



BC Agrifood and Seafood Market Development Program

Market Research Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	Qatalyst Research Group
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DESCRIPTION OF SERVICES PROVIDED

Description of Organization	Qatalyst is a management consulting firm that connects clients with the diverse, multi-disciplinary teams of specialists they need. We drive results for our clients by leveraging better teams, systems, and technology, drawing upon our network of expert associates across the country.
Primary Target Clients	We work with small and medium-sized enterprises (including primary producers and food processors), industry associations and organizations, and governments looking to gather information about selected markets.
Areas of Expertise Related to Market Research Services	What sets Qatalyst apart is our national network of 200 associates, who include experts in market research, branding, marketing, sales performance and measurement, market intelligence, trend analysis, competitive analysis, and supply chain analysis. We build specialized project teams and deploy leading-edge research tools to gather the data our clients need.
Number of Years Providing Market Research Services in B.C.	We have been providing market research services to clients in B.C. for over 30 years.

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

<i>EXAMPLE 1</i>	
Project Title	Market Research and Economic Analysis of the BC Chicken Industry
Client Type	Industry Association

Type of Market Research Conducted	Market research activities undertaken for this project included the following: <ul style="list-style-type: none"> • key informant interviews; • surveys; • an environmental scan; and • a literature and document review.
Scope of Market Research Services Provided	We conducted interviews with representatives of large BC poultry processors to obtain a breakdown of sales revenues, wholesale prices, Canadian retail and foodservice markets served, types of customers, etc. We supplemented the interviews with a survey of retailers and food service companies. We also reviewed pricing methods in other jurisdictions.
<i>EXAMPLE 2</i>	
Project Title	Marketing Study
Client Type	Municipal Government
Type of Market Research Conducted	This project involved: <ul style="list-style-type: none"> • a thorough document review; • an extensive literature review; • a review of strategies employed by various producers of similar products in Canada and the United States; • key informant interviews; and • a survey of 60 recent and 30 potential buyers.
Scope of Market Research Services Provided	Documents were reviewed relating to the characteristics, productions, sales, and distribution of an agriculture-related product. A review of strategies used by other producers, supplemented by interviews, enabled us to understand market trends in BC, Western Canada, the Pacific Northwest, the rest of Canada, and the United States.
<i>EXAMPLE 3</i>	
Project Title	Cluster Study of the Agritech and Food Processing Sector
Client Type	Government Agency
Type of Market Research Conducted	For this project, we: <ul style="list-style-type: none"> • conducted interviews and consultations within the agritech and food processing sector, including with company and associational representatives; and • conducted an extensive literature review of the food processing cluster.
Scope of Market Research Services Provided	Focusing specifically on agritech, our consultations with sector representatives and very thorough literature review enabled us to profile future trends in the demand for food products, the sector's impact on climate change, the nature of the industry, and the infrastructure in place to help Canadian firms grow in this area.
<i>EXAMPLE 4</i>	
Project Title	Performance Measurement Strategy
Client Type	Non-profit Organization
Type of Market Research Conducted	The methodology for this project was extensive, involving: <ul style="list-style-type: none"> • key informant interviews; • a document review; and • a review of other primary and secondary sources of data.

Scope of Market Research Services Provided	We supported the development and implementation of a performance measurement strategy that supports agri-food and seafood SMEs in selling to export markets. SMEs supported include those exploring export possibilities, those making an initial market entry, and those growing their presence in a market.
<i>EXAMPLE 5</i>	
Project Title	Development Strategy
Client Type	Municipal Government
Type of Market Research Conducted	The methodology for this project involved: <ul style="list-style-type: none"> • a review of reports, plans, strategies, profiles, and other documents; • interviews with a cross-section of 38 key informants; and • a survey of 195 businesses.
Scope of Market Research Services Provided	We recently developed a development strategy featuring a significant agricultural component, which considered how to boost agricultural production, development, and sales. The document review, interviews, and survey helped us gain a thorough understanding of the local agriculture sector, particularly in relation to Indigenous agricultural practices.