

ONE BACKGROUND

ONE is a management consulting firm based in Atlantic Canada operates around the world. Our trade practice's primary focus is marketing, business development, organizational development, including logistics, and other aspects of business management critical for success. Our firm concentrates on offering practical solutions that can be customized so that they are applicable to a wide range of different business situations.

These solutions can be scaled so that whether they address the needs of medium-sized enterprises or smaller businesses, we can ensure that our services and solutions are the best fit for our clients. We are specialize in providing strategic planning and results oriented business management development options for small, medium and larger enterprises.

We offer the following to get you working around the world:

Marketing and Business Development

- Market Entry & Market Expansion Services
- Market Research, Opportunity Analysis & Competitive Intelligence
- Product demand Evaluations, Market Testing
- Product Development & Management Through All Evolutionary Stages
- Commercialization of New Products, Services and Technologies
- Contact Campaigns and Business Match-Making Services
- Communication Program Evaluations & Strategy Development
- Marketing Channel Evaluation & Development
- Business Plans, Marketing Plans & Strategic Development
- Export Trade & Logistics Educational Seminars

Logistics Consulting

- Logistics / (Supply Chain & Distribution) Planning & Strategies
- Export Logistics - Customs and Regulatory Research & Guidance
- Consulting 3rd Party Negotiations & Contract Development Services (All modal transportation, Warehousing, and Co-packing)
- Educational Seminars & Workshops

Procurement Consulting & Services

- Global Sourcing Strategies
- Cost Reduction & Risk Management
- Vendor Assessments and Contract Negotiations
- Tailored Direct to Manufacturer Programs
- Best Practices and Quality Training in Procurement
- ISO and Continuous Improvement Facilitation

For more information on our range of services in marketing, business development and logistics, by calling or visiting our web site at: www.onemcs.com

SECTORAL EXPERTISE

Business Management: Marketing and Sales

- Agri-Food Commodities
- Advanced Manufacturing and Technologies
- Business to Business Professional Services Sector
- Consumer Package Goods and Specialty Giftware
- Energy Resources / Capital Markets Management
- Energy Technologies / Power Utilities
- Engineering Software Programs & Services
- Environmental, Chemical, and Sanitation Products
- Industrial and Construction Equipment Industry
- Food Technologies, Complimentary Products and Services
- Food Products (Retail & Wholesale) –Perishable Frozen and Processed
- Industrial and Institutional Services Markets
- Information Communication & Technologies
- Intellectual Property, and Trademark Consulting
- Knowledge based services and Enhancing Technology
- Manufactured Housing and Building Materials
- Marine Navigational Instruments & Onboard Computer Systems
- Bio- products & Nutraceuticals
- Oil & Gas, Mining and Resource Industries
- Pharmaceutical, Medical and Life Sciences Industries
- Plastics and Industrial Products
- Tourism & Hospitality Services Industries
- Safety Products & Services (Industrial and Consumer Level)
- Seafood Products and Food Product Accessories

Logistics & Procurement Consulting:

Transportation, Distribution, Supply Chain Management

- Air, Ocean Rail and Road Transportation Consulting
- Distribution Planning & Strategies
- Customs and Regulatory Research & Guidance
- 3rd Party Negotiations & Contract Development (All modal transportation)
- Transportation & Supply Chain Audits
- Traffic Corridor and Lane Analysis
- Distribution Facility and Fleet Development
- Mentoring, Educational Seminars & Workshops
- Counselling on Packaging, Labelling & Bar- coding
- Freight Forwarders & Customs Brokers Selection
- Effective Carrier Selection and Transportation Audits
- US, EU and Canadian Customs Import and Export Consulting
- Increasing competitiveness with viable raw input sourcing in Asia
- Development of Logistics Educational Programs & Workshops

Troy M. Doyle, Consultant and Principal - Halifax, NS

ONE's principal, is a seasoned professional in *marketing, logistics* and *business development* and possesses a wide experience in domestic and export markets. With an advanced background in these three core areas that stretches back over 20 years, Troy obtained critical business expertise through his senior level experience working with large, medium to small enterprises as employers and later as clients.

He has a rich past of initiating, leading and succeeding with projects in the food, consumer goods, industrial products & professional services, procurement & logistics. In each case, he played enthusiastic key roles in successfully surmounting the challenges faced with expanding into new markets just down the street, or in other continents

Cheryl Bell – Media Consultant, Halifax, NS

A graduate of Mount Allison University, Sackville, NB and Dalhousie University, Halifax, Nova Scotia, Cheryl spent 20 years working as a *freelance writer and media consultant* in London, UK, before returning to Nova Scotia in 2005. She has experience in researching and writing a wide range of corporate literature, including annual reports, website content and marketing communications for clients in both the public and private sectors. Also, Cheryl is also from periodically an instructor at Dalhousie University.

Greg Brown – Business Development Consultant, Halifax, NS

A graduate of Mount Saint Vincent University, Greg has worked extensively on marketing software solutions to corporate and government institutions in the U.S. His counsellor skills have proved useful in formulating successful solutions to a senior management target market. Taking the counsellor role for public & private sector he later was heavily involved in developing web presences, web site development, marketing and internet billboard advertising. Greg also worked on systems hardware, on-line POS software, to industrial and retail markets, e-commerce and CRM solutions originating in Halifax and eventually linked to the U.S., Mexico, the Middle East and East Africa and offered to small and medium sized businesses.

Judith B. Cabrita - Project Management & Tourism, Lawrencetown, NS

With an expertise in *project management* and *development of business solutions*, for organizations and businesses mainly in the Atlantic region, Judith has established strong connections throughout North America. A Ryerson University graduate, Judith spent her entire career in travel industry in business, government, and education and association management. Her knowledge of the travel industry delivery and service equations; research, evaluation and marketing strategies is extensive. Judith's business background brings strength and particular intelligence in the transportation – distribution and packaging of product. While CEO of the Tourism Industry Association of Nova Scotia, Judith was project manager and lead on several studies for increased business success.

Senator Dietmar Goetz – German Market Consultant, Koeln / Stuttgart

Senator Dietmar definitely has a finger on the pulse of the German market through his varied background, lengthy experience in private industry and with trade organizations. This is a formidable force when coupled with his passion to create business. **ONE** has an excellent resource with Senator Dietmar's hands on experience in selling and supplying to all the top German chains, with retail trade, on-line and through wholesalers, and extensive contacts with consumer and industrial markets in the heart of Europe

Apart from being a consummate door opener / match maker for foreign food producers, a trade event planner and organizer in Germany as well as the larger EU market, he is a senator for the European Economic Senate and heavily involved as a licence holder with the World Trade Center Association network (WTCA).

Yoko Ishigami - Japanese Market Research Consultant, Halifax, NS

Yoko brings to **ONE** an excellent background in *marketing and translation services* with enhanced research and analytical expertise. Previously as a Killam scholar researcher at Dalhousie University's psychology department she received national media attention and awards for her research work. As one of our consultant on Japanese market business opportunities, Yoko is an involved resource in the pragmatic requirements of business activities and cultural nuances based on experience gained from her career in Japan.

Richard Lande – Legal & Logistics Consultant, Campbellford, ON

Richard is a lawyer in the field of transportation and logistics. He provides professional counsel in the preparation of contracts and contract compliance, in addition to corporate and commercial transactions, legal advice on labor matters as they pertain to transportation, and on claims and in case representation.

Richard has had extensive involvement in rail abandonment cases and the establishment of short haul rail links. As a lawyer for both national railways at two different times in his career, Richard is an expert in transport legal issues. He is the president or administrator of several transportation buyers' groups, and co-founder of Logistics Quarterly. Richard is past chairman of the Chartered Institute of Transport and President of National Transportation Week.

William (Bill) Lyons - Sales & Logistics Consultant - Sandwich, MA

Bill is a *business development and logistics operations* consultant with over 20 years of experience. After a career in the US Navy, Bill was a sales executive and director for a number of blue-chip ocean freight and logistics companies and a large 3PL technology and IT platform software firm. His strengths are strategic sales planning and business development, demonstrated in a wide range of business sectors. Bill has a solid track record in client base development, as well as creating effective marketing plans for companies across North America.

Brian Silva - Customs & Freight Consultant - London, ON/ Mumbai, India

Brian's expertise spans over 30 years of *customs and freight forwarding consulting* experience. During his career he managed offices handling general freight all kinds and oversaw large specialized freight forwarding operations. Brian led logistics initiatives in Europe and Asia / Pacific markets and provided more than one blue chip corporations with duty drawback savings numbering in the millions. Senior level public relations experience came as a director on with the Canadian Society of Customs Brokers, and liaison with Revenue Canada's parliamentary committees.

Tsutomu Taniguchi- Japanese Market Consultant, Chiba, Japan

Tsutomu brings to **ONE** not only excellent *marketing research expertise*, but enhanced business consulting and analytical expertise. His background in consulting extends from professional and engineering services and food / nutraceutical products. From his Tokyo area base, Tsutomu's senior level business experience in the Japanese and Korean markets allows **ONE** to further extend our scope on the western side of the Pacific Rim.

X.X. Meng - Chinese Market Consultant, Beijing, China / Toronto, Canada

Meng has a background in foreign relations and diplomacy, a professional at market research, as well as consulting in customer service and logistics. With a dozen years straddling both cultures and business environments, Meng gives **ONE's** clients a clear China perspective made easier for the western view.