**Grannie’s Best Ltd.**

1 First Street Manchester M15 4RP UK

Tel (+44)0161 200 2505

Fax (+44)0161 200 2507

Email:info@granniesbest.com

Website: [www.granniesbest.com](http://www.granniesbest.com)

VAT No. 918 6665 85

**Company Scenario**

1. **Company over****view**

Our company, Grannie’s Best Ltd., is a UK producer and distributor of health food.

Our product line encompasses the following no-bake power raw bars:

Raisins & dates raw bar “R&D”, Chia bars with walnuts “Chippo”, Fruit & nut candies “Frutty”, Almond & cranberry candies “Alma”,Coconut & cashew bars “Cocaba”, Beetroot & blackcurrant energy snack “Beetles”, Nutty date & oat energy bars “Nutter”, Tart cherry & cashew bars “Cherito”.

Currently, our production facility in Manchester area outputs up to 10 tons of no-bake power raw bars and candies monthly. The volume varies depending on the seasonal demand fluctuations.

Our core product is raisins-&-dates raw bar “R-n-D”. It is produced of naturally dried raisins and dates, supplied from Israel and Egypt. R-n-D raw bar embraces all advantages of healthy fast food – it is tasty, nutritious, natural, raw vegan, ready-to-eat, compact, easily and long stored, inexpensive. All that said, R-n-D raw bar is extremely popular, especially among youngsters and students, it is very modern and on-trend. This enables our company maintain sustainable sales growth for over three years in a challenging and dynamic fast food market.

However, our consistent growth has been caused not only by the product’s benefits but due to the overall value of our services also. We are not just a plain distribution company.

We provide our customers with the full range of procurement services which include:

- customer’s stock control, delivery batch formation;

- goods delivery to the customer’s warehouse;

- marketing support – ATL advertising,

- sales promotion: merchandizing and BTL advertising

1. **[Challe](#Challenges)****[nges](#Challenges)**

Although the dynamic development, we are facing some growth problems, as well as some new challenges to be settled.

One of the main issues we suffer at the moment is in the area of **communications** with our remote sales and distribution staff – sales managers, merchandisers, consultants.

Another issue is **production volume planning**. We are not so long time at the market and our sales statistics is still not very informative for sales/production forecasting. Taking into account very competitive fast food market, we can’t afford to go out-of-stock in case of forecast mistakes, therefore we are forced to produce in advance and keep some buffer stock of the candies.

These results in the third our issue – adequate **budgeting**. The sales prediction figures are not very accurate, so we have to monitor the actual sales trends development and update the sales forecast and current budget monthly. This requires timely sales data and other marketing information collection and processing.

1. **How the problems will be resolved**

In order to resolve the staff communications issues, we will be developing an **Ms Word staff newsletter** to be distributed monthly. It will deliver various information, including the best sales practices and achievements, the latest corporate news and plans, to the remote sales and distribution staff.

Trying to keep the product distribution costs as low as possible, we will arrange sales staff induction meetings in our central office once a semester/semiannually/ and conduct monthly staff induction trainings as webinars, which will be then sent out in an **Ms PowerPoint presentation** and will be digested in the monthly newsletter also. All essential for the sales staff information on the new products, current sales activities, sales actions and promotion initiatives, best sales practices and experts advices will also be reflected in the PP presentations. It is planned to send out these documents to the sales team members via **Ms Outlook** using **Mail merge** tool, that allows to personalise e-mail with names and addresses from a database.

In order to enhance the efficiency of marketing expenses and efforts, we have to collect from all sales people the actual sales data and advertising and promotion channel data (the source of customer’s knowledge of our products: –ATL/TV ad, BigBoard/, online-ad, BTL, merchandising, recommendations, personal experience). These data will be presented by the sales agents and managers in a special Ms Access forms, and be entered into our **Ms Access database** for further processing aimed at **marketing channels analysis and expenses optimization**.

The company management team is craving for adequate **budget** plan which has to display the most accurate sales planning figures (needed for realistic finance planning) and show plan/fact performance analysis. This will be done in an **Ms Excel spreadsheet** containing financial figures for the year on a monthly basis.