



BC Agrifood and Seafood Market Development Program

Market Research Services Pre-Qualified Consultant Description

CONTACT INFORMATION	
Name of Organization	Ference & Company Consulting Ltd.
Website	http://www.ferenceandco.com/
Contact Person	Don Ference
Phone Number	604 688 2424 ext.304
Email	ference@shaw.ca

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 involved in primary production; food processors, cooperatives and industry associations, boards and councils.
Areas of Expertise Related to Market Research 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 Research Services in B.C.	40 years

PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR	
<i>EXAMPLE 1</i>	
Project Title	Primary market research and marketing strategy

Client Type	Food Processor
Type of Market Research Conducted	<ul style="list-style-type: none"> • Secondary market research; • Literature review; • Environmental scan; • Competitor analysis; • Online surveys of existing and potential customers; and • One-on-one in person interviews with existing and potential customers and telephone interviews.
Scope of Market Research Services Provided	This project focused on how the client ought to penetrate new and more lucrative market. 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 marketing strategy
Client Type	Industry Association
Type of Market Research Conducted	<ul style="list-style-type: none"> • Secondary market research; • Literature review; • Environmental scan; • Focus groups; and • One-on-one in person and telephone interviews.
Scope of Market Research 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 Research Conducted	<ul style="list-style-type: none"> • Secondary market research; • Literature review; • Environmental and jurisdiction scan; and • Telephone and one-on-one in person interviews with existing and potential customers.
Scope of Market Research 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 Research Conducted	<ul style="list-style-type: none"> • Secondary market research; • Literature review; • Environmental and jurisdiction scan; and • Telephone and one-on-one in person interviews with existing and potential customers.

Please note: Content was provided by pre-qualified consultant

Scope of Market Research 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	Market research and market analysis
Client Type	Industry Association
Type of Market Research Conducted	<ul style="list-style-type: none"> • Secondary market research; • Literature review; • Environmental and jurisdiction scan; and • Telephone interviews with producers, industry associations, domestic companies, international buyers and processors and other key informants.
Scope of Market Research Services Provided	The scope of the project consisted of extensive market research to determine the demand for a product specific program run by the Canadian Grain Commission. In order to complete the research, we conducted nearly 1,500 telephone interviews with processors (domestic and international), industry associations, buyers and other key informants.

Please note: Content was provided by pre-qualified consultant