

# Case



# Study

---

**Using Government  
Funding to Build a  
Business Development  
Resource for Your  
Members**

---



**Bramm Research Inc.**  
Better Information. Better Solutions.



## How Bramm Research helped the Canadian Dam Association build a business resource for its members.



### Profile of organization **CDA** **ACB**

The Canadian Dam Association/ Association Canadienne des Barrages (CDA/ACB) is an association of dam owners, operators, regulators, consultants, contractors and suppliers. Its objective is to provide leadership, encourage co-operation, advance technical knowledge and build competency related to dams in Canada and internationally. CDA represents Canada on the International Commission on Large Dams (ICOLD).

CDA's key resource is the expert knowledge and experience of its individual and corporate members in dam design, construction and operation. By working collaboratively, CDA members develop guidance on emerging and difficult issues facing the dam industry. CDA's guidance documents are recognized throughout Canada, and internationally, as being among the best in practice in for this sector.



### The opportunity that was being explored

"The goal of the market research initiative," according to Don Butcher, Executive Director of CDA, "was to identify opportunities for Canadian Dam Association (CDA) member organizations to deliver training on their technical products, and thus develop leads for international business."

The CDA international business development model is to deliver short workshop-style seminars in markets where Canadian companies are considering doing business, in order to:

- Build awareness of Canadian dam engineering practice and
- Provide networking opportunities for Canadian companies to meet with potential business clients and decision makers (e.g. dam owners, regulators, government officials involved in the dam industry, etc.)

The regions and countries to be considered were four countries in South Asia, and 19 countries in Africa.

The project had a two-phase approach – To identify prospects, and business opportunities.

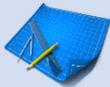


### What the project requirements were

Phase 1 of the project needed to:

- Identify the organizations within the target markets that CDA could approach to sponsor and promote the delivery of the CDA training and provide Canadian dam industry networking opportunities.
- Identify opportunities for the Canadian dam industry to conduct future business and determine the risks associated with doing business in the target markets.

Phase 2 of the research was to provide a comparative analysis of the markets, and make recommendations for future CDA initiatives.



### How Bramm Research conducted the study

#### Research Methodology

Extensive secondary research was conducted on the key areas of focus, and by country. Web searches initially identified relevant information sources – Consultants drew upon CDA resources where available.

- Information was sorted and classified according to criteria identified in the RFP, i.e.
  - A country suitability assessment, in terms of:
    - Safety and security
    - Favourable opportunities for new dam construction
    - Favourable opportunities to assess and advise on existing dam infrastructure
  - Creation of an organization inventory by country
  - Assessment of business opportunities by country
  - A comparative analysis of prospect countries

Key deliverables for the research included an organization inventory, and market analysis.



### What the research delivered

Key deliverables of the research included:

- A detailed organization inventory for the candidate countries, that included organization names, URLs, key contact information such as personnel email addresses, phone numbers and mailing addresses.
- A market profile for each candidate country, that provided an overview of its business environment, economic and transparency risk profile, business ties to Canada, and safety and security of the country location. Also provided was an overview of the candidate country's dam and hydropower development, along with observations on future business development potential.
- A comparative analysis provided a short list of candidate countries with the most potential, along with those not recommended for business risk or safety reasons.



### Key takeaways from the project

- Market analysis supported by web-based research can be effectively used to build business development resources for associations and their members.
- Such research can be affordable - Funding contributions can be obtained from the Federal Government, for association global initiatives that meet the eligibility criteria of Global Affairs Canada.
- The research and analysis thus completed can form the basis for targeted primary market research to address more customized information requirements.



### How the study was funded

- CDA was able to obtain research funding from Global Opportunities for Associations (GOA), an offering by Global Affairs Canada, a Government of Canada ministry. GOA provides contribution funding to support national associations undertaking new or expanded international business development activities, in strategic markets and sectors, for the benefit of an entire industry (member and non-member firms). More details can be found at: <http://tradecommissioner.gc.ca/funding-financement/goa-oma/index.aspx?lang=eng>

# Profile of Bramm Research



## **BRAMM RESEARCH INC.**

Bramm Research has more than twenty years of experience in providing organizations with the high quality, fact-based information they need to make better decisions. We do this by conducting market research, from large quantitative surveys to small one-on-one qualitative research projects.

The majority of our projects are conducted among vertical/niche markets including members of various professional, business and industry groups. Over the past few years we have conducted projects with architects, board directors, carpenters, GP's, farmers, hospital CEO's, insurance brokers, lawyers, otolaryngologists, pilots, podiatrists and truckers.

With a team that has both strong research skills and marketing experience, Bramm Research can move from deep research insights to effective marketing planning.



## **GERALD BRAMM – President, Bramm Research**

Gerald Bramm is the President of Bramm Research Inc. For more than 20 years he has operated Bramm Research (<http://www.brammresearch.com>). He specializes in conducting marketing research assignments for specialized niche markets. He has worked on hundreds of projects both in Canada and the U.S. and has a broad experience in quantitative and qualitative techniques.

Prior to establishing Bramm Research, Gerald was the Director of Research at the Southam Business Information Group. He began his career as the Research Director at the advertising agency J. Walter Thompson. In that role he conducted research and provided input into marketing and advertising plans for consumer and b2b clients.

Gerald has been a member of the MRIA (Marketing Research and Intelligence Association) for 26 years. He holds the CMRP designation (Certified Marketing Research Professional).

## Profile of Bramm Research *(continued)*

### How you can reach us

---



#### **DEEPAK PERSHAD - Senior Consultant**

Deepak is an expert marketing analyst and exploratory research professional, with extensive experience in the advertising agency, consumer packaged goods, and financial services sectors, with companies such as J. Walter Thompson, Kraft Foods, CIBC, Canada Trust, RBC Financial Group, and TD Bank Financial Group.

His experience in marketing and sector analysis has included secondary market research and competitive analysis for the Ford Motor Company, the development of annual corporate brand plans for TD Bank. and marketing planning work for a major Canadian bank. Recently, Deepak completed a company-wide review of market research and competitor analysis for one of Canada's leading telecom companies.



#### **Contact us for more information**

To find out more about how we can help your association members with research-based business development resources, please contact us at:

Bramm Research Inc.  
79 Wilson Street,  
Suite 205,  
Oakville, ON L6K 3G4  
(905) 465-3578  
Canada.

[gbramm@brammresearch.com](mailto:gbramm@brammresearch.com)

[www.brammresearch.com](http://www.brammresearch.com)