



# ERfi

## Eastern Region Food Initiative



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## Our Aim

- To support food and drink businesses in their development through equipping staff with the correct skills to achieve increased profitability





## What is it all about?

Understanding the customer & delivering your  
“Product to Market”  
at a profit.....





# The Marketing Mix

## The 4 'P's





# Product Decisions

- Market Research
- Brand Name
- Quality
- Packaging
- New Product Development





# Price Decisions

- Price Strategy
- Suggested Retail
- Volume discounts & wholesale pricing
- Seasonal Pricing





## Place (Distribution) Decisions

- Channels for Distribution – how, what, where, when
- Market Coverage – High Street Multiples, Delicatessen or both?
- Logistics & Transport - courier, own van or distribution hub





# Promotion Decisions

- Advertising
- Marketing & Communication Budget
- Sales Promotion
- Press Release





# The Marketing Mix

## The 4 'P's





# The Marketing Mix .....and People & your Image





## People



- Is the face of your organisation right
- How do you achieve this to add value to your product
- What systems do you already have in place
- What customer service training does your organisation need?





# Primary Impressions

- Is the physical appearance of your people and premises consistent with the image (brand) you wish to promote





# Marketing Fundamentals

- The sum of all these factors product, price, place, promotion, people, process and physical evidence contribute to the image (brand) of the business and its products in the 'eyes of the customer'.





## CIM Definition of 'Marketing'

- *“the management process responsible for identifying, anticipating and satisfying customer requirements profitably”*





## Gaining the marketing capability

- Identify the need
- Find the area in which you wish to gain the knowledge
- Use the support organisations and businesses which can offer you advice and assistance
- Access the funding available





## 'Product to Market'

Do not underestimate the value of your  
'brand'

Utilise all that is on offer to take your  
business forward





# Make it a priority

- Contact us to arrange an ERfi business visit





[www.erfi.co.uk](http://www.erfi.co.uk)

- A Partnership driven by
  - Poultec Training Ltd
  - Otley College
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