

Presentation by:

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FINE FOOD



FOCUS

DISTRIBUTION ISSUES
AND SOLUTIONS

7/9/10

Background Info

- **Ex MD of Petty, Wood & Co., fine food importer/distributor and led £10m MBO**
- **Ex MD of Donatantonio plc, Italian fine food importer/distributor**
- **MMIGD, IOD, CIPS, ESMA, FFIG memberships**
- **Set up sales and marketing consultancy in October 2000, nearly 10 years ago**
- **Work with small and larger UK and overseas fine food companies to develop their UK business – strategic and tactical**



Awards

- **Winner of 6 Trends and Innovation Awards in the past 3 years**



Agenda

- **Objectives:**
- - Territory
- - Trade Sectors/Accounts
- - Branding
- - Product Range
- - Pricing
- - Marketing Support

- **Sales and Marketing Plan**

- **Action Plan:**
- - Route to Market
- - Partners
- - Agreements
- - Go To Strategy and Tactics
- - Supply Chain



Objectives - Territory

- **Existing location?**
- **Radius to service?**
- **Local, regional or national?**
- **Capability and capacity?**
- **Own manufacturer or sub contract?**
- **Partners?**
- **Supply chain?**



Objectives – Trade Sectors/Accounts

- **Culture and philosophy?**
- **Capability and capacity?**
- **Experience and contacts?**
- **Trade sector focus?**
- **Account focus?**
- **Partners?**



Objectives – Branding

- **Local? Regional? National?**
- **Single or dual branding?**
- **Own branding or private label branding?**
- **Licensed brands?**
- **Creation of logo/design?**



Objectives – Product Range

- **Product Categories?**
- **Detailed store audits?**
- **Ambient? Gift? Chilled? Frozen?**
- **Npd?**
- **Packaging design?**
- **Consumer research?**



Objectives – Pricing

- **Strategy – EDLP or High/Low?**
- **Retail price points?**
- **Gap analysis?**
- **Retail margin?**
- **Trade cost?**
- **Wholesale margin?**
- **Wholesale price?**
- **Margin before sales, marketing and distribution costs?**
- **Margin after?**



Objectives – Marketing Support

- **Budget as % of sales to cost into pricing structure?**
- **Additional funds from profits?**
- **Trade marketing activity?**
- **Consumer activity?**
- **Target consumer at point of purchase?**
- **Pr and advertising?**



Sales & Marketing Plan

- **Brief written document**
- **Include previous objectives**
- **Add sales forecasts with breakdown by...**
- **Add marketing support costs**
- **Monthly review of actual v budget**
- **Increase sales, increase support?**
- **Reduce sales, reduce support?**
- **Impact on business, ie. production**



Action Plan – Route to Market

- **Direct sales capability:**
 - - **experience**
 - - **professionalism**
 - - **contacts**
- **Van sales**
- **Wholesaler network**
- **Distributor**
- **Other**



Action Plan - Partners

- **Sales manager and team**
- **Sales agent**
- **Van sales**
- **Wholesaler:**
 - - **fine food**
 - - **health food**
 - - **convenience**
- **Distributor**
 - - **category knowledge and contacts**
 - - **commitment from MD/Board**
 - - **passionate personnel**



Action Plan - Agreements

- **Simple, easily understood documents**
- **Headings to include as before...**
- **Terms**
- **Brand owner responsibilities**
- **Partner responsibilities**
- **Performance measures**
- **Termination**
- **Avoid legal review and costs**
- **Sign and countersign**



Action Plan – Go To Strategy/Tactics

- **Prepare sales presentation**
- **Prepare sales leaflet**
- **Include category management proposition**
- **Include brand and product proposition**
- **Prepare list of accounts for mailout**
- **Call for relevant contact name**
- **Mailout with sales leaflet**
- **Call, call and call again for meeting**
- **Email, email and email again for meeting**
- **Finalise meetings**
- **Secure listings**



Action Plan – Supply Chain

- **Minimum orders by region**
- **Courier service**
- **Parcel service**
- **Consolidation service**
- **Pallet service- national pallet carriers**
- **Distributors**
- **Ex factory collection**
- **Other**



Questions/Answers and/or 121

- **Over to you and thanks for listening to me!**

