



BC Agrifood and Seafood Market Development Program

Market Research 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 Research Services	<ul style="list-style-type: none"> • Market expansion • Introduce a product/service into the market <ul style="list-style-type: none"> ○ New product to new market ○ Existing product to new market ○ New product to existing market • Explore new markets
Number of Years Providing Market Research Services in B.C.	7 years in BC.

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

EXAMPLE 1

Project Title	Business and Marketing strategy for a Tea Farm in BC
Client Type	Primary Producer - Farm
Type of Market Research Conducted	The project included research and analysis of statistics, consumer behaviors, competitors, and other market information to identify market opportunities for the food product.
Scope of Market Research Services Provided	Market analysis for product positioning and developing marketing strategy and to come up with conclusion and recommendations to client. The project resulted in the delivery of market research report that met the needs of the company, market opportunities and the steps to capitalize on the opportunity.

EXAMPLE 2

Project Title	Business and Marketing Strategy
Client Type	Primary Producer- Farm
Type of Market Research Conducted	The project included research and analysis of statistics, consumer behaviors, competitors, and other market information to identify market opportunities for food products.
Scope of Market Research Services Provided	Identify market options to enable Farm to compete and introduce new channels to the farm produce. A market analysis has been provided as part of a business plan to help in defining new strategies, channels and approaches.

EXAMPLE 3

Project Title	Business and Marketing Plan for Aquaculture in BC
Client Type	Primary Producer - Aquaculture
Type of Market Research Conducted	The project included research and analysis of statistics, consumer behaviors, competitors, and other market information to identify market opportunities for seafood products.
Scope of Market Research Services Provided	Collected market information to position the product in right direction and developed marketing plan that included market research information, market mix, competition, and marketing strategies.

EXAMPLE 4

Project Title	Marketing Strategy
Client Type	Primary Producer- Farm
Type of Market Research Conducted	The project included research and analysis of statistics, consumer behaviors, competitors, and other market information to identify market opportunities for food products.
Scope of Market Research Services Provided	Identified Farm market needs including, profile, vision, mission, objectives, market mix, competition, strategies and introduced business model for the farm for successful business.

EXAMPLE 5

Project Title	Financial and Marketing Plan
Client Type	Primary Producer- Farm
Type of Market Research Conducted	The project included research and analysis of statistics, consumer behaviors, competitors, and other market information to identify market opportunities for food products.
Scope of Market	Marketing research and financial analysis have been conducted to the farm to

Please note: Content was provided by pre-qualified consultant

Research Services Provided	explore option of expansion and development. The market research included mission, vision, objective and analysis to identify options and alternatives.
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