

# EVALUATING OPPORTUNITIES WITH E-COMMERCE COMPANIES

In an increasingly digital world, assessing the future of e-commerce companies (ECCs) is an essential exercise for manufacturers making strategic decisions about their own future directions. In 2017, Foodservice IP performed a comprehensive review of the channel that resulted in ground-breaking ECC activities, strategies, performance and implications for foodservice manufacturers. Three years later, we are conducting a follow-up study to help sponsors understand how the current landscape is evolving so that they can better leverage new marketplace opportunities.

## STUDY OBJECTIVES

- Track, evaluate, and compare the impact of ECCs from 2017 to present.
- Identify new trends and evolutionary directions of ECCs.
- Assess growth implications and deliver an outlook for the role of ECCs to help manufacturers better forecast performance.
- Establish strategic and tactical benchmarks for manufacturers in their approach to ECC management.
- Provide actionable insights and recommendations around ECC engagement.

## FSIP'S APPROACH

- 1 **Secondary research scan** to reveal trends and directions for the current ECC environment that will fuel study questionnaires.
- 2 **Supplier interviews** with representatives managing e-commerce provider relationships to better understand the role of e-commerce, as well as usage satisfaction and pain points.
- 3 **Chain and non-commercial operator interviews** to assess issues, preferences and plans.
- 4 **ECC interviews** to inform profiles for individual companies, including their supplier requirements, company structure, business model, as well as their partnerships and alliances.
- 5 **Distributor research** with channel leaders to refine sponsors' vision of the full e-commerce landscape.
- 6 **Strategic custom analysis** with confidential recommendations for each sponsor on how to best leverage the ECC opportunity.


## NEXT STEPS

To participate in the study, please complete the acceptance form on the following page. If you have questions or would like to review the full proposal with our detailed methodology and scope contact:

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## FSIP DELIVERS


 Expert analysis and implications to answer your most pressing ECC questions for better business planning.

 In-depth profiles of leading ECCs.

 Personalized roadmap for working profitably with ECCs.

 Custom Power Point report and Q&A Webinar.

 Efficiencies for salespeople to be out selling and closing business with this intelligence.

 True strategic guidance to boost your foodservice results.

# STUDY ACCEPTANCE

# Evaluating Opportunities with E-Commerce Companies

**YES**, I'd like to sponsor this study at \$13,250.

*Note: 50% of total payment is due upon project initiation with the remaining balance due upon report completion.*

## ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Once approved, please sign, scan and email to the attention of one of the following FSIP representatives:

**JOYCE BAIRD**  
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**TIM POWELL**  
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Thank you for your business!