

I am a consumer!

- Love and enjoy soft fruit almost every day
- Oranges, Plums, Blueberries, Kiwis
 - seasonality / value / taste
- Homemade smoothies 4per week avg.
- Freeze Blueberries, strawberries
- Health / Convenience / Sustainability/food miles

Observations on our purchases

- Not brand loyal not aware of the unique selling points of any brand
- Generally not aware of where it comes from
- It's a job keeping supply of fresh fruit
- You must listen to the customer...

In an ideal world – I want

- Fresh fruit every day.
- A box of fresh fruit and veg delivered /collected nearby every week.
- I want to order once a month
- New combinations / recipes / taste/surprises
- To conduct all my business online
- I want Irish as far as possible
- I want value for money
- I want to become buy off someone I know.
- Willing to adapt to help supplier / reduce my cost.

Innovate – Innovate – Innovate

Customer focus...

Your own Strengths & Weaknesses







Finance

Administration

Sales

Production

Purchasing

Marketing / Distribution

Get yourself very organised

time-log	Shane Houston Day:			
Time	Activity Description	Duration	did you plan to do this now?	notes
▶ ► ► Sheet1	1	1		Į į



Build a brand....at the start..



Preparation is vital

Owned by BWG Foods, worlds largest retail chain, in 33 countries

Started 1963

470 sites in Ireland - both owner operator and franchisees

3 different brands in Spar

SPAR(A)

Neighbourhood stores for convenience

SPAR (A)

Forecourts of petrol stations



Supermarkets



40% of stock is Irish sourced

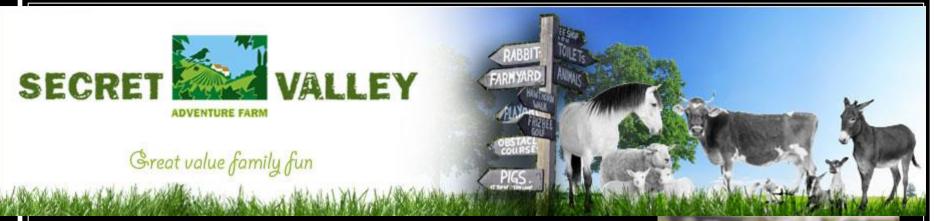
Running initiative "Yes Irish" to encourage buying
Irish products — has
sticker to put on Irish
products



Know your figures..

- Selling Price
- Number of units sold Year 1,2,3
- Direct Costs
 - Plants / raw materials / fertiliser /sprays
- Is there a gross margin?
- Think through fixed costs
 - Transport, phone, marketing, website,
 - interest, insurance, office, promotion
- Net Profit will you ever make money?
- Profitable businesses can fail...cash flow...

Keep getting more accurate



Stand back from your business

Prioritise

Manager versus worker



Take Home Messages

- Listen and focus on the customer
- Get organised and make time so you can stand back and innovate
- Make time for the business side
 - Analysing, branding, distribution, money
- Seek out opportunities to be challenged on your business
- Network
- Be confident and believe

INNOVATION for rural AWARDS business

















