



THE
MARKETING
CLINIC

COMPANY PROFILE 2010

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This document contains a company profile describing TMC The Marketing Clinic.

The information provided in this profile gives a general overview of the focus and experience of TMC The Marketing Clinic and its consulting team. A detailed proposal is available for those requiring additional information, or those seeking information specific to a particular project or sector.

Inquiries should be directed to:

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http://en.wikipedia.org/wiki/Image:Halifax_Downtown_Dusk.JPG

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Introducing TMC

Founded in October 1993, The Marketing Clinic was established to provide small and medium-sized businesses access to professional marketing expertise and high quality research at affordable prices. Today TMC provides a wide range of professional services to help every organization fulfill its potential and achieve success.

The Marketing Clinic (TMC) works closely with organizations to assess their needs and find the information they need within their budgets. The Marketing Clinic has been successful in helping both large and small organizations obtain the information to be successful.

This company profile focuses on marketing research services, with an emphasis on feasibility studies and services appropriate to new ventures.

Please contact us with any questions you may have. TMC provides free consultations and proposals for services for interested parties.

TMC Services

A variety of research and consulting programs are available at TMC, all of which are geared to helping organizations maximize their marketing potential. The base of every good marketing plan is solid information. TMC links their marketing research with sound professional advice to assist your organization - regardless of how big, how small or how unique your firm is.

The TMC Market Feasibility Study

Feasibility studies are conducted when you are considering opening a new business, or adding a new line to an existing business. The goal behind such studies is to determine whether or not the business is "feasible" given current market conditions and the resources you have to put into your business.

The market feasibility study can be completed for any market around the world. The study provides detailed information about current service offerings of competitors and market demand information. This information is sufficient upon which to base a marketing plan that is geared to the unique competitive situation facing the client's firm.

The feasibility study also provides: a go/no go decision, a return on investment analysis and a complete marketing strategy plan. Each of these features is discussed in-depth below.

A go or no go decision is an educated judgment, based upon primary data collection, financial analysis and overall industry trends, as to whether or not the client should proceed with the original business plan. Often, the original plan may not be advisable, but a variation of the plan may provide a viable business opportunity. Based on previously determined criteria, TMC makes a go/no go recommendation to the client upon completion of the feasibility study.

Given sales figures from market research estimates, and whatever cost figures the client can provide, a two-year financial summary will be prepared which will estimate the rate of return the client should receive from the business. This allows the client to evaluate the business as an investment, relative to other investment opportunities. This information is also of great value to potential investors, include banks, venture capitalists and angels.

The marketing plan is the foundation to a successful business launch. TMC provides a turnkey marketing strategy that includes recommendations for target market(s), product/service features, pricing, distribution channels, and promotion plan. It is designed with the client's resources in mind to ensure that start-up requirements fit within the client's budget. The final marketing plan is custom-designed to meet the needs of potential customers, while also allowing the client to meet profit goals.

The TMC Market Positioning Study

A marketing study, whether fashioned from a positioning or feasibility viewpoint, must address five key strategic concerns, as well as other factors that may impede market growth and business success. The five key areas for strategic focus include:

- Market segmentation factors: demographics, lifestyles, size of market, nature of need/preference, motivation to purchase and ability to pay
- Product/service aspects: service levels desired, menu choices, specialty options, ambiance and customer service ratings, cleanliness, décor, comfort, entertainment value (particularly for Paddy's Pub), relevance/appeal of Irish theme, draw for brew pub, parking
- Price aspects: menu price ranges, fine vs. casual dining, reasonable price ranges for high-mid-low priced options, the perception of price as a measure of value
- Place aspects: trade area consideration, mobility of consumers, accessibility, patronage to locations in each town (Kentville, Wolfville, New Minas)
- Promotion aspects: recall and top-of-mind awareness, word of mouth, branding, media, image, ability to break through the clutter, scheduling, overall impact

Other factors that should be addressed that can impede market growth include competition analysis, economic trends, and health and diet trends. The competition analysis should provide competitive market intelligence, including key ratings for aspects of the marketing mix, including product, price, place and promotion. In addition, top-of-mind awareness and overall preferences should be rated. For the location that does not yet exist, competition analysis for the local community combined with market segmentation information, will provide feasibility feedback by identifying unserved market opportunities.

Other TMC Services

A variety of other services are available to TMC clients once they have become established businesses. These include: strategic planning, promotion planning, assisting with the development of international markets and international marketing channels, mystery shopping, customer service studies, sales matchmaking for trade missions, training and customized analyses.

An extensive array of training is provided by TMC. Such training programs include:

- Promotion Planning
- Public Relations/Networking
- Export Marketing
- Export Readiness
- Sales Seminars
- Marketing Planning Seminars
- Marketing Research

Customized training programs are also designed to meet the unique training needs of clients.

Data Collection and Marketing Research

The Marketing Clinic conducts survey research using online, telephone and personal interview methods. Focus groups are also conducted when suitable to meet the needs of the client. Most feasibility studies require large samples to be yield reliable data. Survey research is the preferred method of gathering data as part of the feasibility study because it is cost-effective and statistically reliable.

The TMC call centre is located in Bedford, NS. TMC staff are experienced telephone interviewers who complete thousands of telephone interviews annually. TMC also provides data collection on behalf of many other consultants inside and outside of Atlantic Canada, who do not have their own calling facility. TMC is known for its high quality research, quick turnaround time and affordable pricing strategy.

Data which are collected via telephone are analyzed using state-of-the-art statistical analysis. The owners of TMC have over 20 years of experience in collecting and analyzing business and social research data. Appropriate statistical tests are conducted on survey data to provide reliable results upon which to make business decisions.

Expertise and Project Experience

The Marketing Clinic offers many marketing and research services, however, designing, administering and analyzing survey data is their core business. TMC completes approximately 30,000 surveys annually, interviewing individuals from across Canada. TMC has the ability to conduct interviews in both English and French. Data are routinely collected using intercept, mail, telephone and online survey methods.

TMC has written detailed reports for various audiences as the result of survey research. Many of the audiences were not experienced strategists or research-oriented in their nature. Despite this, the firm is known for preparing concise reports, with actionable recommendations, written in a clear and understandable fashion to accommodate the layman.

Experience of particular relevance to this RFP is that TMC The Marketing Clinic was the consultant of record in the previous Fast Ferry Marketing Study completed in 2005, in the consulting team headed up by TDV Global. This experience puts TMC in a position to make a unique contribution to the completion of the current project.

Consultants' Profiles

Karen Blotnicky, President and Consulting Coordinator of TMC The Marketing Clinic will be responsible for designing the project, survey design, data analysis and report preparation. Michael Blotnicky, Vice President and Chief Operating Officer, will be responsible for project supervision and timely completion. In addition, Michael is responsible for managing data collection, reporting to the client as required, supervising data entry, and overall project management. Michael is the contact person for this study.

Karen Blotnicky: President and Consulting Coordinator

Karen Blotnicky is the President and Consulting Coordinator for TMC The Marketing Clinic, in Bedford, NS. She is a full-time, tenured associate professor in the Department of Business and Tourism, at Mount Saint Vincent University in Halifax, where she specializes in marketing.

Karen has worked in applied research for over 20 years. She holds a BA and an MBA from Saint Mary's University in Halifax, and a doctorate in International Business at Northcentral University in Arizona.

Karen is a member of the Entrepreneurs' Forum, and past member of the management board of the Centre for Women in Business in Halifax. She was the small business columnist for The Sunday Herald newspaper based in Halifax (1998-2009) and five newspapers in the province of Ontario. She was also the Eastern Canadian business columnist for CBC Radio One from October 2005 through October 2007, where her weekly radio interviews were heard in cities from St. John's to Edmonton.

Karen has advised clients of all sizes for over a decade in government, business and non-profit sectors. She designs surveys for TMC, completes research designs, conducts sophisticated market analysis, and is responsible for report preparation. She has also designed, moderated and analysed more than 100 focus groups across Atlantic Canada. She has also conducted sales training for the Team Atlantic trade mission participants in all four Atlantic provinces.

Her clients have included businesses in hospitality management, food service, retail, information technology, tourism, healthcare, homecare, and various other sectors. Her areas of professional consulting involve small business enterprises, strategic marketing planning, research and analysis, international and export marketing, services marketing, and corporate training. She was also involved in all of the projects listed as sample projects, and as references, in this business profile.

Michael E. Blotnicky, Chief Operating and Logistics Officer

Michael has been a successful entrepreneur for over 20 years, having successfully established and franchised his business holdings. He currently hires, trains and manages all of the field and in-house interviewing staff, having coordinated many thousands of intercept and telephone surveys over the past year in Atlantic Canada, Europe, Asia, the Caribbean, United States, and the United Kingdom. He has also assisted at, or facilitated, over 120 focus groups throughout Canada. Michael is also responsible for online survey development, data collection and data management.

Michael has approximately 13 years of experience in business counselling and consulting. He also has over 20 years of experience in the field of human resource development and management. He has worked as a sales manager and a sales representative, and he has assisted with the training for personal selling, sales management, export marketing and export readiness. Michael has also provided sales matchmaking and logistics support for a variety of trade missions for Team Canada Atlantic through Boston, New York City, Atlanta and Miami. The support has included qualifying leads, setting up appointments and scheduling callers. Michael is responsible for all of the project management activities for TMC.

Michael holds a Bachelor of Commerce degree, majoring in Accounting, from Saint Mary's University in Halifax, Nova Scotia (1983). He was also involved in all of the projects listed as sample projects, and as references, in this business profile.

Project Experience

A sample listing of projects is provided below. Contact information is provided for each project listed.

Northwood Intouch (2008)

TMC completed an extensive study market positioning study of the health needs of seniors in Nova Scotia and their use of medical alarm systems. The study was completed using telephone interviewing with online data entry. Nearly 400 women, over the age of 55, or those with special health care needs, were interviewed as part of this study. The results of the study will be used to position Northwood's services in the coming years.

- For further information about this study please contact Michele Low, Northwood Intouch, via telephone (902) 421-6320, or via email at MLowe@nwood.ns.ca

Nova Scotia Department of Transportation and Infrastructure Renewal (2008)

TMC completed the annual highway satisfaction survey for 2007. A sample of over 2,000 residents of Nova Scotia were interviewed via telephone, using online data entry. A variety of breakout reports by region were required in completing this study. Also, comparisons to historical data and complex data analysis were required for all reports. The results of the study will be used to inform policy makers dealing with road safety for the province of Nova Scotia.

- For further information about this study contact Ms. Krista Spurr, Senior Policy Analyst, Atlantic Gateway Initiative, via telephone (902) 424-5560 or email: spurrkz@gov.ns.ca

Prince Edward Island Fishermen's Association Ltd. (Fisheries) (2003, 2005, 2006, 2008)

TMC has completed a number of studies for the Area 25 Lobster Fishermen to determine key issues impacting Area 25 lobster fishery. These results assist the Association in developing strategies for managing the lobster fishery, for lobbying on the behalf of lobster fishermen, and in dealing with related issues. Technology has included telephone survey, background literature review and related research, data entry from paper-based surveys, complex data analysis and preparation of reports.

- For more information about these projects contact Mr. Rory McLellan, Manager of the Prince Edward Island Fishermen's Association Ltd., Charlottetown, PE at (902) 566-4050

Office of the Mayor , Halifax Regional Municipality (2000, 2006, 2008)

TMC has conducted a variety of telephone surveys involving both political polling, as well as information gathering for critical issues facing the Halifax Regional Municipality. These projects also included “report card” studies to assist the Mayor in determining what was critical to HRM residents. The surveys have been conducted via telephone with paper-based data entry, as well as online data entry. Reports have required detailed breakouts and complex data analysis.

- For more information about the nature, quality and success of these studies, please contact Mr. Matt Kerrigan, Assistant to Mayor Peter Kelly, City Hall, Halifax, NS, at (902) 490-4624, or via email at kerrigm@halifax.ca

Nova Scotia Department of Transportation and Public Works (2007)

TMC completed a study of the drinking and driving habits of males between the ages of 18 and 35. A sample of 878 males was obtained through intercept surveys on university and community college campuses across the province, as well as through randomly drawn households from telephone directories. A detailed survey was conducted of all respondents. Data entry from paper-based surveys was required. Overall results and significance test analyses were conducted. The results of the study will be used to inform policy makers dealing with road safety for the province of Nova Scotia.

- For further information about this study contact Ms. Krista Spurr, Atlantic Gateway Initiative, Nova Scotia Department of Transportation and Infrastructure Renewal, via telephone (902) 424-5560 or email: spurrkz@gov.ns.ca

Nova Scotia Pension Agency (formerly Department of Finance - Nova Scotia Pension Division) (2005 & 2007)

TMC conducted two comprehensive studies of pension users’ evaluations and expectations of the customer service they were receiving from the pension division. The first study was conducted in 2003, and a follow-up was conducted in 2007. Comparative analyses were conducted in the 2007 study. A stratified random sample was conducted of pensioners retired from various government agencies and departments. The consultations were conducted by telephone. Data entry was done from paper-based surveys. The sample for each study was larger than 1,100 individuals.

- For more information regarding these studies, please contact Holly Hynes, Communications Officer, Pension Services at (902) 424-3686 or via email at hynesh@gov.ns.ca

Antigonish Local Producers' Co-op Market Feasibility Study (2006 and 2007)

TMC completed a comprehensive market feasibility study to determine the market potential for a special co-op for local producers in the greater Antigonish area. The initial study involved a telephone survey of a sample of more than 600 respondents. Detailed financial projections and per-item feasibility reports were prepared for the clients. In addition, a market strategy was completed to facilitate a “go” decision should the clients plan to proceed. This study was followed up by a detailed feasibility study during the summer of 2007, consisting of 300 households. Complex data analysis and report preparation were required. Data was entered from paper-based surveys.

- For further information about this study contact Ms. Viola Baker via email at baker_viola@hotmail.com

Pictou County Recreation and Leisure Study, Pictou, NS (2003-2004)

A market study was conducted to evaluate the recreational activities and needs of residents living in the following communities: Pictou, Stellarton, Trenton, Westville, New Glasgow, Municipality of Pictou County. Data collection involved completion of telephone surveys by town and region. A total of 703 surveys were completed.

- For more information about this project, please contact Mr. David Hood, of the Department of Recreation in Stellarton via email at dhood@town.stellarton.ns.ca.

Atlantic Baptist University Image and Market Study, Moncton, NB (2003)

TMC completed a multi-stakeholder study for Atlantic Baptist University in Moncton. The project, focused on measuring university image and to obtain feedback on the religious denomination in the organization's name, involved contact with the following university stakeholders utilizing focus groups, qualitative surveys (depth interviews) and large scale empirical research employing telephone research. The following stakeholders were consulted: current students and parents, potential students and parents, alumni, donors. The resulting study assisted the organization in goal-setting and promotion planning.

- For more information about this project, please contact Dr. Brian MacArthur, President of Atlantic Baptist University at (506) 858-8970 Ext. 102, or via email at president@abu.nb.ca.

Colchester Regional Development Agency (CORDA) (2003, 2005, 2006, 2007)

TMC completed a study to determine the labour force needs and challenges for the Colchester County region in 2003. Similar studies were also conducted in 2005 and 2007. Telephone surveys and secondary data were utilized. Strategic recommendations were given relating to trades training, retention of qualified workers in the Colchester region and marketing methods to attract needed workers and entrepreneurs. Complex report preparation and data analysis were required. Data entry was completed from paper-based surveys.

- For more information about this project, please contact Ms. Joann Fewer, Executive Director, CORDA at (902) 893-0140, or via email at jfewer@corda.ca

Client Satisfaction Study, Communications Nova Scotia, Halifax (2003, 2006)

This research project evaluated overall service satisfaction as well as other service criteria for fourteen different services provided by Communications Nova Scotia. A census of employees was conducted. The end result was a completed study of 393 individuals, consisting of both staff and communications directors from all government departments. The report provided ten different recommendations to Communications Nova Scotia to help it enhance publication and desktop service design and delivery to the provincial government departments. The 2003 study was completed entirely via telephone survey, while the 2006 study was completed entirely online. Comparative analyses to the previous study were completed in the follow-up study in 2006.

- For more information about the 2006 study, please contact Ms. Patti Macaulay of Communications Nova Scotia via email at MACAULAH@gov.ns.ca

AgraPoint/Agrifest, Kentville, NS(2002)

TMC contacted members of the Nova Scotia agriculture community to obtain feedback and information about how they perceived the Institute. This information was used to provide benchmark data for evaluating the strategic plan which ADI had put into place. The project consisted of focus groups with farmers, commodity groups and consultants, followed by a telephone survey of the greater community to obtain statistically reliable information to be used in future strategic planning and measurement of goal attainment.

- For more information about this study contact Mr. Dale Kelly, Executive Director at (902) 678-7722.

Brief Resumes

Karen Blotnicky, President & Consulting Coordinator

TMC The Marketing Clinic (1993-Present)

Relevant work experience:

Associate Professor (Marketing), Department of Business and Tourism, Mount Saint Vincent University (1988-present)

Lecturer, Department of Marketing, Saint Mary's University (1985-1988)

Business Columnist, The Sunday Herald Newspaper, Halifax, NS. April 1998-present

Eastern Canadian Business Columnist, CBC Radio One, October 2005-October 2007

Education:

BA(Honours Sociology) & MBA (Marketing & Management), Saint Mary's University

Ph.D. Candidate (International Business), Northcentral University, Arizona

Selected Survey Research Clients (2000-2008)

Antigonish-Guysborough Local Producer's Co-op, Antigonish, NS

Area 25 Lobster Fishery, PE

Atlantic Baptist University, Moncton, NB

Bay Ferries Ltd., Charlottetown, PE

Brier Island Lodge, Brier Island, NS

Colchester Regional Development Agency (CorDa)

Communications Nova Scotia

Halifax Regional Municipality

Shepherd's Way Enriched Living Community, New Germany, NS

Northwood Intouch, Northwoodcare, Halifax, NS

Nova Scotia Department of Education

Nova Scotia Department of Transportation and Infrastructure Renewal

Nova Scotia Department of Health Promotion

Nova Scotia Department of Tourism and Culture

Nova Scotia Pension Agency

Pete's Frootique, Bedford, NS

Pictou Recreation and Leisure Study, NS

Redcliffe Realty Management Inc. (Sunnyside Mall), Bedford

Registrations Solutions Inc., Halifax, NS

Political polling for various candidates at the municipal, provincial and federal levels

Michael Blotnicky, Chief Operating and Logistics Officer

TMC The Marketing Clinic (1993-Present)

Relevant work experience:

Managing partner, Evershine Ltd., Bedford, NS (2007-2008)

Partner, BBC Fishing Ltd., Bedford, NS (2006-2008)

Partner, Horizon Maintenance Ltd., Dartmouth, NS (1983-1999)

Education:

BComm (Accounting), Saint Mary's University

Selected Survey Research Clients (2000-2008)

Antigonish-Guysborough Local Producer's Co-op, Antigonish, NS

Area 25 Lobster Fishery, PE

Atlantic Baptist University, Moncton, NB

Bay Ferries Ltd., Charlottetown, PE

Brier Island Lodge, Brier Island, NS

Colchester Regional Development Agency (CorDa)

Communications Nova Scotia

Halifax Regional Municipality

Shepherd's Way Enriched Living Community, New Germany, NS

Lura Consulting, Toronto, ON

Northwood Intouch, Northwoodcare, Halifax, NS

Nova Scotia Department of Education

Nova Scotia Department of Transportation and Infrastructure Renewal

Nova Scotia Department of Health Promotion

Nova Scotia Department of Tourism and Culture

Nova Scotia Pension Agency

Pete's Frootique, Bedford, NS

Pictou Recreation and Leisure Study, NS

Redcliffe Realty Management Inc. (Sunnyside Mall), Bedford

Registrations Solutions Inc., Halifax, NS

Data collection for grant-funded research for faculty members at Saint Mary's University (Dr. Lori Francis, Dr. Ellen Farrell, Dr. Camilla Homvall)

Political polling for various candidates at the municipal, provincial and federal government levels

References

Halifax Regional Municipality,
Mr. Matt Kerrigan, Assistant to Mayor Peter Kelly
City Hall, Halifax, NS
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