



# **BULLSEYE**

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# **FOOD**

MARKETING

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## **Course: Start Your Own Food Business**

### **Duration:**

**4 days (9am – 5pm)**

### **Who Should Attend:**

**Our ‘Start Your Own Food Business’ programme is designed to benefit anyone with a food business idea – we show you how to develop an initial idea into an up and running business.**

**Participants may already be in full-time employment, or they may be unemployed, recently made redundant, or they may be women returning to the workforce.**

### **Description:**

The Bullseye ‘Start Your Own Food Business’ programme will guide you through the various key issues involved in running a successful food business, as well as preparing you for the crucial pre-launch business planning stage.

Statistics show that 60% of all start-ups fail within three years, with half of start-ups failing within the first twelve months!

Most of these businesses fail due to a lack of planning. Preparation is the single most important thing you can do to ensure your fledgling food business gets off the ground and continues flying. We can’t eliminate all associated risks, but they can be greatly reduced through logical preparation.

Our objective is to assist you in assessing your idea and its viability. We show participants how to carefully research, analyse, and plan in advance of setting up a food business. You'll learn how to brand and market your food product, understand budgets and finance, and create effective business and marketing plans.

The Bullseye '*Start Your Own Food Business*' programme will help participants transform a great food product idea into a reality!

### ***Key issues addressed during this course:***

- Is your food business idea really viable?
- Are you personally prepared to take the risk of starting a food business?
- Can you develop a competitive & sustainable food business?
- How exactly do you transform your food idea into a business?
- What is marketing? How can I carry out marketing tasks on a budget?
- What is a branding? How do I create a brand?
- How do I promote my food brand following its launch?
- How do I find the most lucrative markets? Artisan/speciality/mass markets?
- How do I distribute my food product to my target market?
- How do I raise finance and create a professional business and marketing plan to develop my food business.
- How do I produce food safely and according to legislation?

### **Topics:**

#### **Market Research**

- How to initially research your new food product concept
  - Desk research / web research
  - Quantitative research on a budget
  - Qualitative research on a budget
  - Market place research with consumers & retailers
  - Trade show research
  - Free sources of market and consumer information
- Researching & understanding the trends in your target food market
  - The effect market & consumer trends will have on your food business
  - Market 'gap analysis'
  - Competitor price & packaging audit
  - Researching and setting your product size and price point
  - How is your target market moving?
  - Where are the current consumer & market trends going?
  - Where & how do your customers currently buy your type of product?
  - What value can you bring to the market with your new brand?

- Establishing a clear brand message and strong unique selling points.
  - What unique selling points can your product bring to the market?
  - Understand consumer perceptions of your proposed food brand – your branding, product quality, packaging, pricing, promotions etc.

### Marketing & Branding

- What is marketing?
- Why use marketing?
- What exactly is a brand?
- Why create a brand?
- Why are brands so valuable?
- Why do consumers buy brands?
- Why do some brands fail?
- Brand essence - what is it?
- Brand equity - what is it?
- The power of strong brand positioning
- Case studies of successful food brands - why do they continue to be successful?
- Setting an annual marketing budget for your brand
- Assigning responsibility for marketing your brand

### Brand Building

- Developing an effective marketing plan for your brand
- What is your brand mission or vision?
- What are your key strengths, weaknesses, opportunities and threats? (SWOT analysis)
- What are the key goals & objectives for your food business?
- What is your product positioning strategy?
- What are your company's brand values and ethics?
- What is your unique brand personality?
- How to identify your target market
- How to identifying your target consumer
- Current consumer trends to be aware of that effect your brand
- Market research - identifying key trends and opportunities for growth
- Market 'gap analysis' – how to analyse the competition
- Establishing gaps in your market – gap analysis mapping
- How to establish unique selling points for your brand which other products cannot claim
- Making sure that your product solves a problem for consumers or makes their life easier
- Identifying rational and emotional brand benefits for the consumer
  
- Establishing your marketing mix (including the Six Ps etc.)
  - Packaging / design
  - Promotions
  - Price Structure / commercials
  - Point of purchase
  - PR - public relations and sponsorship
  - Place – Distribution
  - Catching and keeping new customers

### Food Quality & Food Law:

This module provides participants with a solid background to the key principles of food law and safe food. We help you understand the mechanisms by which food legislation is developed, administered and enforced.

Our Food Quality & Food Law module also includes the following:

- How to identify the major food offences and defences
- Guidance on how to source current legislation
- The food law system
- Objectives and aims of food law
- Sources of food law
- Administration and enforcement
- The food authorities
- Key legislation
- Food Safety Act 1990
- EC Regulation 178/2002 on General Food Law
- Significant offences
- Placing unsafe food on the market
- Selling food not of the nature, substance or quality demanded
- Falsely describing or presenting food
- The defence of due diligence
- General labelling requirements of the food labelling regulations (1996)
- Ingredients listing, including QUID, additives, allergenic ingredients etc.
- Durability indication
- Miscellaneous labelling requirements (Food Labelling Regulations – 1996)
- Identification and health marking
- GM labelling
- Claims, nutrition labelling and misleading descriptions
- Health claims
- Organic claims
- Product specific labelling requirements
- Weights and measures
- Price marking
- Intellectual property issues
- Allergen law

### Effective Food Packaging

- Naming your brand
- Brand identity design
- Brand slogan or 'tag line' establishment
- Packaging research / sources / trade fairs
- Packaging trends
- Packaging options for your product
- Good packaging design examples
- Packaging – establishing unique selling points
- The importance of packaging texture & colour
- How to prepare a graphic design brief
- Packaging printer tips – dealing with printers
- Glossary of packaging terms – understanding the jargon

### Product Costing and Pricing

- Identifying the different types of business costs i.e. fixed / direct / indirect / capital / and variable costs
- Understanding the effect of costs on your profit
- How to establish accurate running costs
- How to determine all the overheads in your business
- Understand different methods of pricing your product
- How to cost your product to the factory gate
- How to develop a pricing policy outside the factory gate
- How to calculate your break-even point
- How to calculate distributor & retailer margins
- Locating grant aid and financial support for your business

### Food Distribution

- An overview of food product distribution channels in Ireland
- How will your food brand get to your customer?
- Which distribution channels are best to carry your brand?
- Deciding what geographical territories you want your brand to be marketed and supported in (i.e. 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
- Distributor contracts
- 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 / regional distributor?
  - Export agent
  - Should you join a new farmers' market?
  - Appointing a sales representative
  - Hiring a sales rep. service

## **NB: Course Structure**

Our tutors have considerable expertise in working with start-up food business and can empathise with the mindset of a 'would be' entrepreneur.

The programme is structured to meet the needs of those with a food business idea. No prior knowledge is necessary – tutors will present each topic in a simple, understandable fashion.

The '*Start Your Own Food Business*' course runs over four full workshop days, or can be run over six consecutive weeks for three hours each night.

All attendees will receive comprehensive course notes and worksheets in the form of a workshop folder. Participants will also receive a course certificate on completion.

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