



BC Agrifood and Seafood Market Development Program

Market Development Planning Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	Concord Business Development Inc.
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DESCRIPTION OF SERVICES PROVIDED

Description of Organization	Concord has developed a powerful Launch Program for startups that includes a Business Plan, Pitch Deck, logo, branding, and a website. We have helped over 750 clients to be positioned for success. Once launched, we offer ongoing marketing, social media, graphics, brochures, and videos to maintain a strong media presence.
Primary Target Clients	Concord has vast experience working to launch new brands in all aspects of the food and seafood markets: Farmers, Growers, Producers, Packers, Fishing, Aquaponics, Aquaculture, Poultry, Livestock, Meat, Organics, Wineries, Nurseries, Craft Producers, Greenhouse Growers, Beverage, Confectioners, Chocolatiers, Canned Foods, Dairy, Fruit & Vegetable, Confectioners, Extracts, and Bakeries.
Areas of Expertise Related to Market Development Planning Services	Concord has worked with hundreds of companies to position them for success by building their commercial profile with a logo, website, business plan and presentations, brochures. We work with teams to identify their target market and buying trends. Then we leverage their benefits to capture this market using industry strategies.
Number of Years Providing Market Development Planning Services in B.C.	Concord Business was established in 1997 and for 21 years has helped hundreds of small to medium sized businesses in BC and across Canada to successfully launch. Concord has also worked with the Canadian Federal government, Aboriginal agencies, and both Vietnam and Jamaican governments.

PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR	
<i>EXAMPLE 1</i>	
Project Title	Lions Bay Holdings Ltd. – Business Plan for Holding Company in Agriculture Industry
Client Type	Holding company/Management, Marketing and Distribution
Type of Market Development Planning Report Developed	Business Plan, Marketing Plan, Branding Suite and Strategy, Financial Projections and Corporate Website
Scope of Market Development Planning Services Provided	<p>Lion's Bay Holdings is an acquirer of revenue-generating farming operations in North America. Concord developed the company's business plan to acquire funding for agricultural acquisitions. The business plan included: market & industry analysis, marketing plan, competitive analysis and financial projections. Concord also developed Lion's Bay's logo, website and branding suite:</p> <p>Logo and other materials designed by Concord.</p> 
<i>EXAMPLE 2</i>	
Project Title	Green Oasis Foods Ltd. – Business Plan for Aquaponics Food Production Company
Client Type	Primary producer/Aquaculture
Type of Market Development Planning Report Developed	Business Plan, Marketing Plan, Branding Suite and Strategy and Financial Projections.
Scope of Market Development Planning Services Provided	<p>Green Oasis raises premium organic greens, herbs, spices, medicinal botanicals and seafood in a state-of-the-art aquaponics farm. Concord developed the company's business plan to acquire funding for construction costs. The business plan included: market & industry analysis, marketing plan, competitive analysis, financial projections and custom branding:</p> <p>Logo and other materials designed by Concord.</p> 
<i>EXAMPLE 3</i>	
Project Title	Pacific West Canopy Ltd. - Business Plan for Aeroponics Operation
Client Type	Primary producer/Crop cultivation
Type of Market Development Planning Report Developed	Business Plan, Marketing Plan and Financial Projections.
Scope of Market Development Planning Services Provided	<p>PacWest seeks to construct an aeroponics-operated vertical farm in BC and Alberta to cultivate cannabis. Concord developed the company's business plan to acquire funding for construction costs. The business plan included: market analysis, marketing plan, competitive analysis and financial projections.</p> <p>Website and logo designed by Concord.</p> 
<i>EXAMPLE 4</i>	
Project Title	Grow X - Business Plan for Greenhouse Operation

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Client Type	Primary producer/Crop cultivation
Type of Market Development Planning Report Developed	Business Plan, Marketing Plan, Branding Suite and Strategy and Financial Projections.
Scope of Market Development Planning Services Provided	<p>GrowX seeks to construct a greenhouse farm in BC to cultivate cannabis. Concord developed the company's business plan to acquire funding for construction costs. The business plan included: market analysis, marketing plan, competitive analysis and financial projections. Concord also developed the company's branding suite:</p> <p>Logo designed by Concord.</p> 
<i>EXAMPLE 5</i>	
Project Title	Evolved AgriTech – Business Plan for Agricultural Technology and Data Systems
Client Type	Manufacturing
Type of Market Development Planning Report Developed	Business Plan, Marketing Plan, Branding Suite and Strategy and Financial Projections.
Scope of Market Development Planning Services Provided	<p>Evolved Agricultural Technologies applies its own proprietary HVAC technologies to construct and manage large-scale industrial food production facilities in Canada and the USA. Concord developed the company's business plan, which included: market & industry analysis, marketing plan, competitive analysis and financial projections.</p> <p>Logo designed by Concord.</p> 

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