



Food and Beverage Atlantic Presents

MASTERCLASS

BUSINESS BUILDING

6 course titles and synopsis:

Week One - Defining your Business Strategy

In this session the participants will get to know each other and discuss their challenges, sharing with others what has worked and has not. A framework for identifying and mapping out business challenges will be demonstrated, and participants will understand how to prioritize and sequence their improvement efforts. We will introduce a case study to highlight the various issues business facing the company, putting in perspective the interconnectedness of operational, finance and commercial (sales and marketing), and human resource problems.

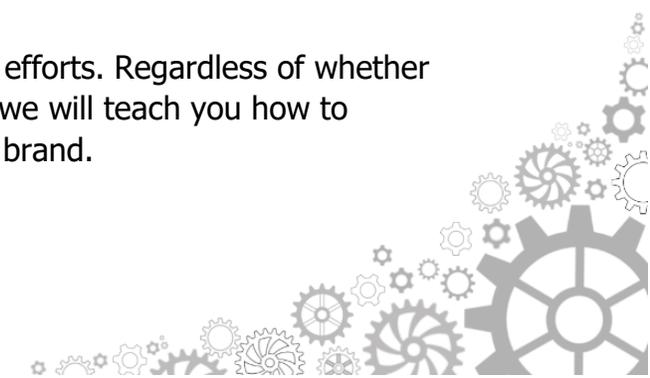
Week two - Managing money to achieve profitability

Proper management of finances is the key to both business survival and viability. Week two will focus on how to properly read a P&L statement and balance sheet and explain the key financial measures every owner and manager needs to understand to manage their business. Minimum targets for key financial indicators like gross profit, cost of goods sold, selling general and administration (SGA) expenses will be established and discussed. We will use real business case examples so that participants can later compare and assess against their own operations. Growing your business entails promotional spending of various forms with retailers. Participants will get to work with and apply financial tools designed to properly analyze the impact of trade deal decisions.

Week three - Building your brand

Sales and marketing are key functions to protect your existing volume and grow your business. We will focus on consumers and customers as they are both integral to your

customers and illustrate where they need to focus their efforts. Regardless of whether you do it yourself, hire for the role or contract this out, we will teach you how to manage valuable customer relationships and build your brand.





Week four - Operational excellence

In this session the participants will dive into the competitive challenges of producing and delivering in Atlantic Canada. Concepts of lean and six sigma will be introduced to help participants understand how to identify and reduce waste and improve quality. This session will help participants develop strategies to reduce costs and assess risks. Investing in equipment is difficult for small companies in growth mode. The topic of “right sizing” operations to match demand will be covered. A “make or buy” (*co packing*) framework will be introduced to help leaders evaluate production and distribution options. Key metrics in cost, quality, delivery and safety will be introduced along with a method to make improvements.

Week 5 - Hiring and Managing Your Internal and External Team

Food and beverage entrepreneurs have to recruit and manage both internal team and external service providers to accomplish all the “Jobs to Be Done”. As founders or business leaders trying to grow their business you are faced with the dilemma; do I take it on myself, hire or outsource key roles. This workshop will arm participants with tools to make those decisions. We will share the most current “best practices” on recruiting, compensating and training in a world of tight labour conditions. In small group sessions, participants will be given the opportunity to apply performance management tools they can use for directing their own internal team and outsourced resources like co-packers, brokers, communications, QC specialists, sales and distributor agents.

Week 6 – Managing your business

We have covered many of the different areas of your business and now it is time to bring it all together to assess the viability of what you have and the prospects for future growth. You know what you want your business to be, and we will help you understand if it is realistic and what you need to do to get there.

