

CHANNEL OPPORTUNITIES IN THE IRISH FOODSERVICE SECTOR

APPLYING STUDY LEARNINGS TO YOUR BUSINESS

Workshop agenda

13:45-14:00

Pro-Intal

Key study learnings
- Building customer knowledge

14:00-14:45

Breakout Sessions (Groups 1 & 2)

Key challenges
Enablers and winning competencies

14:45-15:15

Presentation of brainstorming results

Group 1
Group 2

Workshop agenda

15:30-15:45

Pro-Intal

Key study learnings
- Building customer knowledge

15:45-16:30

Breakout Sessions (Groups 1 & 2)

Key challenges
Enablers and winning competencies

16:30-17:00

Presentation of brainstorming results

Group 1
Group 2

The challenge

We expect a lot from you -

- *deliver actionable results*
- *with too little knowledge of your company's f/s business*
- *in too short a time*

A deliberate approach

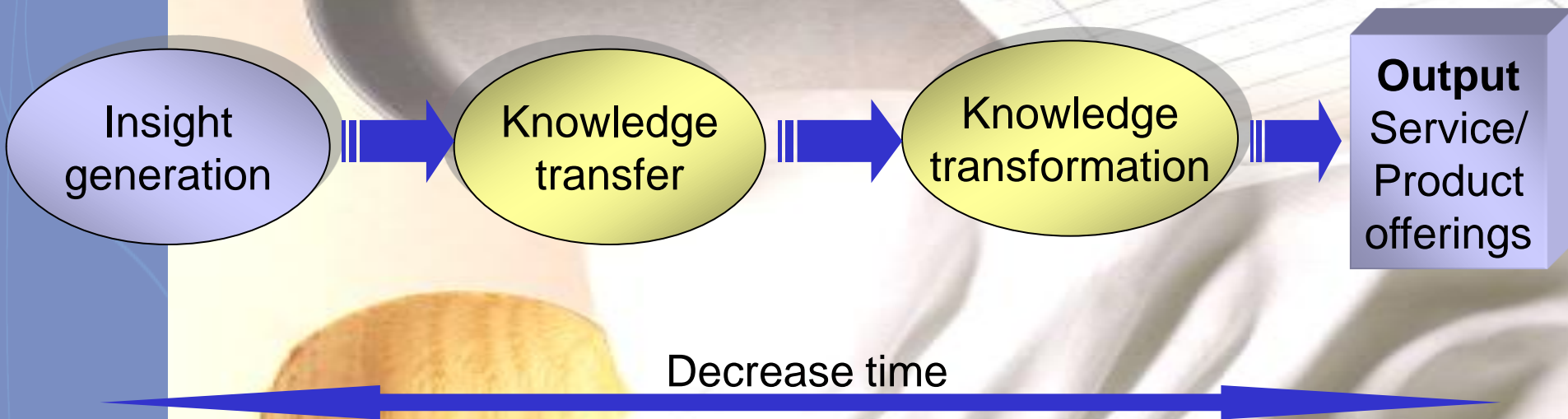
- Experience has shown when put under pressure good executives have the competencies to deliver!



KEY STUDY LEARNINGS

Understanding your customer

► Build and utilise customer knowledge



“A company’s ability to learn, and translate that learning into action rapidly is the ultimate competitive business advantage.”

Customer voice

- "quotes from the sharp end"

Operator response to recession

- *"We reacted quicker, were more aggressive with deals and I think we are coming out better"*
- *"People have more of a deal mentality in foodservice...they are pushing it. I think elements of this will never go away now"*
- *"We both must recognise a fundamental shift to value and try to lower costs all round"*
- *"We were initially hard hit as a high price luxury outlet but now we are positioned as a convenience and value priced snack"*
- *"They (suppliers) have had 10 good years and now joined us for the pain"*



Customer voice

"quotes from the sharp end"

Customer expectations

- *"We realise everyone has to survive and we depend on our suppliers so we cannot squeeze them dry."*
- *"Local small suppliers that can produce quality and consistency....we all want to buy local and Irish to help the economy recover."*
- *"It's more than just product: it's understanding our business, training, service and offers for consumers."*
- *"We like a partnership approach, not just someone who drops off boxes – we have enough people dropping boxes as it is."*
- *"Suppliers need to be more pro-active and involved, give information and recipe tips to the chefs, generally getting involved with the supply chain further down the line."*

Customer voice

"quotes from the sharp end"

Evolution of supplier relationship

- *"Local suppliers have been slower to realise things have changed..."*
- *"There has been a complacency among current suppliers but this will come back to bite them as we know we can find value and identify savings. There are lots of new suppliers in the market..."*
- *"I think we came together even more but then we see it as a partnership anyway not a contest."*
- *"Long term fewer suppliers and a more efficient chain. We've cut out lots of fat and there will be more to come."*
- *"It will not be the same, the cosy relationships and complacency are already going and will not return, even as the economy picks up. It will be more of a partnership with many faces."*

Breakout sessions – groups 1 and 2

Task 1

- List key challenges faced by foodservice suppliers in Ireland
- Identify 5 major challenges that must be addressed

Task 2

- List key competencies required for success in foodservice
- Identify 5 winning competencies and enablers