



BC Agrifood and Seafood Market Development Program

Market Development Planning Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	Ference & Company Consulting Ltd.
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DESCRIPTION OF SERVICES PROVIDED

Description of Organization	Ference & Company is a leading independent management consulting firm. Since 1979, we've worked with private companies, federal and provincial governments, crown corporations, industry associations, Aboriginal organizations and non-profits to conduct domestic and international market research, market development strategies; economic impact studies; financial analysis; feasibility assessments and business development plans.
Primary Target Clients	Ference & Company works with both large and small agri-food and seafood entities with a particular focus on primary production, food processors, cooperatives and industry associations, boards and councils.
Areas of Expertise Related to Market Development Planning Services	Ference & Company successfully provides a range of market research services, with specific expertise in assessment of market potential; environmental scans; trend and trade analysis; competitive analysis; surveys (online, in-person or print); interviews (telephone, in-person or focus groups); observational research; market intelligence and synthesis and presentation of data.
Number of Years Providing Market Development Planning Services in B.C.	40 years

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

EXAMPLE 1

Project Title	Primary market research and marketing strategy
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Client Type	Food Processor
Type of Market Development Planning Report Developed	Marketing plan
Scope of Market Development Planning Services Provided	This project focused on how the client ought to penetrate new and more lucrative markets. We interviewed nearly 100 customers, potential customers, competitors, retailers and restaurants in order to identify optimal market channels. Additionally, we conducted an online survey, producing in excess of 100 responses, to support the in-person interviews.
<i>EXAMPLE 2</i>	
Project Title	Market research and market strategy
Client Type	Industry Association
Type of Market Development Planning Report Developed	Marketing plan and branding strategy
Scope of Market Development Planning Services Provided	This project identified new target markets. We interviewed more than 70 buyers, retailers, trade associates and wholesalers as well as hosting three large focus groups to determine purchasing behaviours, cooking traditions and consumer lifestyles among different demographics and geographic areas. Methods for successfully penetrating these new markets and promotion within them were also determined.
<i>EXAMPLE 3</i>	
Project Title	Market research and market analysis
Client Type	Government Ministry
Type of Market Development Planning Report Developed	Marketing plan
Scope of Market Development Planning Services Provided	Market planning services were provided to produce a detailed market analysis to enhance understanding of the supply and demand within the BC market. To complete the study, we conducted a detailed SWOT analysis and a survey with over 100 stakeholders to determine the demand and supply of specific market segments.
<i>EXAMPLE 4</i>	
Project Title	Market research and economic analysis
Client Type	Industry Association
Type of Market Development Planning Report Developed	Marketing plan
Scope of Market Development Planning Services Provided	Market services were provided to develop a pricing model for this industry. We conducted interviews with the largest processors to obtain a breakdown of their revenues, wholesale prices, Canadian retail and foodservice markets served, and production costs. To supplement this market information, we conducted a survey of retailers and food service companies.
<i>EXAMPLE 5</i>	
Project Title	International export guides
Client Type	Government Ministry
Type of Market Development Planning Report Developed	Export plan

Please note: Content was provided by pre-qualified consultant

Scope of Market Development Planning Services Provided	This project focused on producing a series of international export guides for agri-food and seafood producers in BC. We conducted extensive secondary research. Additionally, we also interviewed numerous trade representatives located in the desired export market and BC agri-food companies who had experience in exporting to the target market.
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