

A woman with long dark hair, wearing a white blazer, is looking down at a laptop screen. The background is a bright, out-of-focus office space with a window. The overall tone is professional and focused.

The right fit in differing markets

Assessing which markets your business has the most potential to succeed in can be difficult for smaller companies such as Progressive BioActives, a Charlottetown-based subsidiary of Stirling Products Ltd.