



BC Agrifood and Seafood Market Development Program

Market Development Planning Services Pre-Qualified Consultant Description

CONTACT INFORMATION	
Name of Organization	Business Max Consulting Inc.
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DESCRIPTION OF SERVICES PROVIDED	
Description of Organization	Business Max Consulting Inc. is a management consulting firm based in Vancouver Island specialized in business and marketing planning, and financial analysis. We work with start-ups and small to medium enterprises, and focus on food and agriculture, and farms.
Primary Target Clients	Small to medium enterprises and business start-ups.
Areas of Expertise Related to Market Development Planning Services	<ul style="list-style-type: none"> - Branding - Target market definition - Current Market Situations - Sales Goals/Objectives - Target Market Identification/Overview - Product Positioning - SWOT Analysis - Competitive Analysis - Brand Overview - Action Plan
Number of Years Providing Market Development Planning Services in B.C.	7 years in BC

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

EXAMPLE 1

Project Title	Introducing new product in the BC market
Client Type	Primary Producer - Aquaculture
Type of Market Development Planning Report Developed	Market Strategy
Scope of Market Development Planning Services Provided	Provided market information and plan to enable product positioning. The marketing plan included market research information, market mix, competition, and marketing strategies to help them compete.

EXAMPLE 2

Project Title	Market Expansion
Client Type	Primary Producer - Farm
Type of Market Development Planning Report Developed	Marketing plan
Scope of Market Development Planning Services Provided	Identify marketing opportunities and provide strategic marketing advice to agriculture. The project also included defining different marketing strategies and approaches for max performance.

EXAMPLE 3

Project Title	New Market Channels
Client Type	Primary Producer - Farm
Type of Market Development Planning Report Developed	Marketing Plan
Scope of Market Development Planning Services Provided	Recommend new and creative marketing approaches and identify market options and factors to introduce new channels to the farm produce. The research has also included information about introducing new services.

EXAMPLE 4

Project Title	Develop marketing activities
Client Type	Farm and food processor
Type of Market Development Planning Report Developed	Market Strategy
Scope of Market Development Planning Services Provided	Identify their market needs including, profile, vision, mission, objectives, market mix, competition, and strategies. The plan has also included target market definition, SWOT and competition.

EXAMPLE 5

Project Title	New product
Client Type	Food processor, beverage
Type of Market Development Planning Report Developed	Marketing strategy
Scope of Market Development Planning Services Provided	Market needs and success factors. The project also included defining different marketing strategies and indicators of performance

Please Note: Content was provided by pre-qualified consultant

