

DISTRIBUTION / BROKERAGE

Distribution and brokerage, is it time yet to fix the model?

The thin line between competitive points of difference and competitive points of relevance continues to get thinner as more and more manufacturers and operators alike opt for going direct to the consumer, by-passing almost entire and more traditional the supply chain.

Until those who supply, sell, and distribute recognize there is a new retail consumer and retail operator having the voice of this new, very vocal consumer, and that the “pull” channel of Retail FoodService has reversed the “supply and demand” rules and now that demand is being created by the consumer and driving it back up the supply chain with brokerage/distribution no longer having the “sales” clout and/or “push” clout it once did.



So the question is what now. For the brokerage business and distributors to become more relevant to their manufacturers and operator customers, they need to become more in sync with providing their immediate customer base a more direct route for the manufacturers product to be both shown and sold to the ultimate consumer both at home and with the operator both retail and foodservice.

No longer will it be that “pioneer” products and/or those more mature be sold and/or shown through the normal push channels, of retail and foodservice products will now be driven by the consumer back through channel to product development with market testing virtually done through a consumer driven, crowdsourced, social media energy.



Learn more about how manufacturers and operators are opting for going direct to the consumer and by-passing almost entire and more traditional supply chains.