

BC Agrifood and Seafood Market Development Program

Market Development Planning Services Pre-Qualified Consultant Description

CONTACT INFORMATION	
Name of Organization	Develop Consulting
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DESCRIPTION OF SERVICES PROVIDED	
Description of Organization	Develop Consulting are an international business improvement consultancy specializing in holistic performance improvement programs underpinned by the principle of Lean Six-Sigma methodology. Working throughout North America and Europe, we are dedicated to helping organizations increase efficiency throughout their value stream, whilst improving quality and customer satisfaction with a continuous focus on cost reduction. We lead organizations through strategic planning and market development while ensuring the operations of the organization are aligned with the overall strategy.
Primary Target Clients	Agri-food, cannabis, healthcare, transactional and industrial
Areas of Expertise Related to Market Development Planning Services	Develop Consulting's approach, whether the applicant is in start-up, growth or diversification mode, is similar to that of a strategic planning exercise, which supports the strategic, long-term growth plan. We seek to understand goals and needs, timelines and resources, the gaps between the current and future state, collect and analyze market data, and take the necessary steps to ensure the final deliverable.
Number of Years Providing Market	2+ years

Development Planning Services in B.C.	
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PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR	
<i>EXAMPLE 1</i>	
Project Title	Agrifood Enterprise Builder and Retail Master Class
Client Type	Economic Development Corporation
Type of Market Development Planning Report Developed	Marketing and Training Program
Scope of Market Development Planning Services Provided	To support the growth and development of entrepreneurial based businesses from food entrepreneurs to food processing. A Retail Master Class program was launch as a pilot with clients as a mentorship system. Participants gained an improved understanding of their customer base and how they make decisions as it relates to the issues that impact sales and sustainability of marketing plans, sales and branding strategies.
<i>EXAMPLE 2</i>	
Project Title	AgBusiness Builder and Accelerator
Client Type	Market Strategy for Small Communities
Type of Market Development Planning Report Developed	Accelerator Design
Scope of Market Development Planning Services Provided	Provided a structure to work with Economic Development Officers who provide support to the “social and economic” atmosphere of the region along with the fostering of “rural business growth”. The tools used in the project worked with participants to assess Current Market Situations including Sales Goals/Objectives; Target Market Identification; Product Positioning; Conducted a SWOT Analysis and Competitive Analysis; Brand Overview; Action Plan.
<i>EXAMPLE 3</i>	
Project Title	Lean for Food and Value Add Businesses
Client Type	Food processors and beverage
Type of Market Development Planning Report Developed	Marketing, strategy and deployment
Scope of Market Development Planning Services Provided	Providing strategic marketing advice to agriculture, beverage, food and/or seafood companies/associations/organizations. Food and beverage processors with a specific focus on operational efficiency improvements coupled with providing strategic marketing advice to the companies that are in a start-up or growth stage and instilling the rigour around developing a marketing/strategic plan and sticking to it for growth.
<i>EXAMPLE 4</i>	
Project Title	Investor Readiness & Market Expansion
Client Type	Craft Brewery

Type of Market Development Planning Report Developed	Market Development
Scope of Market Development Planning Services Provided	Supported the operational efficiency and production capacity to attract investors and improve financial position. We then streamlined efficiencies of the co-brewing and expansion opportunities to a multi-city brand/brew-pub. Once we had our baseline, we collected and analyzed market intelligence to identify marketing opportunities to spur growth and provide strategic marketing advice and develop marketing plans, branding strategies, funding opportunities and recommended new and creative marketing approaches.
<i>EXAMPLE 5</i>	
Project Title	Investment Readiness Planning
Client Type	Oilseed value add company
Type of Market Development Planning Report Developed	Market investment and attraction
Scope of Market Development Planning Services Provided	The project involved preparing the client in their North American and European market expansion strategy and to undertake an overview of the target market(s), analysis and update of the description of key competitors; analysis of competitive position along with product positioning was provided to prepare the company for investment. An updated SWOT analysis and a pricing strategy.