

# PROSPERITY RECESSION

## MAKE YOUR FOODSERVICE COMPANY THRIVE IN A DOWN ECONOMY

The question of a recession is not if, but when.

In a recession, budgets tighten, consumer confidence slides, and food-away-from-home spending weakens. Many food companies will cut marketing and sales (at a time when it's needed most) and instead add products or services — an ineffective and often detrimental practice. The smarter strategy is to reinforce your position and to step-up preparation efforts *before* a recession hits. Foodservice IP's (FSIP's) new program is designed to help you achieve this by focusing on profitability and leveraging what you do best.

### PROGRAM METHODOLOGY

1. **Half-day onsite immersion session** with stakeholders in a focus-group format to collectively identify strengths and challenges.
2. **Foodservice consumer internet surveys with 750 consumers** to examine future foodservice spending attitudes and behaviors.
3. **Foodservice operator interviews** with 50 executives from restaurant chains, healthcare, c-store, college/university, hotels/ lodging and healthcare to test consumer focus-group findings and uncover supplier satisfaction insights.
4. **Upgrade your feedback loop with optional client interviews** for up to 10 sponsor customers and/or prospects around operational needs in a recession. As customers are typically more forthright with third-parties, our discussions will be productive and confidential (FSIP will sign a confidentiality agreement).
5. **Analysis, reporting, and final onsite work session** where FSIP regroups with sponsors to review findings and develop a strategic business plan for the next 18 - 24 months that will highlight go-to-market strengths and reduce inefficiencies. We will ensure that all stakeholders are in agreement with the approach. FSIP can also offer implementation assistance in web content and marketing strategy for an additional cost.

### NEXT STEPS

Fast-track your recession-proof planning today by completing the acceptance form on the following page or contact:


JOYCE BAIRD  
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TIM POWELL  
Managing Principal  
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## FSIP DELIVERS

We offer deeper strategic insights at a price that beats the competition:

 Products and brands to emphasize during a soft economy.

 Recommended efficiencies in sales and marketing, including web and digital content.

 Identification of direct and indirect competition and ways to leverage strengths and core competencies.

 A clear but comprehensive tactical plan to streamline operations and boost profitably in a soft economy.

# SPONSORSHIP AGREEMENT

# Make Your Foodservice Company Thrive in a Down Economy

- I'd like to sponsor the program for \$19,500.
- Please upgrade my sponsorship to include prospect interviews (\$5,000), for a total cost of \$24,500.

## ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Once approved, please sign, scan, and email this form to your FSIP representative:

**JOYCE BAIRD**  
jbaird@foodserviceIP.com

**TIM POWELL**  
tpowell@foodserviceIP.com

Thank you for your business!