



BULLSEYE

FOOD

MARKETING

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Course: *Distribution – How to get your food brand to market!*

Duration:

Half Day

Who Should Attend:

Sales and marketing personnel, anyone running a new or established food business / SME.

Description:

It's a well-established fact that the essence of marketing is having the right product in the right place, at the right price.

The distribution side of your food business shouldn't be a complicated process. However, many companies find that storing finished products and delivering them to the point of sale can surprisingly cause all sorts of logistical headaches.

This half-day course will outline the best distribution strategies and highlight the common problems that companies encounter as they plan out their distribution channels.

In addition, we look at the supplier-retailer relationship and help you anticipate any difficulties that may occur.

Finally, we provide your business with essential practical advice in terms of what type of facility is required to keep your products fresh, clean and saleable.

Topics:

- An overview of food product distribution channels in Ireland
 - How will your food brand get to your customer?
 - Which distribution channels are best suited to your brand?
 - Deciding what geographical territories you want your brand to be marketed and supported in? (ROI, NI, UK, EU etc.)
 - Which retailers do you want to sell your products?
 - Researching and analysing alternative distribution channels, warehousing and physical distribution requirements
 - How to choose a good distributor or agent
 - Putting terms & conditions in place
 - Putting a distributor contract in place
 - Determining distribution margins and costs
 - Deciding on the best distribution route to market:
 - Should you put your own van on the road?
 - Should you appoint a national distributor?
 - Should you appoint a regional distributor?
 - Should you appoint an export agent?
 - Joining a new farmers market
 - Appointing a sales representative
 - Hiring a 'sales rep' service
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