



BC Agrifood and Seafood Market Development Program

Market Research Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	Cambium Leadership Inc.
Website	www.cambiumleadership.ca , www.linkedin.com/in/hdwalker/
Contact Person	Doug Walker, Principal
Phone Number	788 533 1404
Email	doug@cambiumleadership.ca

DESCRIPTION OF SERVICES PROVIDED

Description of Organization	Cambium Leadership is a Sidney-based management consultancy that helps owners improve business performance through strategies, tools, and coaching that are consistent with their goals.
Primary Target Clients	Target clients are privately held small and medium businesses including food growers, processors, distributors, and sellers. Also included are developers and suppliers of related equipment and systems.
Areas of Expertise Related to Market Research Services	Most clients are seeking information and knowledge to support new product and service launch, market expansion, performance improvement, or associated business strategies.
Number of Years Providing Market Research Services in B.C.	Market research services have been provided in BC for 8+ years (since 2013).

PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR

EXAMPLE 1

Project Title	Go-to-Market Strategy for Industrial Hemp Equipment
Client Type	Developer of crop harvesting and processing equipment
Type of Market Research Conducted	Review market opportunities across Canada for two pieces of equipment (hemp harvester and ribbon decorticator), through interviews, secondary research sources, and data analysis.

Scope of Market Research Services Provided	Market opportunities were researched and recommendations provided on bringing the two products to market. Advice was provided for developing relationships with growers, other equipment manufacturers, and investors. Detailed financial models and pitches for investors and customers were developed.
<i>EXAMPLE 2</i>	
Project Title	Seafood Traceability System Marketing Strategy
Client Type	Traceability system (hardware and software) developer and vendor
Type of Market Research Conducted	Review worldwide competitive position of client, using interviews, secondary research sources, and data analysis.
Scope of Market Research Services Provided	This project updated and extended the client's competitive analysis, with a focus on competitors, market size, and pricing strategies. Detailed financial projections associated with alternative pricing models were developed. Recommendations were provided on pricing, staffing, and support strategies.
<i>EXAMPLE 3</i>	
Project Title	Marketing Plan for a Food Dryer
Client Type	Processing equipment developer and food processor
Type of Market Research Conducted	Review client's worldwide competitive position using interviews, secondary research sources, and data analysis.
Scope of Market Research Services Provided	This project updated the client's competitive analysis and pricing strategies. New value propositions, positioning statements, and market segmentations were developed. Discussions were held with potential customers, suppliers, and collaborators in continued product development. Detailed cash flow projections under alternative pricing models were developed and analyzed, with recommendations provided.
<i>EXAMPLE 4</i>	
Project Title	Go-to-Market Strategy for a Purified Water Dispenser
Client Type	Water dispenser equipment developer
Type of Market Research Conducted	Review client's worldwide competitive position using interviews, secondary research sources, and data analysis.
Scope of Market Research Services Provided	This project developed a go-to-market strategy, including staffing, competitive analysis, pitch decks, and suggested business models for dealing with collaborating distributors and clients. Detailed financial projections of the business were developed, including substantial content on pricing and distribution costs under each business model.
<i>EXAMPLE 5</i>	
Project Title	Competitive Analysis for a Food Shipment Tracking System
Client Type	Food ingredient processor
Type of Market Research Conducted	Review client's worldwide competitive position using interviews, secondary research sources, and data analysis.
Scope of Market Research Services Provided	This project provided a competitive analysis for an import shipment tracking system. As part of this project, a detailed competitive analysis was provided for the food industry segment, including customers, competitors, and the external environment. Advice was provided on the appropriate place for tracking systems in the company's product mix.