



Refining Your Foodservice E-commerce Strategy

The rise and continued growth of e-commerce companies serving the foodservice industry presents both opportunities and challenges to foodservice manufacturers and suppliers. Foodservicedirect.com, WebstaurantStore, Supplies on the Fly, Amazon and others have contributed greatly to the complexity involved in selling to certain foodservice segments. These are no longer third party organizations that provide an ancillary service, but are integrated, structural members of the channel.

Assessing the future of e-commerce companies (ECCs) is essential for manufacturers making strategic decisions about their own future directions. This study, prepared for multiclient sponsorship, is intended to provide an evaluation and review of current ECC activities, strategies, performance and outlook and also to provide each sponsor with a framework to work more profitably with ECCs in the future.

➤ Objectives

- Evaluate the impact of ECCs on the foodservice marketplace
- Identify trends and evolutionary directions in ECCs
- Assess implications of ECC growth for foodservice manufacturers
- Provide benchmarks to manufacturers regarding strategic and tactical approaches to ECC management
- Gain insights into the outlook for the role of ECCs

➤ Methodology

- **TREND IDENTIFICATION** through review of public information and nonproprietary research.
- **SUPPLY CHAIN INTERVIEWS** Q1 will speak with **suppliers** responsible for managing e-commerce relationships, as well as top **e-commerce companies** serving the foodservice channel and key **distributors**.
- **OPERATOR RESEARCH** Q1 will quantify attitudes and behavior with an in-depth survey of **250 operators in foodservice**.

➤ Deliverables

- PowerPoint report with extensive metrics, analysis and expert insights.
- Easy-to-digest commentary with key takeaways and actionable recommendations.
- Robust appendix with full study data from questions and responses.

➤ Next Steps

This study will be ready for delivery on July 1, 2017. To order today, please complete the acceptance form on the following page or contact Paul Clarke at 312-955-0252 (pclarke@q1consultingllc.com).



- YES, I'd like to purchase the study for \$15,000. Receive a 4% discount if pre-ordered and paid by credit card.

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