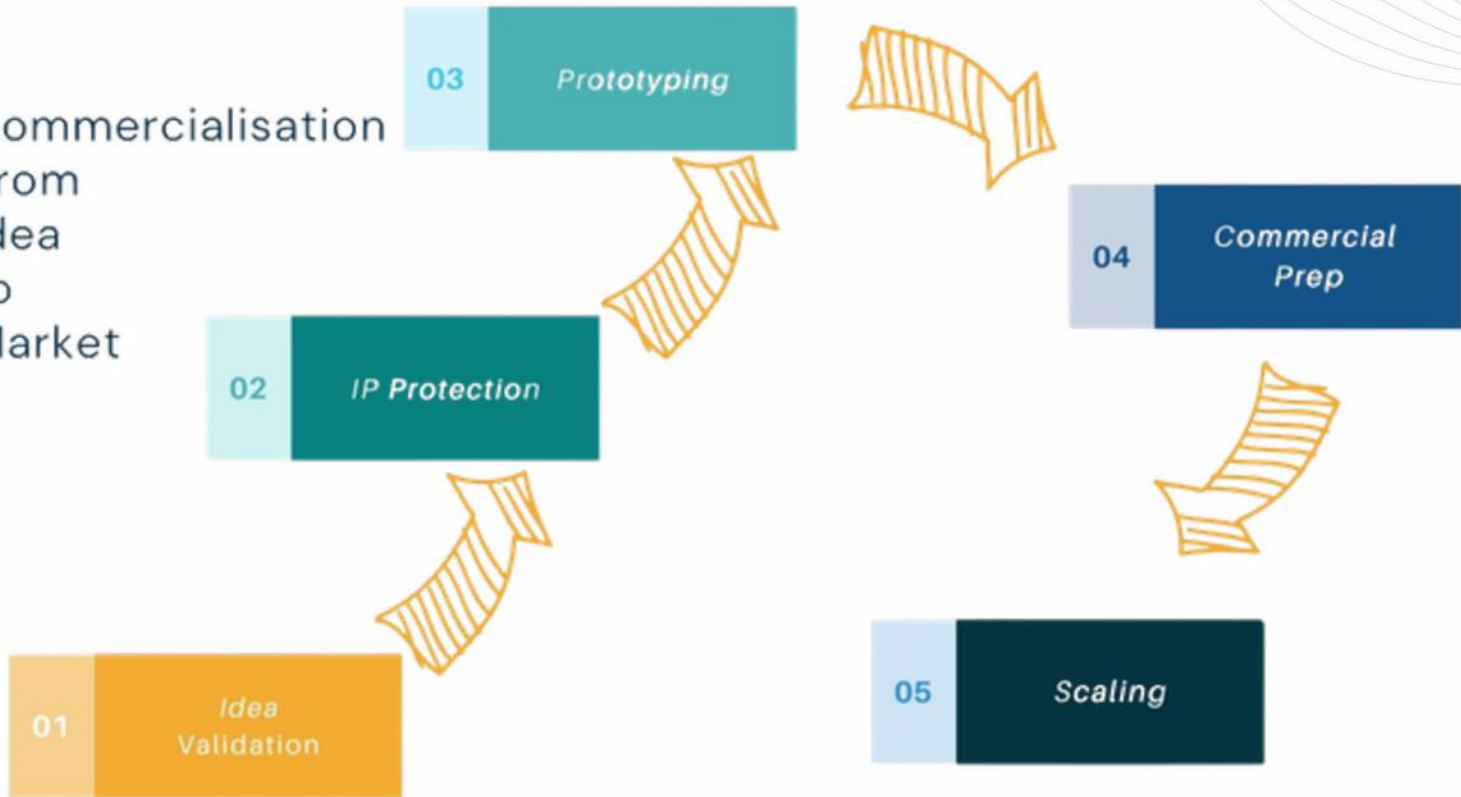


Focus groups · Interviews · Ethnography · Discourse analysis · Surveys · Statistical analysis · Sentiment analysis · Clustering Qualitative + quantitative research with meaning.

COMMERCIALISATION



Commercialisation
From
Idea
to
Market



INTERNATIONALISATION



Internationalisation



DATA



FORECASTING



- Test campaigns: Simulate public perception to refine your approach for maximum impact and positive reception,
- De-risk innovation: Test new ideas in a virtual environment to minimise real-world risks and optimise resource allocation.
- Become an industry leader: Share insights from simulations to position yourself as a thought leader in innovation and strategic planning

STRATEGIC REPORTS AND INSIGHTS



Bespoke Industry Reports

We craft tailored, vertically focused reports for clients in specific industries.

We also maintain and regularly update landscape analyses for:

- Food & Beverage
- Luxury
- Technology
- Creative Industries

These reports are available for purchase at any time. Contact us for pricing or to commission a custom version.

COMMUNITY IMPACT AND OUTREACH

Community & Social Impact Services



We work with:

- Third sector organisations (charities, community groups, nonprofits)
- Social enterprises (structure and definition vary by nation – we adapt to local legal and procurement frameworks)
- For-profit companies with social missions or community commitments

Our work includes grant readiness, project coordination, impact measurement, and partnership development.

We understand the distinct ecosystems for social enterprises across the UK. In Scotland, we are experienced in working with organisations that engage with the public procurement framework, including the Sustainable Procurement Duty and reserved contract models. In England, our work spans the broader, more diverse social enterprise landscape, from community interest companies to mission-driven commercial ventures.”

OUR TOOLBOX

FORECASTING + MONITORING TOOLS

NORTHSTAR CONSULTING TOOLBOX



TRACKWISE

Track your projects with our interactive tool. Visualise timelines, flag delays, calculate costs, and monitor ROI to stay in control and ensure project success.



SHINYDASH

With our fully managed, custom-built dashboards, we turn your raw data into powerful business insights. From data integration to real-time visualization, we handle it all—so you can focus on growth. Partner with us, provide your data, and watch your business thrive.



FORECASTPRO

Leverage data-driven forecasts to anticipate customer behaviour, optimise inventory, and enhance your marketing campaigns. Partner with us to visualise your data and empower your decisions for a competitive edge.

**DEBATE
+
SPEECH**

ANALYTICS

NORTHSTAR CONSULTING TOOLBOX

TEMPLATES

SIMULATION TOOLS

MARKETING

NORTHSTAR CONSULTING TOOLBOX





OUR

COURSES

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INNOVATION + STRATEGY



This course comprises **six micro-courses** that guide you through **developing, implementing, and optimising an innovative strategy with technological innovation.**

Learn to adapt and adopt tech changes to boost productivity and profitability, and foster a culture of innovation.

Enrol in individual micro-courses or buy the bundle for £320.

Each micro-course includes 5 video lessons, lesson notes and reports, quizzes, and practical templates tailored to your company's needs.



INTERNATIONALISATION

This course comprises **six micro-courses that guide you through developing, implementing, and optimising an internationalisation strategy.**

Learn to understand the costs of internationalisation, the logistical demands and the opportunities. Use our templates to keep track of the moving parts of bringing your SME global.

Enrol in individual micro-courses or buy the bundle for £320.

Each micro-course includes 5 video lessons, lesson notes and reports, quizzes, and practical templates tailored to your company's needs.

BRAND REPUTATION



This course comprises **six micro-courses that guide you through developing, implementing, and optimising a brand reputation strategy.**

Learn to develop a unique understanding of brand equity and the key metrics to measure your branding. Develop skills to identify the right pricing strategies and scale with confidence

Enrol in individual micro-courses or buy the bundle for £320.

Each micro-course includes 5 video lessons, lesson notes and reports, quizzes, and practical templates tailored to your company's needs.

MARKETING ANALYTICS



This course comprises **six micro-courses that guide you through understanding marketing analytics and applying statistical methods to your SME.**

Learn with dedicated code written to be implemented or customised to serve your business needs, build dashboards and learn tools to do data science that works for your micro and medium-sized business.

Enrol in individual micro-courses or buy the bundle for £320.

Each micro-course includes 5 video lessons, lesson notes and reports, quizzes, and practical templates tailored to your company's needs.

CONTACT US!

INFO@NORTHSTAR-CONSULTING.UK

