

4AP Food Academy

Distribution

G

Gold

Product

Do you have a grooved process for how you distribute your product?

Have you started thinking about adding supply chain headcount, scale, efficiencies, lead time and lowering cost?

Possible Next Steps

- Are you able to ship in Full Truck or on a regular schedule?
- Explore Customer Pick Up (CPU) or Direct Ship to Customer
- Combine distributors (e.g. Combining multiple regional distributors into a National Distributor)
- Review fines/fees
- Is your distributor high maintenance-high cost to serve/manage? If so, maybe start looking elsewhere.
- Leverage Electronic Data Interchange (EDI)

Notes:

Customer & Channel

Do you have the infrastructure in place to start expanding your customer base or explore new channels? Remember: It is taboo to sign up for expansion and not be able to meet demand.



Are your Supply Chain, Finance and Manufacturing in sync? You need this before you can expand successfully.

Possible Next steps:

- Do not forget what got you here-you need to maintain relevance or you run the risk of getting cut
- Explore national distributors or distributors that have a specialty (e.g. Food Service and Sysco)
- If it's a new channel (e.g. schools) you can self-distribute as a test without investing a lot of capital

Notes:

Working with a Distributor

Are you ready for a Supply Chain headcount that can manage the day-to-day operations to free up your time to complete CEO duties?

Have you explored synergies (manufacturing, partnering to share resources, fractional employees, etc) as you look to expand?

Possible Next steps

- Quarterly check in with supply chain partners-what can be improved
- There is never a one size fits all for manufacturers and distributors. Are the relationships you built when you were bronze/silver still meeting your needs-you need to look out for #1
- Are you getting a fair shake from your current partners or are you getting fines/fees above and beyond what you expected
- Pool orders with other manufacturers
- Leverage Electronic Data Interchange (EDI)
- You are starting to gain scale-make sure you leverage that!

Notes: