

Step 9: Project Details for Marketing Plans (EMAP-PR-C)

1. Select the activity/activities you will complete as part of the project (check all that apply):

First-time assessments/audits to reveal program gaps by a third-party

Product attribute verification (e.g. halal, gluten-free, organic)

First-time pre-audit by a third-party

Feasibility studies

Market readiness audit

Cost of production audit

Market analysis or research

Business, marketing, and strategic plans for developing a new market

Export planning

Production expansion planning to expand market share and/or implement a new process

Investigation into regulatory/certification standards/requirements needed to access a new market (e.g. food product labels, preparation of nutritional panels, and other required label information for domestic and international markets, trade issues, quota applications, customs, and trade regulatory issues)

Meeting requirements of certification standards to access a new market

2. Which of the following applies to the applicant business (select one):

A processor that manufactures products in a facility with fewer than 200 employees

Specify number of employees located at the facility: _____

An owner of an established brand or intellectual property that does not meet processor eligibility criteria but is located in Ontario, and has an agreement or arrangement for the transformation of their product(s) in Ontario

A new processor business (new entrant) that:

- Constitutes a legal person
- Is new to the food and agri-product processing industry and has business projections that demonstrate potential annual gross business income of \$30,000 or more within three years of applying
- Files personal income taxes in Ontario
- Has not filed taxes of \$30,000 or more in annual gross business revenue as a food or agri-product processing business in the two years prior to applying for funding
- Has a valid Premises Identification (PID) Number (if a processing facility is established)

Full Name: _____

3. What are the anticipated timelines to see results of the project? (Select one):

The completion of immediate improvements in my business (in the next 1 to 2 years)

The completion of long term improvements in my business (in the next 3 to 5 years)

Not yet determined

4. What are the ultimate goals of this project? (Check all that apply):

To assess your current marketing strategies

To identify potential new marketing strategies

To identify additional marketing opportunities for your current product

To identify additional marketing opportunities for new products

To provide a basis for or to create a Marketing Plan

To establish pricing and/or product quality benchmarks for current/new products

None of the above

5. What are the areas addressed by this project? (Check all that apply):

Market trends (including new and/or value-added market opportunities)

Barriers to market entry

Competition levels

Current and potential strengths and weaknesses

Current and potential opportunities and threats

None of the above

Full Name: _____