

YOU HAVE YOUR 2019 DATA, *but do you have a plan to use it?*

How conducting research (or not) affects your bottom line:

Are you
tracking your trade
spending dollars?



LESS THAN
15% of companies know where
their trade dollars go —
even though it's usually the
largest line item on a P&L.

2/3

of companies refuse to
perform research because
they fear the market will
not like the recommended
product or service.

Research helps mitigate risks.
Companies pay (a lot) more in the long
run if they do not conduct research —
products fail, companies fail.

60%

of customers end their relationship
with companies when they perceive
indifference on the part of salespeople.

Does your firm have
a customer retention
policy in place?

40% Is your category
achieving at least
in gross margins?



Gross margins for
ACV should fall in
the 40-50% range.

How many varieties and/or SKUs
are you offering the channel?

MORE THAN

80%

of DSRs are "over-sku'd" and
ask for fewer new varieties.

Source: Foodservice IP Internal Interviews and Best Thinking, Harvard Business Review, IFMA, NG Data



FOODSERVICE IP's TAKE

When you shift the way you think about your research potential and benefits to your strategic plan, you will find it easier to accept that committing to a well-thought-out approach will create greater closing potential for business development opportunities.

While many companies shy away from gathering fact-based evidence because they're so focused on getting their product to market, the most successful launches are made by firms that do their homework. More importantly, companies that fail to conduct the necessary research often pay more than ten times the original cost to change a defective strategy. Foodservice IP is the best research partner to to guide you to a sound strategic plan while making sense of your 2019 data. Contact us today to fast-track your 2020 plan!