

# 2011 Retail Programme Offer

16<sup>th</sup> September 2010

Growing the success of Irish food & horticulture

***Bord Bia***  
Irish Food Board

# Presentation aim

- ✓ Profile 2011 Retail Programme Offer
  - Vantage Partner Market Readiness
  - Ireland Market
  - UK Market
- ✓ Introduce programme managers & mentors

# Overview

## Ambition

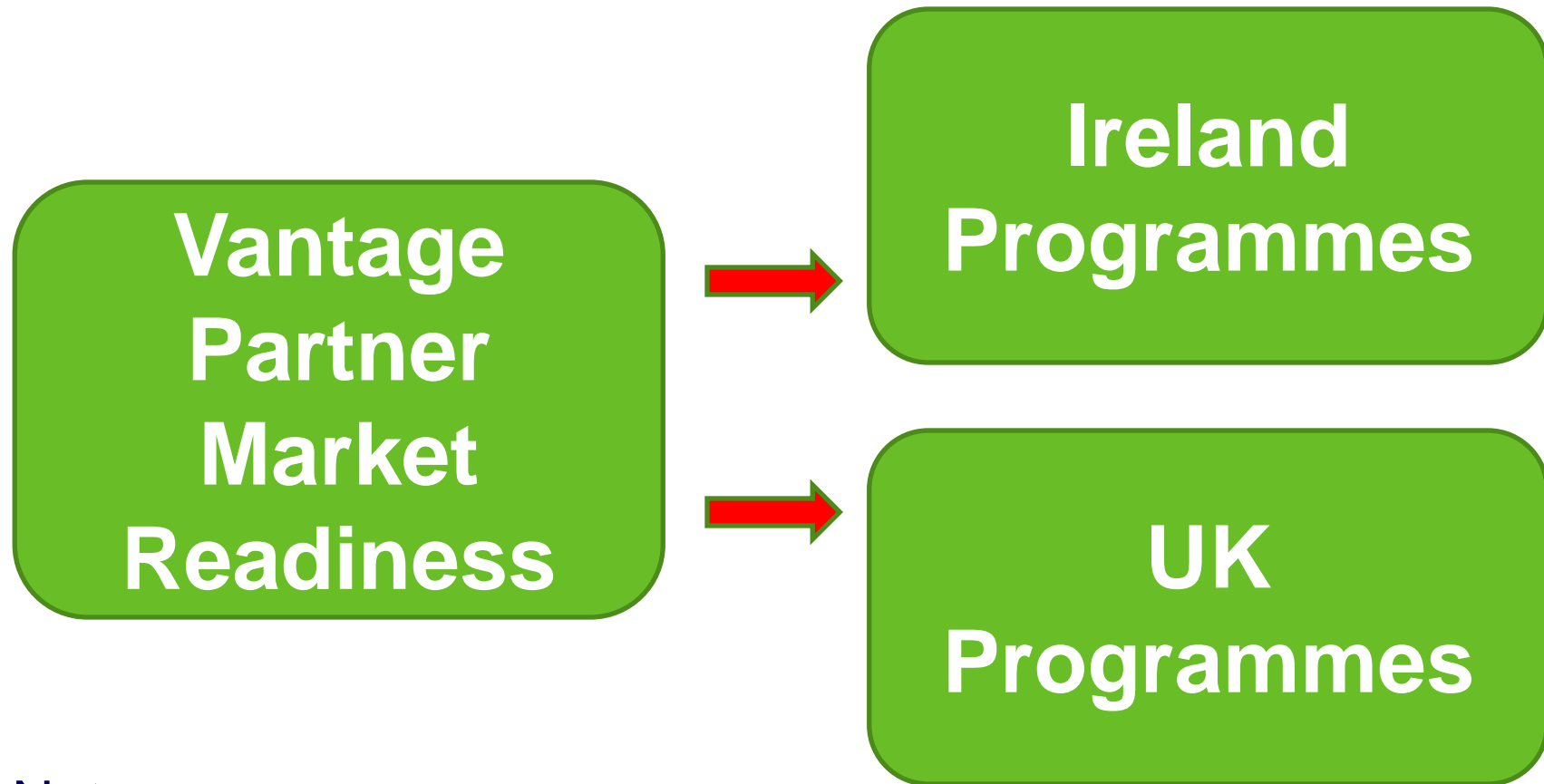
- To support profitable & sustainable business growth

# Overview

## How

- Programme offer tailored to company requirements
- More consistency across programme offer in Ireland & UK markets
- Programme progression matching development & growth phases of companies

# Programme Flow



- **Note**

- Programmes run on 12 month calendar year basis
- Membership of one programme only per year is recommended

**Vantage  
Partner  
Market  
Readiness**



**Ireland  
Programmes**



**UK  
Programmes**

# Vantage Partner Market Readiness

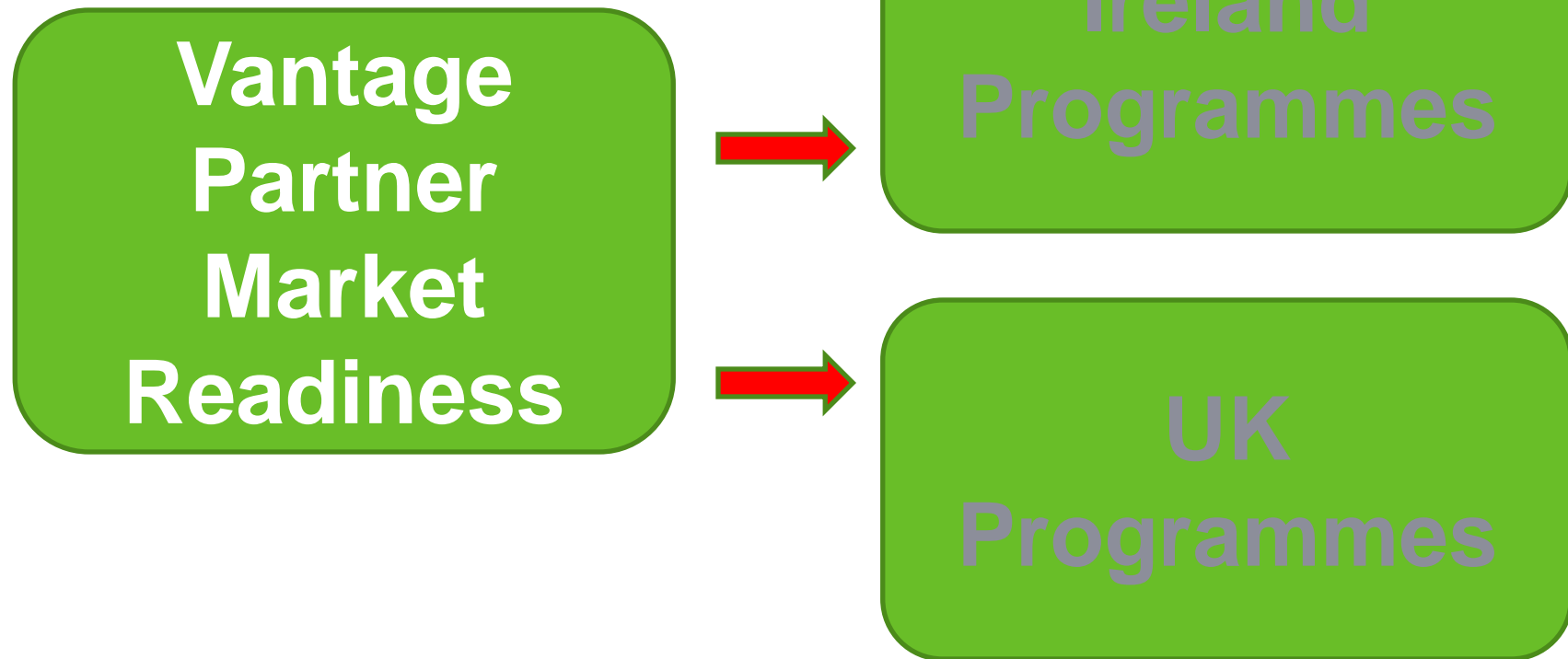
- **Who**
  - Companies looking to build sustainable businesses.
- **What**
  - 5 workshops covering strategy and business planning, the marketing mix and finance.
  - 5 days of mentoring
  - Inclusion in two rounds of consumer focus groups
  - Market study visit

# Glenilen Farm feedback

*“The Bord Bia Vantage Partner programme was time and money well spent. The workshops were very informative. The mentoring was very practical and strategic for Glenilen Farm as we move into a new phase.”* Alan & Valerie Kingston, Glenilen Farm



# Vantage Partner Market Readiness Programme Manager – Eimear O'Donnell



**Vantage  
Partner  
Market  
Readiness**



**Ireland  
Programmes**



**UK  
Programmes**

# Ireland & UK Retail Programme Offer

## ✓ Ambition

- To support profitable & sustainable business growth

## ✓ How

- Provision of timely and relevant market & retailer data
- Key account management training workshops
- Individual company mentoring

**Retail Market  
Intelligence**



**Retail Market  
Entry**

**Retail Market  
Development**

# Retail Market Intelligence

- **Who**
  - Any company interested in staying in touch with developments in the Irish retail market
- **What**
  - Monthly retail report
  - Quarterly updates on retail trends / NPD developments
  - Retailer profiles
  - Annual Ireland & UK Retail Seminar

# Retail Market Entry

- **Who**
  - Any company targeting business at national distribution level in the multiple retail channel in Ireland
- **What**
  - Retail Intelligence Package
  - 4 Workshops
    - Introduction to multiple retail sector/ distribution planning
    - Key Account Management
    - Buyer Meeting Preparation
    - Pricing and Negotiations

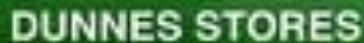


# Retail Market Entry

## What

- 4 x 2 hour mentoring sessions
- Consumer focus group research
- Central distribution depot visit

# Retail Market Development

The Tesco logo, featuring the word "TESCO" in red capital letters with three blue diagonal stripes underneath.The Musgrave Group logo, with "ESTD 1852" in small text on the left, "MUSGRAVE" in large white capital letters, and "GROUP" in smaller white capital letters below it, all on a brown background.The Dunnes Stores logo, with the words "DUNNES STORES" in white capital letters on a dark green rectangular background.

- **Who**

- Companies aiming to grow their business at national distribution level in the multiple retail channel

- **What**

- Retail Intelligence Package
- 2 workshops
  - Defensible Pricing/ Trade Investment
  - Joint Business Planning
- 5 x 2 hour mentoring sessions



# Britvic feedback

**“Excellent start to the programme,  
would welcome dedicated sessions on  
other key retailers, and convenience  
channel”**

# Ireland Retail Programme Manager

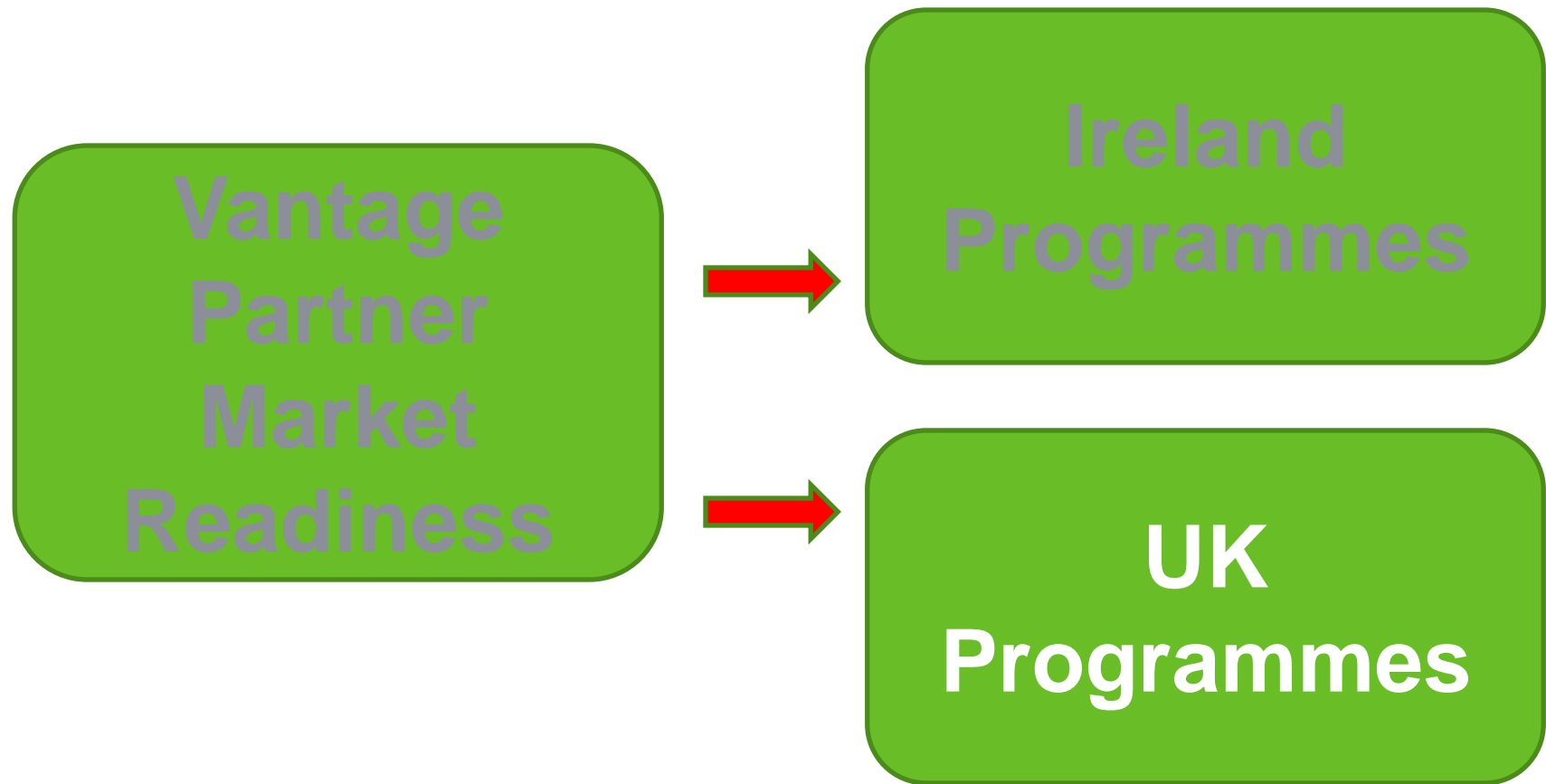
- Gillian Swaine



**Retail  
Market  
Intelligence**

**Retail  
Market  
Entry**

**Retail Market  
Development**



**Retail  
Market  
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**Retail Market  
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**Retail Market  
Development**



# Retail Market Intelligence

- **Who**
  - Companies interested in UK retail market news, trends & developments
- **What**
  - Daily media report
  - Monthly retail report with Kantar market share data
  - Multiple & convenience retailer profiles
  - Distributor searches
  - Foodwatching trend report
  - Key account trading statements
  - Conference reports

# Retail Market Entry



Sainsbury's



- **Who**
  - Companies planning UK retail market entry
- **What**
  - Retail Intelligence Package
  - Bespoke mentoring sessions
  - 4 Key Account Management training workshops
- Introduction to UK multiple retail channel
- Distribution planning
- Buyer meeting preparation
- Pricing & negotiations

# Retail Market Entry

**TESCO**

The **co-operative**

**Waitrose**

- **What**
  - Logistics & distributor service provider searches
  - Syndicated consumer research
    - Qualitative focus groups & in-home placement
  - Market Study Visit
  - State of the Nation Retail Seminar with Kantar market share and trend data

# Retail Market Development

- **Who**
  - Companies seeking to expand their UK multiple retail business profitably
  - Focus on development of commercial strategies to counter margin erosion
- **What**
  - Retail Intelligence Package
  - Retail Entry Programme
  - Plus site visit, focus on multi-disciplinary working and mentoring on Joint Business Planning
  - Workshop & training on Defensible Trade Pricing



# Connacht Gold feedback

*‘Connacht Gold has been participating in the Bord Bia UK Excel program over the past two years. The program is excellent, presented with clearly thought through modules, giving clear sound advice, practical help and access to network with other SME’s. The UK multiple visits are both informative and necessary to establish a clear category understanding of market opportunities, competitor activity, retailer pricing strategies and overall retailer category performance.’* John Byrne, Connacht Gold

# Silver Hill feedback

*“Throughout last year I have been very impressed with the high level of professionalism and guidance given by both Michelle and Adrian. They have helped us develop a strong and robust retail business plan during 2009 which I believe will help deliver increased sales and profitability to our business. Having built the plan we can now look to expand into UK retail in a strategic structured way rather than the scatter gun approach we have adopted in the past. The programme offers Irish companies real value for money and we can already see benefit from continued participation in 2010.”*

# UK Retail Programme Manager

- Maria Stokes



**Retail  
Market  
Intelligence**

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