

EVALUATING OPPORTUNITIES WITH E-COMMERCE

E-commerce is giving companies a unique opportunity to reach customers. For wholesalers and suppliers, this means they can sell directly to end-customers to maximize sales. We have observed the phenomena in the retail space but it is also increasing in the D2C (direct to to customer) foodservice space. Unilever Food Solutions' purchase of FoodserviceDirect Inc. in 2018 has given it the ability to pivot and sell direct to customers during COVID-19. In light of the daily changes, we are conducting a comprehensive study to help manufacturers understand how the current landscape is evolving and to determine if e-commerce is the right choice.

STUDY OBJECTIVES

- Track, evaluate, and compare the impact of e-commerce to our 2017 study.
- Identify new trends and evolutionary directions of business models.
- Assess growth implications and deliver an outlook for the role of e-commerce to help manufacturers better forecast performance.
- Establish strategic and tactical benchmarks for manufacturers.
- Provide actionable insights and recommendations.

FSIP'S APPROACH

- 1 **Secondary research scan** to reveal trends and directions for the current environment that will fuel study questionnaires.
- 2 **Supplier interviews** with representatives managing e-commerce provider relationships to better understand the role of e-commerce, internal capabilities and plans for online selling D2C after COVID-19.
- 3 **Chain and non-commercial operator interviews** to assess issues, preferences of purchase (direct or through third-party) and more.
- 4 **E-commerce company interviews** to inform profiles for individual companies, including their supplier requirements, company structure, business model, as well as their partnerships and alliances.
- 5 **Broadline distributor research** to better understand current activity, goals and experience and "co-opetition" presented by manufacturer D2C plans.
- 6 **Strategic custom analysis** with confidential recommendations for each sponsor on how to best leverage the e-commerce 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 e-commerce questions for better business planning.

In-depth profiles of leading third party e-commerce companies.

Personalized road-map for working profitably within e-commerce.

Custom Power Point report and work session.

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

A "go" or "no go" recommendation for sponsors.

STUDY ACCEPTANCE

Evaluating Opportunities with E-Commerce

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:

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Thank you for your business!