

LEGAULT, GRYSOLE & ASSOCIÉS INC.

THE FIRM

Legault, Grysole & Associés Inc (LGA) was founded in 1982. It is an independent management consulting firm specializing in marketing strategy and planning. It is owned by the two founders: Yvon Legault and Jacques Grysole. The main services it provides are:

Marketing plans and strategies

LGA co-operates with firms to develop marketing plans and strategies. Its outside point of view and high level of expertise in the area help to improve the effectiveness of the plans in which it participates.

Marketing research

LGA has completed many market research studies in a number of industrial and business sectors. It can recommend the best research methods for each situation. This service is used especially for assessing the business prospects of new markets or new products.

Marketing performance

A powerful computerized system that measures and explains your firm's business performance using information from the operations and the perceptions of the clientele.

Distribution network

This service consists first in designing an efficient distribution network at the lowest possible cost. It then helps implement the distribution system, which includes the search for distributors and manufacturers.

Client service strategies

Client service enables you to differentiate your products from the competition, to command loyalty from your clients and to increase long-term cost-effectiveness. LGA can assess the current situation and help you plan and implement a more effective client service.

SECTORS OF EXPERTISE

Legault, Grysole & Associés Inc has gained recognition for its expertise in strategic marketing in the following industrial sectors:

- Food products
- Current consumer goods

- Electronics
 - * Micro-electronics
 - * Communications
 - * Informatics
- Biotechnology
 - * Health
 - * Agri-food
 - * Environment
- Energy
 - * Sources
 - * Equipment
- Construction products
- Natural resources
 - * Mines
 - * Forest products
- Metal products
- Chemical and petrochemical products
- Distribution and transport systems
- Industrial equipment
- Tourism
- Services

CLIENTS

LGA carried out contracts for firms varying widely in size, type of ownership and area of activity, including:

Firms

- Atlas Turner
- Carter Chem Inc
- Cascades Technologies
- Canada Cement Lafarge Ltd
- Europe Equipement - France
- Gaz Métropolitain Inc
- Groupe SGF
- SNC Group Inc
- Husky Inc
- Hydro-Québec
- Industrie Chimique Mulhouse Dornach - France
- Marine Industries Ltd
- Domtar Construction Materials
- Métro-Richelieu