Food and Beverage Atlantic Presents

MASTERCLASS BUSINESS BUILDING

FOOD & BEVERAGE MASTERCLASS FOR BUSINESS LEADERS & ENTREPRENEURS

Sessions 1 – 4 online will cover the key business functional areas to be addressed for improvement and growth, including business strategy, building your brand, managing finance to achieve profitable growth, and operational excellence.

The **in-person sessions 5 and 6** to be held over 2 days will address human resource needs – both internal and external – to achieve growth and improvement plans, building out the strategic plan for the business, and finally putting in place the management process to achieve it.

Coaching and consulting post workshop will be available to fine tune any elements of participant's business growth and improvement plan.

ONLINE
MAY 18TH - JUNE 8TH

IN-PERSON
JUNE 15TH & 16TH

LOCATION: HALIFAX NS
Venue to be confirmed

WEEK 1	**DEFINING YOUR BUSINESS STRATEGY**
WEEK 2	**BUILDING YOUR BRAND**
WEEK 3	**MANAGING MONEY TO ACHIEVE PROFITABILITY**
WEEK 4	**OPERATIONAL EXCELLENCE**
WEEK 5	**2 DAY IN-PERSON SESSION**

The end objective will be to deliver a business growth strategy and roadmap to follow for each company.

MEET YOUR MASTERCLASS FACILITATORS

Alan Archibald
Archibald Analytics

Peter Chapman
SKU Foods

Norm Purdy
PCX Advisors

ATLANTICFOOD.CA/EVENTS

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ALIMENTS ET BOISSONS ATLANTIQUE

FOOD & BEVERAGE ATLANTIC

THE END OBJECTIVE: BUSINESS GROWTH STRATEGY & ROADMAP

Specifically, owners would get the following out of the program:

1. An updated strategy map for their business with a balanced scorecard, and targets for improvement in sales, marketing, finance, HR and operations.

2. A process to use financial statements to target key areas to focus on improving, and a way to assign overheads accurately when determining product cost structure.

3. Insight into how to drive waste out of operations and lower their Cost of Goods and improve labour productivity.

4. A proven management system that allows owners to focus on working on the business instead of in the business, helping avoid getting dragged into the weeds and firefighting all the time.

5. A real insight into how customers manage their business and how to be successful with big players like Loblaws, Sobeys and Walmart.

6. And how to get the most out of your team by establishing a framework of accountability.

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WEEK 1 - DEFINING YOUR BUSINESS STRATEGY
MAY 18TH

LEARNING OBJECTIVES:

- **UNDERSTAND HOW TO DEFINE CORE PROFIT ENGINE OF THEIR BUSINESS, AND THE IMPORTANCE OF DEFINING AND COMMUNICATING VISION AND VALUES.**
- **UNDERSTAND HOW TO BUILD AND USE METRICS AND DASHBOARDS TO MEASURE PROGRESS.**
- **UNDERSTAND HOW TO STAY FOCUSED ON GOALS & AVOID GETTING CONSUMED BY DETAILS.**
- **UNDERSTAND THE CONCEPTS OF CORE AND ADJACENCY MAPPING.**
- **UNDERSTAND HOW TO APPLY 9 SQUARE F&B MATRIX TOOL TO RANK / PRIORITIZE IMPROVEMENT ACTIVITIES.**

DESCRIPTION:

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.

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WEEK 2 - BUILDING YOUR BRAND
MAY 25TH

LEARNING OBJECTIVES:

- **DEFINE YOUR POSITION IN THE CATEGORY AND THE VALUE YOUR PRODUCT DELIVERS TO CONSUMERS AND CUSTOMERS.**
- **HOW TO ENSURE YOUR TARGET MARKETS (CONSUMERS AND CUSTOMERS) INFLUENCE DECISION MAKING IN YOUR BUSINESS.**
- **HOW TO BUILD AND MANAGE AN EFFECTIVE SALES CHANNEL TO MARKET**
- **HOW AND WHERE TO INVEST IN SALES AND MARKETING IN FOOD AND BEVERAGE.**

DESCRIPTION:

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 success. We will introduce the importance of segmenting both customer and consumer targets, building effective sales channels to market, how to conduct competitor and category reviews, and how to build winning value propositions for both customers and consumers.

Sales and marketing are also significant expenses in many food and beverage businesses. We will focus on the return on investments and measurement tools to validate trade spend and marketing spend. Relationships with customers are also integral to sales and marketing. 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.

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WEEK 3 - MANAGING MONEY TO ACHIEVE PROFITABILITY
JUNE 1ST

LEARNING OBJECTIVES:

- **UNDERSTAND HOW TO PROPERLY READ FINANCIAL STATEMENTS.**
- **UNDERSTAND HOW TO CALCULATE AND USE BASIC FINANCIAL PERFORMANCE MEASURES LIKE GROSS MARGIN, COST OF GOODS SOLD AND RETURN ON INVESTMENT TO GUIDE DECISION MAKING.**
- **UNDERSTAND HOW TO ASSESS THE FINANCIAL FEASIBILITY OF BOTH VARIOUS OPERATIONAL AND CAPITAL SPENDING OPTIONS**

DESCRIPTION:

Proper management of finances is the key to both business survival and viability. We 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.

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WEEK 4 - OPERATIONAL EXCELLENCE
JUNE 8TH

LEARNING OBJECTIVES:

- **UNDERSTAND HOW TO ESTABLISH STANDARDS AND TARGETS FOR OPERATIONS AND HOW TO BUILD AN OPERATIONAL DASHBOARD.**
- **UNDERSTAND HOW TO DEVELOP PROCUREMENT, FORECASTING AND SCHEDULING PROCESSES**
- **UNDERSTAND HOW TO SIZE, DESIGN AND ESTIMATE THE ROI OF A PRODUCTION SYSTEM.**
- **UNDERSTAND WHEN AND HOW TO SELECT A COPACKER AS AN ALTERNATIVE TO PRODUCING INHOUSE.**

DESCRIPTION:

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 - 2 DAY IN-PERSON SESSION
HALIFAX NS
JUNE 15TH & 16TH

DESCRIPTION:

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.

We will start with managing your people and evolve into the roadmap for your business. Over two jam-packed days we will work alone, in teams and as a group to support the creation of a plan. This blueprint is designed specifically for the food and beverage industry and you will customize it to make it your own.

We will have some special invited guests and experiences to add to your experience. This is a fantastic opportunity for food and beverage industry leaders to come together, share ideas, learn together and leave with a solid plan to take their business to the next level.

More specific details will be provided at a later date.