

SAMPLE REPORT · Illustrative only. The product, figures and buyers are invented to show the format. Buyer names and contacts are redacted.

ZET BUYER MAP · SAMPLE

Who in BC buys commercial spill kits in volume

Prepared for: a Canadian maker of commercial spill-response kits (fictional). Scope: organizations that use spill kits themselves. Safety distributors and resellers excluded.

112
buyers found and verified

41
score 8+ on ease of entry

9
segments mapped

\$85–140
competitor price per 20-gal kit (illustrative)

Summary

- Demand is driven by refuelling and rules.** Any site that stores or transfers fuel, oil or chemicals is expected to have spill response on hand, and every use means a restock.
- The easiest wins are owner-run fleets, marinas and repair chains.** They restock often, buy without tenders, and can be reached directly.
- Public works and utilities are large but slow.** They buy through tenders or incumbent contracts; register now and target the next renewal.
- Price must work at case quantity.** National distributors set the benchmark; a case price and a restock subscription are the realistic way in.

Market map

MARKET	WHY THEY BUY	ACCESS
Marinas and fuel docks	Fuel transfer over water; kits at every dock	Open
Trucking and fleets	A kit in every cab; restocked after each spill	Open
Auto repair and collision	Oil and fluid spills in every bay	Open
Construction and excavation	Equipment refuelling on site	Partly open
Agriculture and greenhouses	On-farm fuel and chemical storage	Open
Aviation ground handling	Fuel transfers on the ramp	Open
Municipal public works	Yards, depots and road crews	Tender
Utilities	Depots and field crews	Contract

Lead list (excerpt)

12 of 112 rows. The full delivery is a spreadsheet with procurement route, use case, volume basis and source links for every lead.

EASE	ORGANIZATION	SEGMENT	LOCATION	VOLUME	WHY THIS SCORE	CONTACT
9	Marina and fuel dock group, 3 sites	Marine services	Lower Mainland, BC	High	Owner-run group; fuel docks must keep spill response on hand; buys direct by card.	
9	Regional LTL carrier, 140 tractors	Fleet & trucking	Fraser Valley, BC	High	Family-owned fleet with an in-house safety lead; a kit in every cab, restocked after each use.	
9	Collision and mechanical chain, 11 shops	Automotive	Metro Vancouver, BC	Medium	Central purchasing by the operations manager; no tender; values next-day delivery.	
8	Civil contractor, excavation and utilities	Construction	Surrey, BC	Medium	Equipment refuelling on every site; safety manager named on the company site.	
8	Greenhouse operation with on-site fuel storage	Agriculture	Delta, BC	Medium	Owner-operated; buys consumables through the farm office.	
8	Fixed-base operator, fuel and ground handling	Aviation	Abbotsford, BC	Medium	Small operator with frequent fuel transfers; reachable ops manager.	
7	Waste and recycling hauler, 60 trucks	Fleet & trucking	Kelowna, BC	High	Larger fleet with centralized buying; may hold an existing safety-supply account.	
7	Food processing plant with ammonia refrigeration	Industrial	Langley, BC	Medium	Plant safety coordinator buys direct; plant-wide kit audit each quarter.	
6	Commercial fishing co-operative	Marine services	Vancouver Island, BC	Medium	Co-op buys for members; decisions go through a board.	
5	Municipal public works yard	Public sector	Lower Mainland, BC	High	High volume, but purchases over the threshold go to public tender.	
4	Regional utility, multiple depots	Utilities	BC	High	Formal vendor registration and an incumbent national distributor.	
3	Provincial highways maintenance contractor	Public sector	BC	High	Tied to a multi-year supply contract until renewal.	

How leads are scored

Ease of entry from 1 to 10. Each lead starts at 5: +2 owner-run with a reachable buyer, +1 close to your warehouse, +1 buys often without a tender, +1 values what makes you different; -2 locked to a tender or group contract, -1 very large with central purchasing, -1 likely tied to an incumbent supplier.

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