



BC Agrifood and Seafood Market Development Program

Market Development Planning Services Pre-Qualified Consultant Description

CONTACT INFORMATION	
Name of Organization	Catalyst Strategies Consulting, Inc.
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DESCRIPTION OF SERVICES PROVIDED	
Description of Organization	Catalyst Strategies Consulting is a Kelowna-based boutique consulting firm comprised of trusted, qualified, and experienced subject matter expert consultants. We specialize in systemizing business strategy from ideas to implementation in ways that remove the blind spots and improve productivity and profitability for our clients.
Primary Target Clients	Our primary target clients are emerging small and medium sized businesses that are seeking ways to develop existing markets and penetrate new markets with reliable and proven methodologies that provide the desired performance outcomes and mitigate the risks of implementing new strategies.
Areas of Expertise Related to Market Development Planning Services	Our areas of expertise related to market development and planning include marketing plans, market assessments and analysis, customer experience strategies, operations, market, and financial modeling, risk analysis, sales, marketing and distribution strategies, value creation strategies, and organization design and development planning.
Number of Years Providing Market Development Planning Services in B.C.	5 years

PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR	
<i>EXAMPLE 1</i>	
Project Title	Wine Box Sweets Business Development and Marketing Strategy
Client Type	Niche Food Processor – Wine and Packaged Goods
Type of Market Development Planning Report Developed	Market assessment and analysis, branding strategy, sales, marketing and distribution plan and export plan, including recommendations growth and scale.
Scope of Market Development Planning Services Provided	Market development planning services planning for this client included assessing regional, national and international market opportunities, strategic alliance partners for market entry, branding, sales, marketing, and distribution strategies with strategic alliance partners and a retailing and private-labeling strategy.
<i>EXAMPLE 2</i>	
Project Title	Terroir Cheese Business Development, Marketing and Branding Strategy
Client Type	Small Scale Artisan Food Processor – Dairy Products
Type of Market Development Planning Report Developed	Business plan including financial modelling, operations planning, marketing, branding, sales strategies, and customer development and customer experience consulting for distributing and retailing dairy and cheese products.
Scope of Market Development Planning Services Provided	Business planning activities were centred on a regional and provincial go to market strategy for distribution and retailing of dairy products. Operations planning to align resources with the value proposition and customer experience for the brand were vital to this engagement.
<i>EXAMPLE 3</i>	
Project Title	Nettle & Co. Business Modelling, Branding and Marketing Strategy
Client Type	Small scale food producer
Type of Market Development Planning Report Developed	Development of business plan, including conducting and analyzing market intelligence, refinement of business model, developing a sales, marketing, branding and customer experience strategy that included a distribution strategy with strategic affiliate partners.
Scope of Market Development Planning Services Provided	Business planning and go-to-market strategy was designed to leverage the capabilities, competencies and capacity of the food producer to compete effectively and profitably and the local, regional and national level.
<i>EXAMPLE 4</i>	
Project Title	Business Planning, Marketing, Branding and Export Strategy – Eat The Dishes
Client Type	Primary Producer, Food Processor and Distributor
Type of Market Development Planning Report Developed	Eat the Dishes is a Vancouver, BC Based vegan foods company that produces organic, artisan soups, stews and desserts. Eat The Dishes has developed a proprietary technology to craft edible bread cups to serve its products in and required a business plan, branding, sales and export and distribution strategy for Canada's first zero-waste catering company.
Scope of Market Development Planning Services Provided	Analysis of market opportunities, development and refinement of business model, development of a pricing strategy, design of logos, creation of a public relations campaign and branding activities, and an export and distribution strategy to take products to market.

EXAMPLE 5

Project Title	Boundary Meat Producers' Co-op Business Planning, Marketing, Sales and Branding Strategy
Client Type	Food Processor, Primary Foods Provider and Distributor
Type of Market Development Planning Report Developed	Boundary Meat Producers' Co-op is a Rock Creek, BC based producer co-operative comprised of farmer producers and a local abattoir and cut and wrap facility. Feasibility and business plan was prepared for the co-op that included a marketing, sales, operations, risk analysis, financial modeling and budgeting, and distribution strategy for the effective coordination of meat producers and the local cut and wrap and abattoir facility with the goal of increasing food security and food sovereignty in the Boundary region.
Scope of Market Development Planning Services Provided	Comprehensive analysis of operations, including risk assessment, financial modeling, human resources planning, marketing, sales and distribution plan.