

Bert Zethof

Business Strategy and
Marketing
(cont'd)

programs were an identification of prospective clients and their purchasing decision-makers, the development of brochures describing the company's services and their benefits, and presentations and proposals to prospective clients. The proposals were designed to address the construction needs of clients in the energy, mining, commercial and institutional sectors. The value of services proposed ranged from \$1 million to \$100 million.

- o Developed a marketing communications plan to increase awareness of the company's capabilities among potential Canadian clients. The plan recommended the use of frequent sales contacts, direct mail campaigns, appointment notices in major Canadian newspapers, and advertising in trade publications.

For a manufacturer of light rail urban transit vehicles, prepared a strategy for marketing the company's expertise in transportation services. This expertise had been developed to support the company's hardware sales and includes training, operations and maintenance systems, technical documentation, testing and commissioning, and after-sales support. A key element of the assignment was to screen a broad range of opportunities based on the company's capabilities and market attractiveness, in order to identify and prioritize the most appropriate opportunities for the company to pursue. The company integrated the recommended strategy for the services sector with its overall business plan.

For a major furniture manufacturer in Canada, assisted management in undertaking a strategic review of the company. The assistance involved conducting interviews with furniture dealers in Western Canada to determine sales trends, consumer needs, competitor strategies, key issues for dealers, and industry perceptions of the client. The results were used by the client to develop a strategy for improving business performance.

For Zellers Limited, implemented a retail merchandising program encompassing the creation of promotional displays, inventory control, shelf management and customer sales and service.

For investors proposing a uni-level marketing concept for books, prepared a business plan and a Technical Report which is a requirement for obtaining a Vancouver Stock Exchange listing. The assignment called for a