



COMMERCIAL ASSISTANCE

Food Business Assistance can provide a comprehensive commercial assistance for food businesses. Local support that you can trust; practical assistance that works.

Assistance is provided by food industry professionals with extensive experience in food business management, business development, sales and marketing across a wide range of customers, sectors, products, process and factories.

ASSISTANCE THAT IS AVAILABLE:

INTERIM MANAGEMENT

FBA can provide short term cover for managers involved in commercial activities. The areas that can be supported include:

Managing Directors • General Managers • Site Managers • Sales & Marketing Managers • Business Development Managers

Interim management provides you with an industry professional that can quickly get up to speed with your operation. They can help keep things running during periods of staff shortage or reorganisation.

CONTRACT COMMERCIAL ASSISTANCE

Many small companies can avoid the expense of a full time experienced commercial managers by contracting FBA to provide sales and marketing support and backup as required. FBA can provide that support on either a retained contract or a project fee basis.

PROJECT MANAGEMENT

From time to time every operation has short term or 'one off' projects. These can either tax the existing resources or simply be beyond the experience of the current staff. Such projects, whilst important, do not warrant the expense of the recruitment of a full time manager. FBA can help by providing a Project Manager who will take ownership of the project and progress it through to completion. They can be available as little or as often as you require. Once the project is complete they can withdraw or remain on call to provide occasional assistance.

The types of project undertaken by FBA staff include:

CREATING EFFECTIVE SALES PRESENTATIONS

Providing advice and guidance on how to create and deliver effective presentations. Creating presentation material for your company, as required, for any purpose from impressing customers to the impressing the bank manager.

DEVELOPING BUSINESS EXPANSION PLANS

Helping to clarify and document your plans to expand the business. To critically assess the plans and help to develop a strategically sound action plan.

DEVELOPING SALES AND MARKETING PLANS

Working with you to formulate a plan and identify the resources and targets of a sales and marketing plan. Once in place FBA can help you to manage and implement the plan as required.

DESIGN AND CREATION OF SALES AND MARKETING MATERIALS

Designing and producing sales and marketing materials, literature and press releases to support your sales and marketing plans.

MANAGING ENTERING NEW MARKETS AND SECTORS

Helping to create a plan needed in order to enter new markets. FBA can also manage the process of new market or sector penetration.

MANAGING SALES AND MARKETING PROJECTS AND PRODUCT LAUNCHES

For a small business specific marketing projects and especially new product launches can consume considerable amounts of time and key resources, often taking key staff away from day to day activities. FBA can help by preparing for and then managing projects and product launches. Or if you prefer FBA can manage the day to day stuff giving you the time to do the exciting bits

MANAGING CUSTOMER COMPLAINTS AND QUALITY ISSUES

Every business gets complaints, quality issues and non conformances. What matters is how you deal with them. FBA can help by analysing the complaints, identifying trends, problems and causes. FBA can also help with identifying corrective actions and implementing the action plan. The BRC standard requires a company to regularly analysis, report on, and action their complaints and non conformances. FBA can provide that service on a regular basis.