

# MAKE YOUR FOODSERVICE COMPANY THRIVE IN A DOWN ECONOMY

We are now in the longest growth cycle in U.S. history. Yet the amount of money consumers have to spend on food continues to shrink, according to the NRA. The question of a recession is not if, but when. Many food companies will cut marketing and sales (at a time when it's needed most) and instead add products or services — an ineffective and often detrimental practice. The smarter strategy is to reinforce your position and to step-up preparation efforts *before* a recession hits. Foodservice IP's (FSIP's) new program is designed to help you achieve this by focusing on profitability and leveraging what you do best.

## PROGRAM OBJECTIVES

- Protect your human capital and maximize the efficiency of your foodservice team.
- Review current marketing and sales practices to streamline efforts without sacrificing quality or inconveniencing customers.
- Determine how best to protect cash flow through these optimizations.
- Identify how food companies can capitalize on existing clients/prospects.
- Establish clear goals, objectives, and strategies to ensure preparedness for an imminent recession.

## METHODOLOGY

1. **Half-day onsite immersion session** with stakeholders in a focus-group format to collectively identify strengths and challenges.
2. **Four regional consumer mini focus groups** to examine current foodservice spending attitudes and behaviors.
3. **40 foodservice operator interviews** with both chain and non-commercial executives to test consumer focus-group findings and uncover supplier satisfaction insights.
4. **Upgrade your feedback loop with optional interviews of 10 customers and/or prospects** around operational needs in a recession.
5. **Analysis, reporting, and final onsite work session** to develop a strategic business plan for the next 18 - 24 months that will highlight go-to-market strengths and reduce inefficiencies. We can also offer implementation assistance in web content and marketing strategy for an additional cost.

## NEXT STEPS

Fast-track your recession response planning today by completing the acceptance form on the following page or contact:

**JOYCE BAIRD**  
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## FSIP DELIVERS

We offer deeper strategic insights at a price that beats the competition:

Products and brands to emphasize during a soft economy.

Recommended efficiencies in sales and marketing, including web and digital content.

Identification of direct and indirect competition and ways to leverage strengths and core competencies.

A clear but comprehensive tactical plan to streamline operations and boost profitably in a soft economy.

# PROGRAM AGREEMENT

# Make Your Foodservice Company Thrive in a Down Economy

- I'd like to participate in the program for \$15,000.
- Please upgrade the program deliverables to include client interviews (\$5,000), for a total cost of \$20,000.

## ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Once approved, please sign, scan, and email this form to your FSIP representative:

**JOYCE BAIRD**  
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**JULIE HESEMAN**  
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Thank you for your business!