

## CASE STUDY | Developing & Implementing an Away-from-Home (AFH) Business Plan

### Background

- A major protein company sought to develop and enhance its strategic planning process and go-to-market plan for the away-from-home market
- Foodservice IP's Managing Principal and chief analyst Tim Powell was retained to assist management in developing an updated "go to market/strategic plan"



### ENGAGEMENT OBJECTIVES

- Ensure a compelling strategy with a clear organizational vision
- Conduct a thorough assessment of the business situation, programs and materials (internal and external)
- Formulate/reaffirm strategies and initiatives as key elements of the plan to meet growth and other strategic objectives
- Provide a collaborative strategic process to be managed as an ongoing tool

### APPROACH



MANAGEMENT INTERVIEWS, FOODSERVICE IMMERSION SESSION & GO-TO-MARKET AUDIT



EXTERNAL ANALYSIS Survey of current customers re: purchasing decisions, motivations, unmet needs, attitudes and practices



SENIOR EXECUTIVE PLANNING SESSION To design a plan in a collaborative manner. Mission, Vision, Situational Analysis, SWOT, Objectives, Strategies and Tactics were all collaboratively developed



AFH STRATEGIC PLAN PRESENTATION AND REVIEW Delivered opportunities for top- and bottom-line growth, plus recommendations for next steps to communicate and implement the plan

### RESULTS

1

*Situational analysis, program and material audit and a half-day immersion into U.S. foodservice*

2

*Insights into a variety of strategic options for the AFH market*

3

*A strategic plan with recommendations of execution methodologies and priorities for AFH market*

### HUNGRY FOR MORE? CONTACT:

**Tim Powell**, Managing Principal, 312.602.9899 / [tpowell@foodserviceIP.com](mailto:tpowell@foodserviceIP.com)