

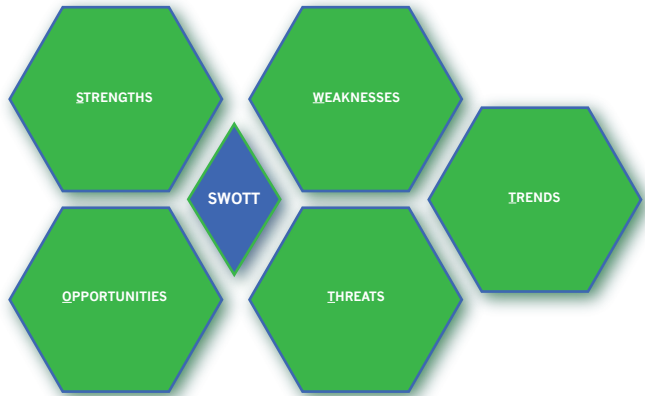
**YOUR “STRATEGY LIGHT” MAY BE ON,  
CHECK IT WITH THESE GUIDELINES  
TO PERFORM YOUR OWN DIAGNOSTIC “SWOTT” REVIEW.**

When was the last time you prepared a diagnostic review of your go-to-market strategy, by way of “SWOTT” analysis. The 2nd “T” is trends, insure your “growth track” has trends calculated and measured.

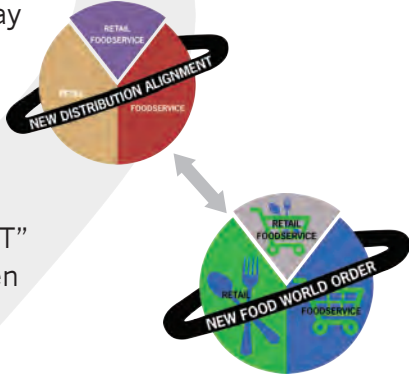
Today it seems a simple review of your business model, sales model, marketing strategy, and communications approach should be looked at almost daily, but probably not likely. The emergence and the evolution of the Retail FoodService channel and the dynamic changes it has fueled for manufacturers, operators and their supply chain partners alike to re-think and/or re-evaluate the go-to-market strategy has been almost revolutionary.



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Add to the dynamics the market mix of, the Amazon venture with whole foods, Walmart’s very serious market strategy to be in the “at home” delivery business “now” with a major emphasis on food, and if you haven’t forged ahead with a strategy check, you may be “lagging behind” in the “race” for share of “mind” and “dollar.” Review the following questions and place them into your “SWOTT” analysis to gain an even deeper understanding and perspective of not only your; growth strategy, competitive relevance, and brand presence, but also that of your competitors and supply chain partners.



**L**earn more about how you can connect the unconnected dots in your go to market strategy by participating in your own ‘SWOTT’ analysis review. Use the questions we provided to assist in your market alignment review.

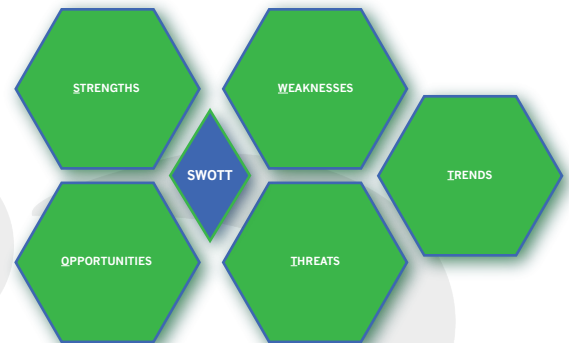
Market research and competitive analysis help is available if needed to stay on top of trends (Synergy’s 2nd ‘T’) can be provided by Synergy Group business professionals.

## Strategy Light

**AlignPro, from Synergy Group, ensures manufacturers' and operators' market strategies are aligned with their own company capabilities and cultures, in addition to marketplace conditions so growth-inhibiting gaps are eliminated from their go-to-market approaches.**

- Q: 1. When was the last time you reviewed your own SWOTT analysis?  
\*As most "SWOT" are defined, they determine one "T". Therefore Strengths, Weaknesses, Opportunities, Threats the most common 4 letter acronym. We position the 2nd "T" as Trends. This allows your company to also see if you are aligned with not only current trends, but also future trends as you may see them, this "2nd T" will also help align our growth trajectory strategy.
- Q: 2. Have you researched your brand presence and its positioning in the "new eyes" of your Retail FoodService competitor, new buyers profile, and of course today's new consumer for some diverse meal planning demands, are you aligned properly with the supply chain.
- Q: 3. Has your brand fallen off your traditional consumers' radar screens, and maybe buyers also, and have not yet met the demands of this new consumers lifestyle and workstyle with product development demands, logistics demands, and food distribution demands?

- Q: 4. Does your product's value and/or consumer profile compliment another's to possibly create a powerful co-branding opportunity in this New Food World Order of Retail FoodService?



- Q: 5. Is your go-to-market strategy one built on selling directly to the operator and/or distributor with no consideration given to the ultimate end goal of consumer diversity by selling through the supply chain matrix with total consideration to the consumer meal and menu planning demands?



## Strategy Light

**Our food business professionals are experienced across the supply chain and share their expertise to create comprehensive and concise strategies that address not only your growth vision but market entrance and sustainability.**

Q: 6. Does your product line reflect the desires and tastes of today's new consumer regarding regional and cultural flavors, seasonal demands, clean label/ingredients, the health consciousness and flavor infusion?



Q: 7. Do you know who your “sell to” customers are basically your 1st receiver profile, and how, or if, your products fit into your supply chain partners selling profiles, do they have a matching SKU strategy and are logistics management compatible?

Q: 8. Are you leaving margin dollars on the table because your products are not differentiated enough to create a marketing and competitive point of difference, or is your trade spend strategy not aligned with your promotion budget and go-to-market strategy?

Q: 9. When was the last time you reviewed your current customer mix to see if they now are right for not only your growth objectives, but also your growth trajectory?

Q: 10. Is that brilliant marketing plan or idea just a binder on the shelf because you do not have the proper resources to execute it?



The old “silo” distribution approach - retail or food-service - no longer works as a means to developing “go-to” sales and marketing strategies for introducing products. Now smart businesses are employing cross-channel marketing, horizontally integrating the supply chain’s dots, not only to compete better, but also to win the race to market entrance, and create a sustainable presence that satisfies ROI expectations.

## Strategy Light

## Filling the alignment gaps in the go-to-market strategies of food manufacturers and operators is Synergy Group's value proposition.

We have identified critical control points of market alignment that enable us, accurately, to summarize clients' go-to-market objectives and shape them so the subsequent market performances are sustainable and measurable.

- Q: 11. Is that great product just sitting on the drawing board and not moving into the marketplace because you do not have the sell through strategy to drive execution, no matter the channel or segment?
- Q: 12. Is your go-to-market plan proactive or based on reacting to the competitor making their market moves first?
- Q: 13. Do your sales materials communicate a cohesive message and does it speak throughout the supply chain and to your customers' needs and menu relevance?
- Q: 14. Is your website a; sales generator, message communicator, a meal (destination) or an expensive bulletin board?
- Q: 15 Are you currently utilizing the power of social media to both respond/listen to this new consumer, and to socialize your brand message throughout your target market?



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