



# BUSINESS PLANNING FOR FOOD COMPANIES

In a complex business environment like foodservice, large financial investments — especially for small or emerging companies — can be daunting. However, initial market due diligence can vastly reduce this uncertainty and help firms better position themselves for longterm success. Furthermore, an outside perspective to help develop or enhance a go-to-market plan can be a “game-changing” resource in this process. That’s where we come in. Foodservice IP (FSIP) is a research-based management consulting firm with decades of experience in strategic planning support. We specialize in:

- **Optimizing or refreshing a current plan** with a clear organizational vision.
- **Conducting an assessment of the business situation, program, and/or materials** (internal and external) to identify critical issues and opportunities.
- **Recalibrate key components of a plan** to meet growth or other strategic objectives.
- **Deliver a collaborative strategic process** to be managed as an ongoing proprietary resource.

## FSIP’S STRATEGIC PLANNING PROCESS



- External
- Internal



- Strengths
- Weaknesses
- Opportunities
- Threats



- Vision
- Mission
- Objectives
- Strategies
- Tactics

Gain management commitment  
 Confirm/develop a Mission and Vision  
 Confirm/conduct situational analysis  
 Refine/develop key issues  
 Confirm/establish growth and development objectives  
 Confirm/select growth and development strategies

Develop strategic initiatives  
 Establish financial measures of success (KPIs)  
 Identify tactics  
 Identify risks and opportunities  
 Establish phase 1 (year one) execution requirements  
 Communicate and execute

## STRATEGIC QUESTIONS THAT FRAME PROGRAM OBJECTIVES

- What are an organization's strengths and weaknesses?
- Who are an organization's key competitors in each channel, and what are their apparent strengths and weaknesses?
- What is the current mix of existing business?
- What should an organization's supply chain, supplier and sales strategies/resources be?
- What is an organization's current customer mix?
- What do current customers think about an organization? Why do they do business with you?
- What are an organization's financial measures of success? By key performance indicator?
- Can an organization develop and leverage strategic partnerships/alliances?
- What emerging customer trends should an organization address in their plan?
- And more...

## RESEARCH & CONSULTING METHODOLOGY

1	PROJECT INITIATION MEETING	We will review key project objectives, activities, discuss key open issues, agree on timelines, identify an organization personnel who should participate in the process and add any other key objectives and process details.
2	MANAGEMENT INTERVIEWS	To begin the process of conducting a thorough situation analysis, senior FSIP Consultants will conduct in-person confidential interviews on a one-on-one basis with key members of an organization's management team.
3	SECONDARY SOURCE REVIEW	We will conduct a thorough review of all relevant secondary sources on the external environment or any other issues related to the objectives and scope of the assignment.
4	EXTERNAL ANALYSIS	Depending on the customers and markets, FSIP will interview shoppers/consumers, retailers, customer and/or other stakeholders that will provide the foundation for fact-based advice and fuel strategic decisions and options.
5	PLAN COMPONENT DEVELOPMENT	Once all internal interviews, group meetings and external surveys are completed, FSIP will analyze the information and "build out" the final plan strategy components. Included in the components will be: Mission, Vision, Situational Analysis, SWOT Evaluation, Objectives, Strategies and Tactics.
6	STRATEGIC PLAN DELIVERY	FSIP will present a final report building upon all of the above steps. Specifically this will include our overall assessment of the an organization situational analysis and strategic plan, plus any other opportunities for top and bottom line growth, plus our recommendations on the critical key next steps to communicate and implement the plan.

## TIMING & COST

FSIP rates are economical and can be tailored to fit an organization's budget. Project rates begin at the \$25,000 level and the time to completion ranges from 8 to 12 weeks, depending on engagement complexity.

## NEXT STEPS

Let's build a better strategy together! Contact your FSIP representative to get started today:

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