Food Products One-Page Strategy™ Document

STRATEGIC DRIVERS:

ILLUSTRATIVE

Expand and Diversify Customer Base Develop Enterprise Wide Customer Centric Approach Sustain Culture that Facilitates Professional & Personal Growth within Family Atmosphere

OPERATING STRATEGIES:

Build Infrastructure to Support Growth Objectives Expand and Grow Customer Base Position Technology to Enhance Customer Relationships Develop
Communications
Strategy
Supportive of
and Consistent
with the overall
Corporate
Strategy

Grow Revenue to \$500mm within 5 years

KEY ACTIONS:

IBP Development

Develop Impact on Functional Areas

Develop Departmental Plans

Integrated Business Plan

Develop Metrics and Tracking Refine and expand Customer Profile

Refine and expand Target Profile

Formalize Sales Process

Develop Advanced Sales Training Modules Evaluate / Implement Network Relationship Management Program

Develop and Refine WEB Strategy

Develop and Refine Customer / Target eCommunications Strategy Position Products to enhance Customer Relationships

Position Company and Products as technical and innovative leader in Industry Evaluate options for increasing capacity

Risk Management Program

Contingency Planning

New Product / Category Analysis (smooth vs. particulate