



MCA.

Eating and drinking out
market insight.

Developing a Successful Foodservice Strategy

A one day workshop using the latest insight into the UK foodservice market; helping you to develop your business strategy, formulate action plans and empower your team

DEVELOPING A SUCCESSFUL FOODSERVICE STRATEGY



HOW INFORMED IS YOUR FOODSERVICE CHANNEL STRATEGY? THE UK FOODSERVICE CHANNEL IS SET TO GROW BY £3.5BN BY 2021 ACCORDING TO MCA, BUT REMAINS AN INCREDIBLY COMPLEX CHANNEL. MAXIMISE YOUR POTENTIAL BY ENSURING YOUR STRATEGY IS CLEAR, ACTIONABLE AND BASED ON ROBUST INSIGHT

A FULL DAY OF FOODSERVICE INSIGHT AND STRATEGY PLANNING

Build your teams understanding of the ever important foodservice channel and develop a strategy for growth that is based on robust insights and market data.

Hosted at our offices in London you will benefit from a full day workshop, delivered by our experts, and combines robust industry insight with thought provoking breakout sessions.

Identify the challenges and understand the opportunities for your business in a channel that is full of growth potential, but extremely complex and hard to navigate.

WHO SHOULD ATTEND AND HOW WILL THEY BENEFIT:

- **Channel Directors/Controllers** – Better influence and inform at board level within your business. Build or tailor your business strategy based on the latest insight.
- **Account Teams** – Understand the role your customers play in driving growth for your business and how to best unlock this.
- **Marketing Teams** – Identify your business opportunity and how you can realise that through B2B and B2C marketing activities.
- **Category/Insight Teams** – Gain a detailed insight into the trends that are impacting the foodservice sector. Update your understanding of the channel with robust data and insights on menu and food trends.

WHAT WILL YOU LEARN:

- **Competitive Landscape** - An overview of the competitive landscape of the foodservice sector by physical expansion, financial performance and market share.
- **Consumer Insight** - How are consumer demands evolving? What is driving these changes? What is the impact on you?
- **Foodservice Operator Behaviour** - Get into the mind of operators within the foodservice market and how their business decisions are impacting wholesale and suppliers.
- **Future Outlook** - What is the outlook for the foodservice sector? Where are the growth opportunities over the next three years? What role can your products play?

Invaluable insight to help you gain share in the highly complex foodservice channel

AN ENGAGING AGENDA OF INSIGHT PRESENTATIONS AND STRATEGIC DISCUSSIONS:

- 09:30** Arrival - Tea, Coffee & Breakfast
- 10:00** Introduction
- 10:10** Session 1: Competitive Landscape
- 11:10** Break
- 11:25** Session 2: Consumer Insight
- 12:25** Lunch (inc. store tours)
- 13:40** Session 3: Foodservice Operator Behaviour
- 14:40** Break
- 14:55** Session 4: Future Outlook
- 15:55** Key Findings & Actions Discussion
- 15:25** Wrap Up
- 16:30** Close

In Break-out Sessions you will:

1. Discuss the 'so what' for your business
2. Formulate your action plan
3. Agree your priorities



FORMAT

One day workshop
Pre-session alignment conference call
Hosted at MCA/HIM head offices

ACCESS

Up to 10 employees
All workshop information and content to take away with you

PRICING

£6,000 inc. Breakfast, Lunch & Refreshments

ABOUT HIM AND MCA INSIGHT

HIM and MCA Insight provide market leading shopper insights within the retail, hospitality, foodservice & eating out sectors. Through interviewing over 200,000 shoppers, consumers, retailers and foodservice operators a year we are able to gather a true understanding of the trends that are affecting the market

Our insights arm you with the information to build a strategy for growth across a range of channels. With the ability to provide an industry overview that is tailored to your business needs and objectives, we are able to support you overcome challenges and maximise opportunities.



For further information about this
workshop please contact:

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