



COMPETENCY: BUSINESS DEVELOPMENT, SALES & MARKETING
INDUSTRY: NOT-FOR-PROFIT

CASE STUDY

THE CLIENT

A Community Association serving 10,000 citizens within a large metropolitan market.

THE CHALLENGE

To create a plan for a Saturday farmers' market that would draw patrons from other parts of the city.

THE APPROACH

The Principal researched the urban food scene in North America, spoke with vendors and led a strategic "SWOT" session with key staff. He then developed a number of recommended initiatives, GAANT chart and metrics for measuring success.

THE RESULT

The client adopted the plan and felt confident in dealing with its various stakeholders prior to implementation.