



Business Planning for Food Companies

➤ Introduction

As a result of market forces and changes, small and emerging companies often require an outside perspective and insights relative to development/enhancement of its go-to-market plans. To reduce the uncertainty and large financial investments, organizations that invest in initial market due diligence are better positioned to succeed in the longer term. Q1 Consulting's business advisory services assist management in developing go to market plans to guide its business going forward.

- Develop/refresh the current plan to ensure a compelling strategic plan with a clear organizational vision.
- Conduct an assessment/audit of the business situation, programs and materials (internal and external) and appropriate analyses to identify key issues and opportunities to address.
- Formulate/reaffirm appropriate strategies and key initiatives as critical elements of the plan to meet growth objectives and meet other strategic objectives.
- Provide a collaborative strategic process that can/will be managed as an ongoing tool

➤ Strategic Planning Process

To undertake effective business planning, Q1 Consulting's recommendation would be to use the planning process illustrated below along with a number of factors.

THE Q1 CONSULTING STRATEGIC PLANNING PROCESS



- External
- Internal



- Strengths
- Weaknesses
- Opportunities
- Threats



- Vision
- Mission
- Objectives
- Strategies
- Tactics

- Gain management commitment
- Confirm/develop a Mission and a Vision
- Confirm/conduct situational analysis
- Refine/develop key issues
- Confirm/establish growth and development objectives
- Confirm/select growth and development strategies

- Develop strategic initiatives
- Establish financial measures of success (KPIs)
- Identify tactics
- Identify risks and opportunities
- Establish phase 1 (year one) execution requirements
- Communicate and execute

➤ Strategic Questions Addressing Program Objectives

- What are an organization's strengths and weaknesses?
- Who are an organization's key competitors in each channel, and what are their apparent strengths and weaknesses?
- What is the current mix of existing business?
- What should an organization's supply chain, supplier and sales strategies/resources be?
- What is an organization's current customer mix?
- What do current customers think about an organization? Why do they do business with you?
- What are an organization's financial measures of success? By key performance indicator?
- Can an organization develop and leverage strategic partnerships/alliances?
- What emerging customer trends should an organization address in their plan?
- And more...

➤ Research & Consulting Methodology

STEP 1	PROJECT INITIATION MEETING	<i>We will review key project objectives, activities, discuss key open issues, agree on timelines, identify an organization personnel who should participate in the process and add any other key objectives and process details.</i>
STEP 2	MANAGEMENT INTERVIEWS	<i>To begin the process of conducting a thorough situation analysis, senior Q1 Consultants will conduct in-person confidential interviews on a one-on-one basis with key members of an organization's management team.</i>
STEP 3	SECONDARY SOURCE REVIEW	<i>We will conduct a thorough review of all relevant secondary sources on the external environment or any other issues related to the objectives and scope of the assignment.</i>
STEP 4	EXTERNAL ANALYSIS	<i>Depending on the customers and markets, Q1 Consulting will interview shoppers/consumers, retailers, customer and/or other stakeholders that will provide the foundation for fact-based advice and fuel strategic decisions and options.</i>
STEP 5	PLAN COMPONENT DEVELOPMENT	<i>Once all internal interviews, group meetings and external surveys are completed, Q1 will analyze the information and "build out" the final plan strategy components. Included in the components will be: Mission, Vision, Situational Analysis, SWOT Evaluation, Objectives, Strategies and Tactics.</i>
STEP 6	STRATEGIC PLAN DELIVERY	<i>Q1 Consulting will present a final report building upon all of the above steps. Specifically this will include our overall assessment of the an organization situational analysis and strategic plan, plus any other opportunities for top and bottom line growth, plus our recommendations on the critical key next steps to communicate and implement the plan.</i>

➤ Timing & Cost

The prices for business advisory services can be tailored to an emerging business's needs. Q1 Consulting rates are economical and reasonable and can be tailored to fit an organization's budget. Project rates can begin at the \$15,000 level and the time to completion ranges from six to 12 weeks, depending on engagement complexity.

➤ Why Q1 Consulting?

Partners influence the work. Senior staff spearheads the engagement from start to finish, ensuring that clients receive the results that only an experienced professional can provide.

Outstanding results. Q1 is staffed with thought leaders and experienced professionals from some of the most prestigious firms.

Answers to the "so what?" Q1 provides end-to-end engagement from scoping a project, to identifying the hypotheses to testing—ultimately delivering compact and actionable strategic insights.

Client intimacy. Q1 takes the time to understand a client's business before, during and after the engagement, ensuring that implications and recommendations are relevant, measurable and on target.

Authentic strategic thinking. Sometimes referred to as creative thinking, Q1 knows that not all phenomena and "real world" events fit into a linear model. True strategic thinking is never straightforward, as it must reign in the complexities the human brain.

NEXT STEPS

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