



BC Agrifood and Seafood Market Development Program

Market Research Services Pre-Qualified Consultant Description

| CONTACT INFORMATION | |
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| Name of Organization | Develop Consulting |
| Website | https://www.developconsulting.ca |
| Contact Person | Nolan Goyette |
| Phone Number | Nolan Goyette 519-551-8330 |
| Email | nolan.goyette@developconsulting.ca |

| DESCRIPTION OF SERVICES PROVIDED | |
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| 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 |

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| Development Planning Services in B.C. | |
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| PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR | |
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| <i>EXAMPLE 1</i> | |
| Project Title | Strategic Planning and Environmental Scan |
| Client Type | Institution |
| Type of Market Research Conducted | Demographic market research, focus groups, interviews, jurisdictional scan |
| Scope of Market Research Services Provided | In-depth operational review to understand current state, financial issues, metrics, gaps, etc. Conducted value stream mapping and focus groups to collect information; and prioritization of opportunities. Development of a progressive and innovative strategic plan which included stakeholder engagement. This included the re-brand of the institution, including the graphic design of their five-year strategic plan, and all the revised marketing material as a result of the new direction. |
| <i>EXAMPLE 2</i> | |
| Project Title | Economic Assessment – Poultry Sector |
| Client Type | Agricultural marketing board |
| Type of Market Research Conducted | Economic assessment |
| Scope of Market Research Services Provided | Under a joint project with an international accounting firm the consultant provided an independent measurement of the economic benefits of a pilot project. As part of the pilot project, the economic benefit analysis was prepared to identify what benefits can be illustrated and the results will need to be widely shared with value chain participants for wider sector adoption. |
| <i>EXAMPLE 3</i> | |
| Project Title | Greenhouse Retrofit and Conversion Viability |
| Client Type | Vegetable greenhouse operation |
| Type of Market Research Conducted | Market research, economic feasibility, conversion and legal structure assessment |
| Scope of Market Research Services Provided | In anticipation of obtaining a Health Canada licenced producer designation for cannabis, the project conducted a market research assessment and viability to acquire and convert an existing greenhouse to a cannabis production facility. The market research service was in regard to regulatory requirements, market size, access costing, vendors and national international markets. |
| <i>EXAMPLE 4</i> | |
| Project Title | Greenhouse feasibility using LNG off gas |
| Client Type | Provincial Assembly of First Nations Chiefs |
| Type of Market Research Conducted | Market research, economic viability and governance structure |
| Scope of Market Research Services Provided | Feasibility and market assessment report on the potential business opportunities related to the development of a commercial greenhouse operation to be the basis for a benefits agreement negotiation. |
| <i>EXAMPLE 5</i> | |
| Project Title | Strategic Planning and Operational Review |

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| Client Type | Community Health Centre |
| Type of Market Research Conducted | Lean process implementation and leveraging internal data to map productivity improvement and benchmark to other institutions |
| Scope of Market Research Services Provided | The community health centre serves over 50,000 clients annually through 6 locations plus a mobile unit through 140 staff. The market services included instituting new process systems but also training on the use of data through benchmarking to make better use of information within the centre to gain measurable service improvement. |