

EVALUATING OPPORTUNITIES WITH FOODSERVICE MANAGEMENT FIRMS

Long viewed as an important influence in non-commercial foodservice, Foodservice Management Firms (FSMs) are increasing their share in client accounts as foodservice becomes a top P&L expense. In fact, the rise in group purchasing organizations within FSMs (e.g., Entegra, Avendra, etc.) have only contributed to the complexity involved in selling into certain foodservice segments. For manufacturers serving non-commercial sectors, mastering FSMs and assessing their influence on the current and future marketplace should be a key component of growth planning initiatives. Foodservice IP's new multiclient study will ease the burden of this process by delivering a comprehensive evaluation of FSM activity in the noncommercial foodservice industry, including performance and outlook insights. Each study sponsor will also receive a customized roadmap with strategic insights for working more profitably with FSMs.

STUDY OBJECTIVES

- Evaluate the impact of FSMs on the foodservice marketplace
- Identify trends and the evolutionary course of FSMs
- Assess implications of FSM growth for foodservice manufacturers
- Provide benchmarks for manufacturers regarding strategic and tactical approaches to FSM management
- Gain insights into the five-year outlook for the role of GPOs

FSIP'S APPROACH

- 1 In-depth secondary research scan** to reveal trends and directions for the current FSM environment.
- 2 50 client management interviews** with key decision makers and "overseers" (e.g., facility directors, Chief Operating Officers, engineers, etc.) in noncommercial channels, including College/University, K-12, B&I, Recreation and Healthcare.
- 3 25 FSM interviews** with senior management at FSM headquarters on issues related to segment outlook, strategy, positioning, future plans, targets, goals, etc.
- 4 Strategic custom analysis** with confidential recommendations for each sponsor on how to best leverage the FSM opportunity along with an informative Q&A webinar.

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, contact your FSIP representative:

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FSIP DELIVERS

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

Personalized roadmap for working more profitably with FSMs.

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 Foodservice Management Firms

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

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!