

DOMESTIC MARKET PATHWAY PROGRAM

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Timings

PHASE 1



Masterclass
1,3 & 5 February

PHASE 2



Category
Specific
Workshop
9 Feb

Channel
Specific
Workshop
16 Feb

PHASE 3



One-on-one
Mentoring
EOI

Buyer
Matching
EOI

Meet the Makers
15 Mar

Masterclass



Dates: 1, 3 & 5 February



Goal

- To help food & agribusinesses understand the market, business and commercial models required to successfully grow regional and national distribution
- This is also an employee training opportunity for businesses looking to improve in-house market development capabilities



Topics

Monday 1 February MARKET MODEL

- Why am I 'famous'?
- Setting a national market vision & goals
- Who is your target consumer and customer?
- Market/opportunity identification
- Market and channel selection factors

Wednesday 3 February BUSINESS MODEL

- Analysis and build
- Competitive sets
- Market entry and distribution models
- Promotions and marketing
- Margin and cost management

Friday 5 February COMMERCIAL MODEL

- Pricing – own/customer
- Trading Terms
- Logistics & insurance
- Finance & legal
- 3rd party support
- Pitch structure



Cost: \$200



Target Audience

- New to food production
- Growing regionally, statewide or nationally
- Experienced food business wanting to cross reference current national market development practices



Pathway

- The Masterclass provides the fundamentals to progress to:
 - Category specific workshop
 - Channel specific workshop
 - One-on-one mentoring
 - Buyer matching



Delivery

- 3 x 2-hour live and recorded zoom webinars, delivered in modular format



Key Takeaways

- Delivered by national market development expert
- Case studies
- Market insight reports
- Checklists
- Templates
- Webinar recordings
- Slide notes

Category Specific Workshop



Date: Tuesday 9 February



Goal

- To help food & agribusinesses address the key market factors that relate to their specific product category
- Hear first-hand from a relevant buyer on what they look for in a supplier
- This is also an employee training opportunity for businesses looking to improve in-house market development capabilities



Topics

Category (x3) specific:

- Demographic Overview
- Impact of COVID-19
- Consumer Trends
- Societal Trends
- Shopper Behaviour
- Packaging & Labelling
- Category Reviews
- Competitor Review
- RSVP3
- Panel discussion with buyers on topics including:
 - Category planning
 - Customer must haves
 - Category-specific opportunities
 - National ranging
 - Tips & hints to grow national sales



Cost: \$150



Target Audience

- New to food production
- Growing regionally, statewide or nationally
- Experienced food business wanting to cross reference current national market development practices



Pathway

- The workshop builds on the fundamentals delivered in the Masterclass and prepares businesses for:
 - Channel specific workshop
 - One-on-one mentoring
 - Buyer matching



Delivery

- 2-hour live and recorded zoom webinar including panelist experienced in the relevant category



Key Takeaways

- Delivered by national market development expert
- Case studies
- Market insight reports
- Webinar recordings
- Slide notes
- Q&A with panelists

Channel Specific Workshop



Date Tuesday 16 February



Goal

- To help food & agribusinesses understand the key trends across all major channels and the commercial models required to make each profitable for the business
- Hear first-hand from a relevant channel buyer on what they look for in a product pitch



Topics

Channel specific:

- Convenience Store Overview & Trends
- Foodservice Overview & Trends
- E-commerce Overview & Trends
- Grocery Retailing Overview & Trends
- Pharmacy Overview and Trends
- Commercial model for each channel
- Identifying key Customers
- Distribution models
- Panel discussion with buyers on topics including:
 - Channel Plans
 - Customer Plan within Channel Plan
 - Impact of COVID-19
 - Channel-specific opportunities
 - Tips & hints to grow national sales



Cost: \$150



Target Audience

- New to food production
- Growing regionally, statewide or nationally
- Experienced food business wanting to cross reference current national market development practices



Pathway

- The workshop builds on the fundamentals delivered in the Masterclass and category specific workshop and prepares businesses for:
 - One-on-one mentoring
 - Buyer matching



Delivery

- 2-hour live and recorded zoom webinar including panelist experienced in the relevant channel (e.g. Retailer, Distributor, Broker etc.)



Key Takeaways

- Delivered by national market development expert
- Case studies
- Market insight reports
- Webinar recordings
- Templates
- Slide notes
- Q&A with panelists

One-on-one Mentoring



Goal

- One-one-one mentoring sessions that build on the learnings from the Masterclass and Category & Channel specific workshops to understand the steps necessary to grow the national market specifically for the mentee's products & business



Topics

- Defining the business challenge
 - what is your vision for the brand?
 - What is my unique POD?
- Product offering
 - What is in your range?
 - Why do you want to grow nationally?
 - What is the end goal?
 - Key considerations - resourcing for success
 - Previous export history
- Customer profiling
 - Value Proposition
 - Shopper journey
 - Targeting strategy
 - Market comparison
 - Category analysis
 - Competitor analysis
- Pricing strategy
- What do you think the RRP should be for your products?
- Market entry strategy
- Distribution
- Commercial modelling
- Next steps
 - Implementation & execution timeline
- Considerations:
 - Human capital
 - Budgeting
 - Resources
- Other key considerations
 - Logistics
 - Finance
 - Legal



Target Audience

- Open to businesses that have participated in the Masterclass and Category & Channel specific workshops



Pathway

- This builds on the fundamentals delivered in the Masterclass and the category and channel specific workshops and prepares businesses for:
 - Buyer matching



Delivery

- 3 hour one-one-one session on zoom (or in person pending travel restrictions) that can be split over 2 or 3 sessions



Key Takeaways

- Facilitated by national market development expert
- Templates
- Checklists
- Mentoring session report



NOTE

- Price on receipt of EOI from interested businesses

Buyer Matching



Goal

- To help food & agribusinesses that are 'ready' for national expansion by providing deep insights, pitch development and connections to pre-qualified buyers



Topics

- Insights deep dive
- On-shelf competitor review
- Product and pack analysis
- Pitch framework and flow development
- Role plays and pressure test
- Pre-qualified buyer introductions and online meetings
- Post-meeting follow up



Target Audience

- Open to businesses that have participated in the Masterclass, Category & Channel specific workshops and One-on-one mentoring



Pathway

- This takes the learnings from the Masterclass, Category & Channel specific workshops and One-on-one mentoring and prepares businesses for pitching to buyers



Key Takeaways

- Market insights
- Competitor review
- Pitch flow and framework development
- Buyer introductions



Delivery

- Virtually (individually)
- Hosted by national market development expert



NOTE

- Price on receipt of EOI from interested businesses

Meet the Makers 2021

15 March 2021

Meet the Makers 2021 will be the Greater Sunshine Coast's *largest food and beverage INDUSTRY event*, which delivers valuable commercial connections and opportunities for FAN Members.

The event will profile the great diversity and capabilities of our industry and region, to local, state and national food and beverage trade, key stakeholders and supporters. It will also tell the story of the collaborative approach of our partners and stakeholders, who work together to grow the region and the capabilities of local businesses.

Opportunity

- Raise profile of brand and products to potential buyers
- Generate new distribution and sales opportunities

Connections and Profile

- Overview of participating buyers
- Buyer introductions
- Profile in Exhibitor Information and via socials
- Invitation to participate in media activity

Stand

- 2 m x 2m stand
- Access to power and cold room



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Questions?



Register here