

## Business Case Study

# Van Luyk Greenhouses and Garden Centre

**CLIENT**

Van Luyk Greenhouses  
and Garden Centre

**PROGRAM**

Canada Digital Adoption  
Program (CDAP)

**GOVERNMENT AGENCY**

Innovation Science and  
Economic Development  
(Canada: Federal)

**SERVICES**

Consulting:  
Assessment and Review  
Deliverable:  
Digital Adoption Plan

**LOCATION**

London, Ontario

**PROJECT DATE**

October 2022

**Program Canada Digital Adoption Program (CDAP)****OPPORTUNITY**

The Canada Digital Adoption Program (CDAP), by the Government of Canada, helps small and medium-sized enterprises (SMEs) adopt digital technologies to increase their competitiveness. As part of CDAP, the Boost Your Business Technology (Stream 2) grant helps small and medium-sized businesses adopt new digital technologies, by providing:

- A free digital assessment tool to evaluate your own digital readiness.
- Up to \$15,000 to consult a digital advisor and develop a digital adoption plan.
- Up to \$100,000 in interest-free loans from BDC to help implement the digital adoption plan.
- Funded work placements for students or recent graduates who can help with digital transformation.

Centricity360 (C360) is a qualified Digital Advisor under CDAP and is on the CDAP Digital Advisor Marketplace. C360 will help businesses with the development and implementation of digital transformation strategies and complete a Digital Adoption Plan.

Van Luyk Greenhouses and Garden Centre (Van Luyk) approached C360 through the Digital Advisor Marketplace after they qualified for the CDAP Boost Your Business Technology grant. Van Luyk was very interested in having an assessment of their overall digital performance and have recommendations for improvements made for their Garden Centre operations.

# GIVE YOUR BUSINESS A DIGITAL EDGE.



CANADA DIGITAL  
ADOPTION PROGRAM

[CANADA.CA/DIGITAL-ADOPTION](https://CANADA.CA/DIGITAL-ADOPTION)

Canada

The first step for the engagement was a review of Van Luyk's Digital Needs Assessment (DNA) which was completed during their CDAP application process. The DNA report indicates an organization's digital maturity across eight key operational indicators, compared against the benchmark, that are critical for success in today's digital business world. This was followed by an initial analysis and discussion with the Van Luyk leadership team to identify current business challenges and gain a thorough understanding of their future key business goals. Finally, C360 presented a proposal for the CDAP Digital Adoption Plan Process. Van Luyk and C360 agreed to work together to develop the Digital Adoption Plan.

## **DELIVERABLE: DIGITAL ADOPTION PLAN**

As a qualified digital advisor for CDAP, C360 is required to provide a Digital Adoption Plan (DAP) for small and medium-sized enterprises (SMEs) participating in the CDAP Boost Your Business Technology stream. As experts in technology adoption, the digital advisors need to engage and listen to their SME clients to develop a digital adoption plan tailored to each SME's specific needs.

The DAP is a comprehensive review of a business from the usage of digital tools, tactics, and technology perspective. The DAP includes an executive summary, a business and technology current state analysis, a digital adoption analysis and recommendations as well as an implementation roadmap. As a value-added service C360 provides a detailed digital audit of the client's website and related properties as part of the DAP.

# ADOPT NEW DIGITAL TECHNOLOGIES.



CANADA DIGITAL  
ADOPTION PROGRAM

[CANADA.CA/DIGITAL-ADOPTION](https://CANADA.CA/DIGITAL-ADOPTION)

Canada

The first step in the DAP process was to get a good understanding of all facets of Van Luyk's business. An analysis of the organization, business and marketing strategy, administration, partners and alliances, and the technology used in the business was analyzed from a digital perspective gaining an understand of the way digital plays a part in the business from back office to the front office. From this analysis, C360 was able to create a business canvas and a SWOT analysis of Van Luyk's business.

Malicious digital attacks are an ever-increasing threat to Canadian business.. As part of the Digital Adoption Plan, C360 evaluated Van Luyk's security protocols based on the CyberSecure Canada's Cyber Secure Checklist. This checklist evaluates the business in 4 areas: Educate, Prevent, Detect, and Respond and Recover.

C360 reviewed all aspects of Van Luyk's digital marketing strategy including all digital technologies, tools, and tactics. Focus was given on the customer experience in dealing with the business, customer value propositions for their products and services and the overall marketing plan for the business.

A digital audit was completed for Van luyk of their website and ecommerce properties as well as a review of all Google programs currently being used. C360 presented a complete keyword research and forecast for the business to be used for future digital marketing campaigns.

Finally, C360 made a total of seven (7) recommendations for Van Luyk in the form of a digital transformation strategy including how each of those solutions will benefit the SME's business and align the prioritized digital solutions to the benefits they will bring to Van Luyk. Together with these recommendations was an implementation strategy for each recommendation that would highlight solution costs and a timeline for implementation.

## RESULT

C360 and the Van Luyk leadership team met to review the final draft of the CDAP DAP. It was agreed that the seven (7) digital transformation recommendations made by C360 were the correct solutions for Van Luyk Greenhouses and Garden Centre to overcome their current business challenges, meet the future key business goals, and become a digital leader.

The CDAP DAP was submitted ISED (Innovation Science and Economic Development) and was successfully approved.

At present, C360 continues to be engaged with Van Luyk to implement the solutions that were recommended in the CDAP DAP.

## ACKNOWLEDGEMENTS

A special thank you for the contributions from the following partners:

**Michael Halbmeier** | Clear Digital

## TESTIMONIALS

*Centricity360, specifically Richard Bolton is an expert in analyzing business operations and providing tailored recommendations to improve the digital adoption process for a small business. Richard conducted very efficient meetings, reviewed business data, brought in necessary additional experts, and provided recommendations and implementation pathways to fit our needs, budget, and resources. Van Luyk Greenhouses and Garden Centre look forward to working with Centricity 360 to implement digital adoption recommendations that will enhance business operation, security, and efficiency.*

**Suba Sivakumar**  
**President and CEO, Van Luyk Greenhouses and Garden Centre**

*It's always a pleasure working with Centricity360, specifically, Richard Bolton. He is a total pro at business analysis - from operations to sales, to marketing and more! Centricity360 leaves no stone unturned on the path to digital transformation and acceleration. Our role in this project was to provide an in-depth digital marketing analysis and implementation plan. It was great to have input from Van Luyk and Centricity360 as part of the process as it allowed for a stronger outcome in the end. I look forward to continuing our work with both Richard and his team at Centricity360 and Van Luyk. I would highly recommend any business looking for business growth to seek out Centricity360.*

**Michael Halbmeier**  
**Founder, Clear Digital**

## ABOUT VAN LUYK GREENHOUSES AND GARDEN CENTRE

Van Luyk Greenhouses and Garden Centre is a family-run business which serves the London community and surrounding area in Ontario.

## ABOUT CENTRICITY360

Centricity360 is a forward-thinking consulting company advising SMEs on innovative digital marketing and e-business development strategies using leading-edge technology solutions that help business leaders grow their businesses through innovation and digital transformation. Centricity360 is a registered digital advisor with CDAP (Canada Digital Adoption Program) that will deliver advisory services to eligible Canadian SMEs including Digital Adoption Plans.

Centricity360 - Innovative Ideas in Action.

Innovative Marketing | e-Business Development | Digital Transformation

## CDAP LINKS AND RESOURCES

### Canada Digital Adoption Program:

Get up to \$15,000 to boost your business technology

<https://ised-isde.canada.ca/site/canada-digital-adoption-program/en/boost-your-business-technology>

CDAP Digital Adoption Plan Guide:

[https://www.dropbox.com/s/wdreojk5sc7eftd/DAP%20guide\\_EN.pdf?dl=0](https://www.dropbox.com/s/wdreojk5sc7eftd/DAP%20guide_EN.pdf?dl=0)

The CyberSecure Canada's Cyber Secure Checklist:

[https://www.dropbox.com/s/8dhkmoyk1phmsu/Cyber%20Security%20Checklist\\_ENGLISH.pdf?dl=0](https://www.dropbox.com/s/8dhkmoyk1phmsu/Cyber%20Security%20Checklist_ENGLISH.pdf?dl=0)