

Bert Zethof

Business Strategy and  
Marketing  
(cont'd)

detailed assessment of the U.S. market for fiction books, a fine-tuning of the proposed marketing strategy, and the development of a strategy for processing large volume book orders. A computerized financial model was developed in order to assess the venture's feasibility and key risk factors were identified.

Prepared a business plan to provide direction to the company in a price-competitive market. Among the factors assessed were the characteristics of the company's current carpet inventory, the company's sales force and service features, the competitive environment, and the owners' objectives. Several alternate scenarios were investigated using a computerized model. Among the variables tested were sales discounts, product mix, product costs, and promotion expenditures.

Production and  
Operations

For a \$100 million island building project for a major oil and gas company at Norman Wells, Northwest Territories, managed a program to ensure the maximum use of Canadian (particularly northern Canadian) suppliers, subcontractors, materials and labour. Responsibilities included the development and implementation of policies, control procedures and a public information program to ensure that all Canadian and local suppliers were given a fair opportunity to participate in the project. As a result of this effort, Canadian and local content targets were achieved.

OTHER EXPERIENCE

Don Ference &  
Associates Limited

Held position of Consultant for this general management consulting firm based in Vancouver, British Columbia. Major assignments included developing an economic development strategy for a city and community economic profiles for promoting economic development in a regional district in British Columbia.

Northern Construction  
Company Ltd.

The Canadian subsidiary of Morrison-Knudsen Company Inc., a major international engineering and construction company based in the United States. Northern Construction Company has expertise in primary resource development, heavy civil, mechanical and building construction, and has a permanent staff of around 100 people. As Manager of Corporate Planning, was responsible for strategic planning, market research, marketing and business development.