

4AP Food Academy

Distribution

P

Platinum

Product

At this point you probably are shipping your product using direct ship, CPU, wholesalers and maybe even self-distribution for test channels/markets. Are you thinking about the overall wellness of your company and how everything relates to each other (Manufacturing, Sales, Distribution)?

How are you thinking about product size and formulation for other channels? Club packs, food service, etc.

Possible Next Steps

Focus on costs...while leveraging your scale

- Can I consolidate my distributors?
- Are some markets too costly to serve-is it worth it?
- Are some partners too high maintenance-too high cost
- Would a Hub and Spoke model work to help reduce lead time

Notes:

Customer & Channel

You are no longer the new kid on the block-other manufacturers are coming after you now. How are you keeping a pulse on the market?

**Possible Next steps:**

- It is imperative you do not sit back-continue to market your product to maintain relevance. What is the new hot item today-might not be tomorrow
- Explore possibilities of unique offerings to customers/channels-SKU expansion/Club Pack
- Early Ship (e.g. exclusive early shipping to a customer, such as Walmart)
- Leveraging all relevant EDI transactions

Notes:

Working with a Distributor

Do you have (or are you working on creating) a robust Supply Chain team that is focused on meeting current and future demand with a keen eye on cost reduction?

Possible Next steps

- Regular check-ins with supply chain partners
- Explore test and learn opportunities
- Leveraging all relevant EDI transactions
- Is Supply Chain fully integrated into your internal systems (think ERP-Enterprise Resource Planning)

Notes: