

EVALUATING OPPORTUNITIES WITH E-COMMERCE

In an increasingly digital world, assessing the future of e-commerce companies 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 e-commerce activities, strategies, performance and implications for foodservice manufacturers. Three years later, we have completed a comprehensive follow-up study to help clients 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 e-commerce versus 2017.
- Identify new trends and evolutionary directions for e-commerce.
- 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 in their approach to e-commerce management.
- Provide actionable insights and recommendations around engagement.

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, as well as usage satisfaction and pain points.
- 3 **Chain and non-commercial operator interviews** to assess issues, preferences and plans.
- 4 **E-commerce company interviews** to inform profiles for individual companies, including best practices, 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 e-commerce opportunity.

NEXT STEPS

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

TIM POWELL
Managing Principal
312.602.9899
tpowell@foodserviceIP.com

JOYCE BAIRD
Director of Sales
312.305.0532
jbaird@foodserviceIP.com

FSIP DELIVERS

Expert analysis to answer your most pressing e-commerce questions for better business planning.

In-depth profiles of leading e-comm companies.

Personalized roadmap for working profitably in e-commerce

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 in E- Commerce

YES, I'd like to purchase this study for \$9,750.

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:

TIM POWELL

tpowell@foodserviceIP.com

JOYCE BAIRD

jbaird@foodserviceIP.com

Thank you for your business!