

SUMMARY OF SERVICES

Consultant shall define and execute a business plan which ensures not only increased points of distribution, but overall profitability of the Company. Consultant philosophy is long term sustained growth. Consultant shall act as the “industry expert” in the daily operations of the Company.

Consultant’s role shall include the following responsibilities. These are in no particular order:

- Objective is to gain additional Points of Distribution that will fuel sales growth. This shall be in the traditional, mass, drug, club and alternative channels of trade.
- Monitor and ensure profitability margins on every deal presented. P&L oversight
- Pioneer, cultivate, negotiate and close deals with potential customers as they arise
- Develop a yearly business plan which would identify strategic customers and Key Profit Drivers
- Assist with inventory management
- Develop a strategic business plan based on marketing budget and targeted objectives.
- Develop a plan to target strategic customers within each existing distributor and their respective DC’s. Objective is to increase ACV in each region. By identifying strategic customers, we can focus on the mature growth of that distributor or region of the country.
- Identify customer sales voids by region.
 - Identify direct retailer selling opportunities.
 - Identify alternative channel direct selling opportunities.
- Interview, appoint and manage mature broker network across the country that will be held accountable to established budgets and sales goals for their appointed territories. Consultant will be responsible for overseeing and ensuring commission payment to brokers. For each distributor, consultant will aid in the establishment of broker payment system.
- Consultant shall be the sales and marketing resource, and business counselor for the Company on a daily basis.
- Consultant will use his contacts and resources in the Specialty Foods Industry to maximize sales potential while keeping costs in line with agreed to budgets.
- Business philosophy is: Long Term Sustained Growth. Passion, Persistence, and Perseverance.