

Opportunity Analysis of a Major Food and Beverage Manufacturer

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Outline

- Case Statement
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 - i. Analysis Of Restaurants Spends & Share
 - ii. Opportunities In Non-commercial Establishments
 - iii. Getting A View Of Retailer Stores
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- Conclusion

Case Statement

- Get a quick view of the share of F&B spending from existing customers (restaurants) that my company is getting, and if there are any opportunities in specific segments.
- What are the adjacent opportunities from the non-commercial establishments to additionally sell into (note that there are no customers currently in the non-commercial segment). Their data of spending are not available, so will be interested in knowing relevant proxies that could indicate opportunities for us.
- Retailers are a different business division and out of scope for me (Shaun), but some of my customers/prospects could be buying from these retailers - so getting a view of retailer presence adjacent to his customers & prospects will help understand how much of these opportunities are being met / unmet.

FOOD AND BEVERAGES SERVICES DASHBOARD

Count of States

49

Count of Restaurant

611

Sum of F&B
Purchase

\$185M

Avg % Share of F&B
Pur from Comp

49%

Restaurant Name

All

Menu Type

AFRICAN

AMERICAN
TRADITIONAL

ASIAN UNCLASSIFIED

BAR & GRILL

BARBECUE

Location of Restaurants



Restaurants categorized by Annual Sales



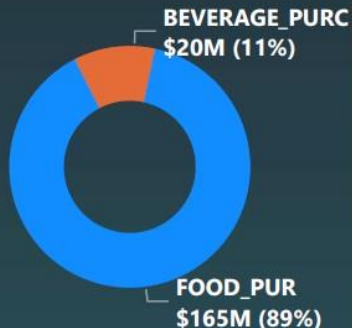
Average % Share Of F&B Purchases From Shaun's Company
Categorized By Annual Sales

ANNUAL_SALES	<50%	>50% & <70%	>70% & <90%	>90%	Tota
\$1,000,001 - \$2,500,000	47	20	20	18	82
\$2,500,001 - \$5,000,000	14	9	6	3	29
\$500,001 - \$1,000,000	85	40	37	19	156
<=\$500,000	189	78	64	35	357
>\$5,000,000		1			1
Total	326	144	125	75	611

Restaurants categorized by % share of F&B
purchase from company

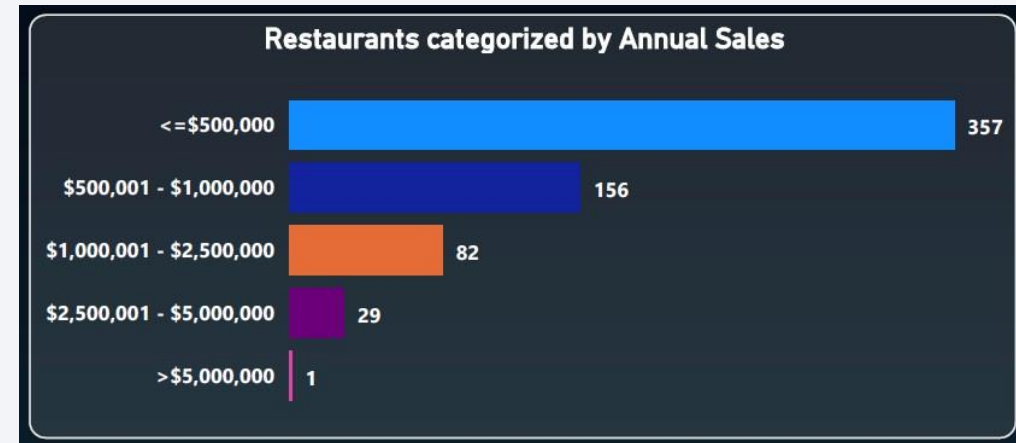


Avg % of Money Spends on F&B
Purchase



Analysis Of Customer's Annual Sales and % Share Of F&B Purchases From Shaun's Company

ANNUAL_SALES	<50%	>50% & <70%	>70% & <90%	>90%	Total
\$1,000,001 - \$2,500,000	47	20	20	18	82
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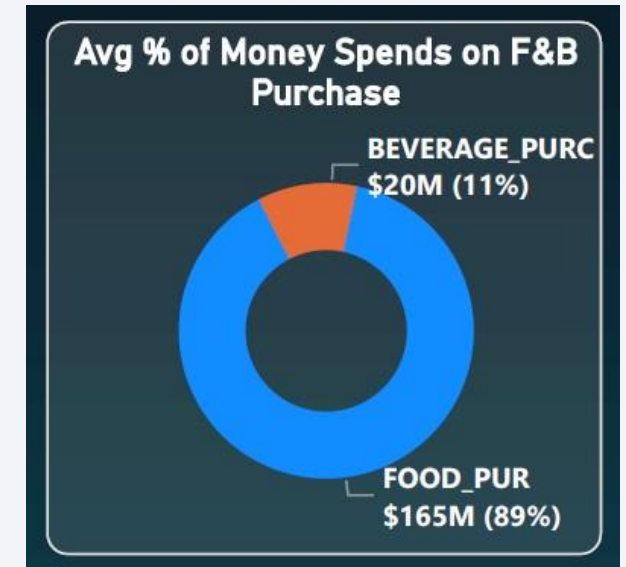
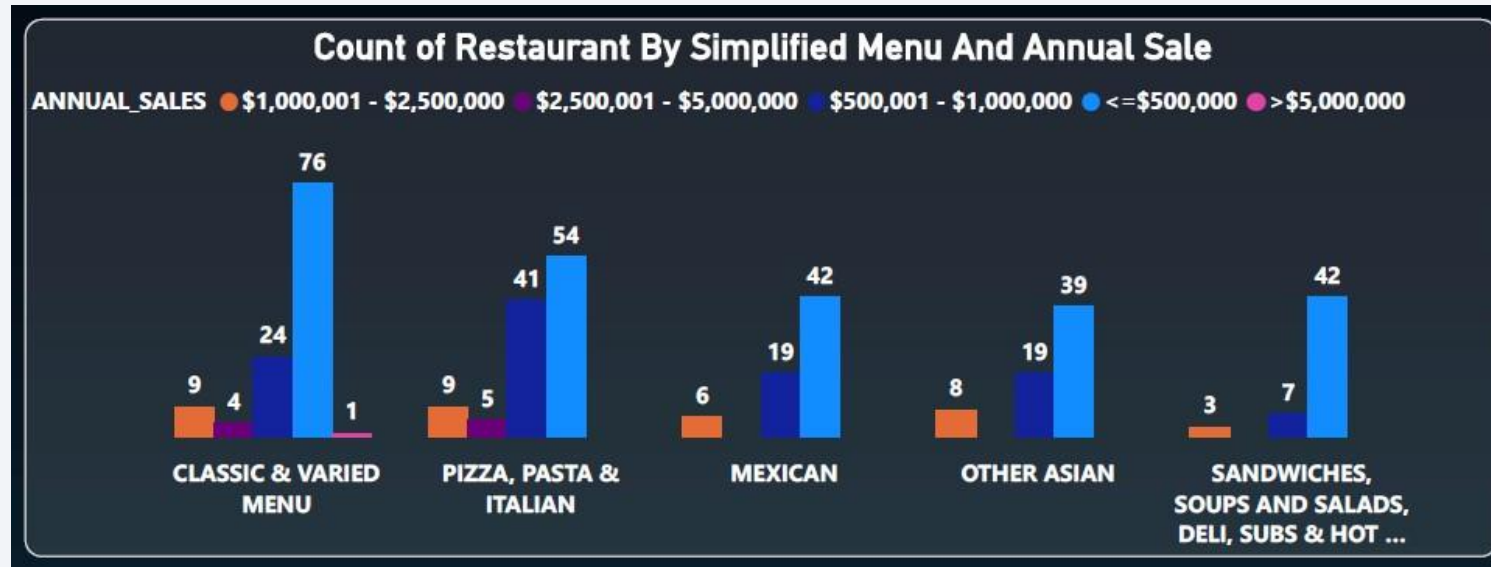
Insights & Opportunities:

- There are 611 unique restaurants which are segregated based on annual sales and also their percentage share of F&B purchases from Shaun's company as below;

Less than 50% share	⇒	Needs to be worked on
Greater than 50% but less than 70%	⇒	Needs to be worked on
Greater than 70% but less than 90%	⇒	Have to improve business relations
Greater than 90% share	⇒	High Business with them, need to maintain the same level

- According to the analysis, Shaun's company has good relationships with restaurants that generate sales revenues of around <\$500,000.

Analysis Of Customer's Annual Sales Based On Simplified Menu and Average % Money Spent On F&B Purchase

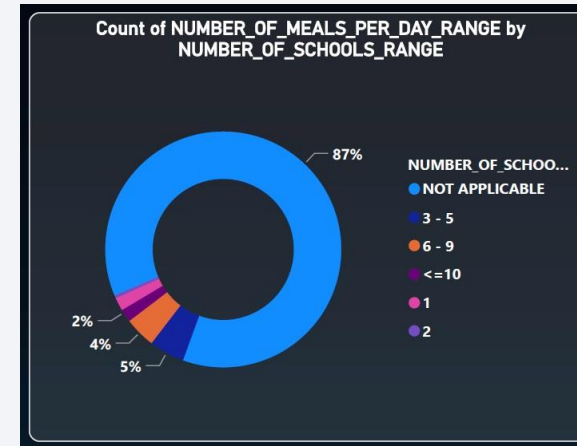


Insights & Opportunities:

- The above-clustered column chart is categorized based on the top 5 Simplified Menus available in restaurants, indicating that most of the restaurants make a maximum annual sales of <=\$500,000 by selling these Simplified Menus.
- The donut plot represents the total sum money spent on the F&B purchases, indicating the restaurants spent the maximum amount of the money to purchase food ~\$165M (89%) while for beverages they spent ~\$20M (11%).

Opportunities Available In Non-commercial Establishments (Number Of Meals Provided By Schools)

Count of Non-Commercial Est by Number of Meals Provided Categorized on the Basis of Number of Schools Range							
NUMBER_OF_SCHOOLS_RANGE	>2000	1001 - 2000	101 - 250	251 - 500	501 - 1000	51 - 100	Total
<=10	14						14
1		6	1	3	4		14
2		2			1		3
3 - 5	22	16					38
6 - 9	29	4					33
NOT APPLICABLE	226	97	21	39	163	122	668
Total	291	125	22	42	168	122	770

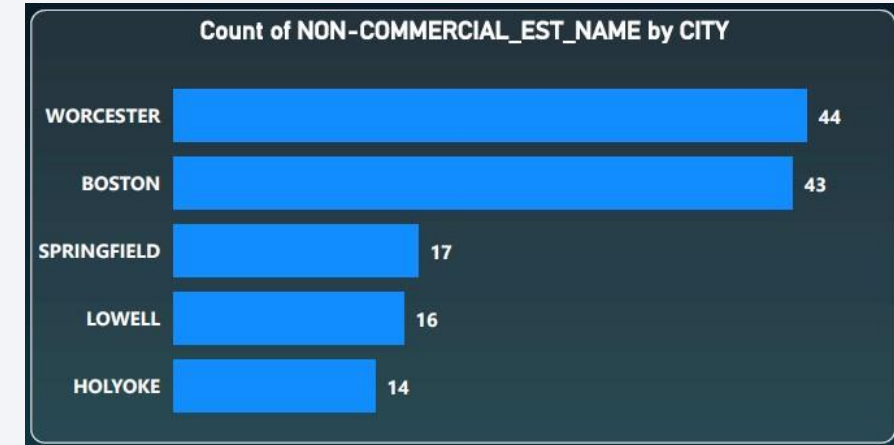


Insights & Opportunities:

- No data on states were provided other than MA (Massachusetts). Therefore, the analysis was only done based on a dataset of state - MA.
- The number of schools ranges from 3 - 5, 6 - 9 and <=10 offered a maximum number of meals in a day such as >2000 and between 1001 - 2000.

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- The number of schools ranges from 3 - 5, 6 - 9 and <=10 offered a maximum number of meals in a day such as >2000 and between 1001 - 2000.
- Out of 770 unique non-commercial establishments, most of them are located in Worcester (44) and Boston (43) city.

Opportunities Available In Non-commercial Establishments (Capacity Beds Range Categorized Based On Ownership Type)

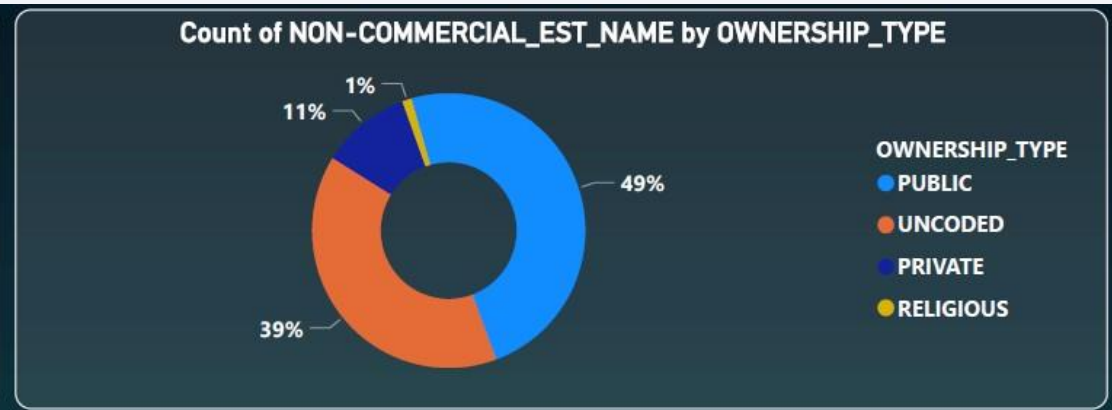


Insights & Opportunities:

- The non-commercial establishments such as the hospitals having Ownership type 'Public' has the maximum number of available beds ranging from 1-50, 51 - 100 and 101 - 500 (which is 48% of all type of ownership).

Opportunities Available In Non-commercial Establishments (Operation Type Categorized Based On Ownership Type)

Count of Non-Commercial Est by Ownership Type Categorized on the basis of Operation Type					
OPERATION_TYPE	PRIVATE	PUBLIC	RELIGIOUS	UNCODED	Total
ARAMARK	8	4		2	14
COMPASS	6	8	1	5	20
OTHER CONTRACTED	1	48		21	70
SELF-OPERATED	5		1	7	13
SODEXO	7	2	3	10	22
UNCODED	55	314	3	262	634
Total	82	376	8	304	770



Insights & Opportunities:

- The non-commercial establishments such as the hospitals having Ownership type 'Public' has the maximum number of available beds ranging from 1-50, 51 - 100 and 101 - 500 (which is 48% of all type of ownership).
- Most of the public ownership of the non-commercial establishments is operated on a contracted basis (which is 49% of all types of ownership).

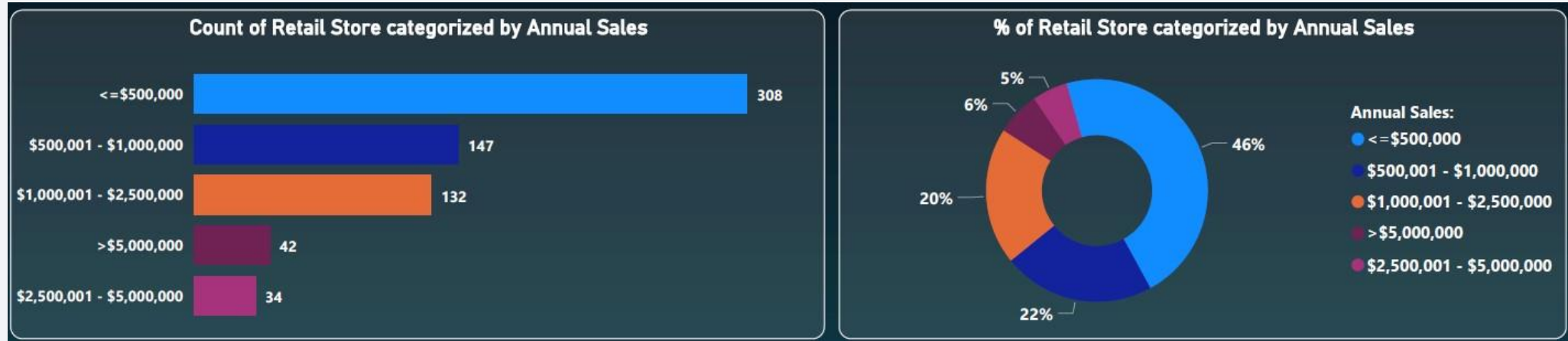
Analysis Of Retail Store's Annual Sale Based On Market Segment

Market Segment of Retail Store Categorized By Annual Sales						
Market_Segment	\$1,000,001 - \$2,500,000	\$2,500,001 - \$5,000,000	\$500,001 - \$1,000,000	<=\$500,000	>\$5,000,000	Total
OTHER FOOD SPECIALIST RETAILERS	6	1	4	21	2	32
MEAT MARKET	3	1	5	14	1	24
LIQUOR STORES	26	9	25	59	12	123
GROCERY STORES (LIMITED CHANNEL DISTRIBUTOR)	67	19	76	124	18	273
GAS STATIONS	6	1	5	6	1	13
FRUIT AND VEGETABLE MARKETS	7		5	13		25
FISH & SEAFOOD MARKET		1	1	3	1	6
CONVENIENCE STORES	15	2	20	64	6	94
CONFECTIONERS	2		6	5	1	14
Total	132	34	147	308	42	601

Insights & Opportunities:

- According to the analysis, based on market segment, out of 601 retailer stores most of them (308 stores) generate sales revenues of around <=\$500,000.
- Retail stores such as Grocery, Liquor, and Convenience stores have the maximum contribution in the annual sale of <=\$500,000.

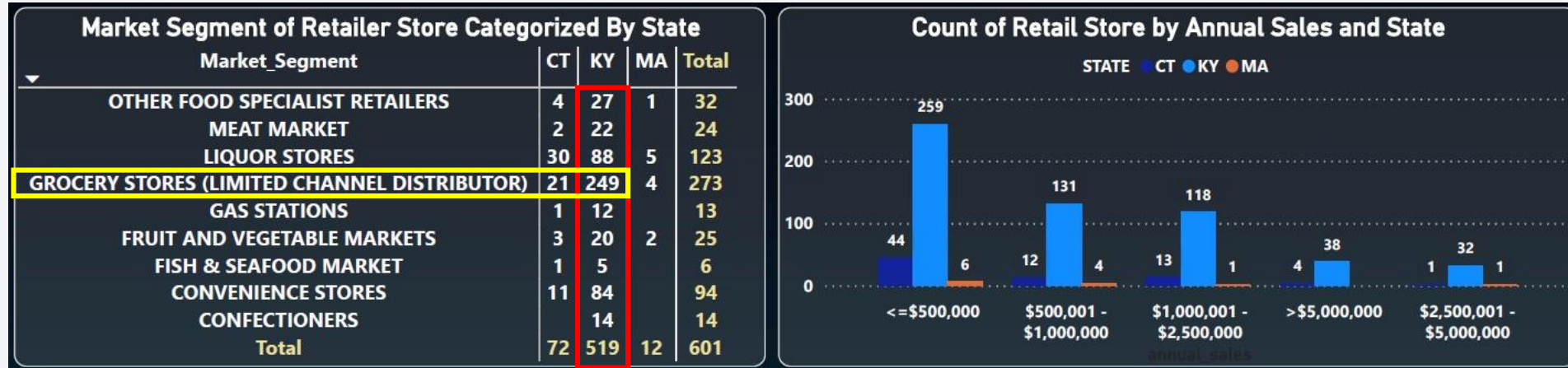
Analysis Of Retail Store's Annual Sale Based On Market Segment and % Of Retailer Store categorized By Annual Sale



Insights & Opportunities:

- According to the analysis, based on market segment, out of 601 retailer stores, most of them generate sales revenues of around <=\$500,000.
- Retail stores such as Grocery, Liquor, and Convenience stores have the maximum contribution in the annual sale of <=\$500,000.
- Out of 601 retail stores, 46% of them make revenues of sale <=\$500,000 and 22% of the stores make between <=\$500,001 - \$1,000,000.

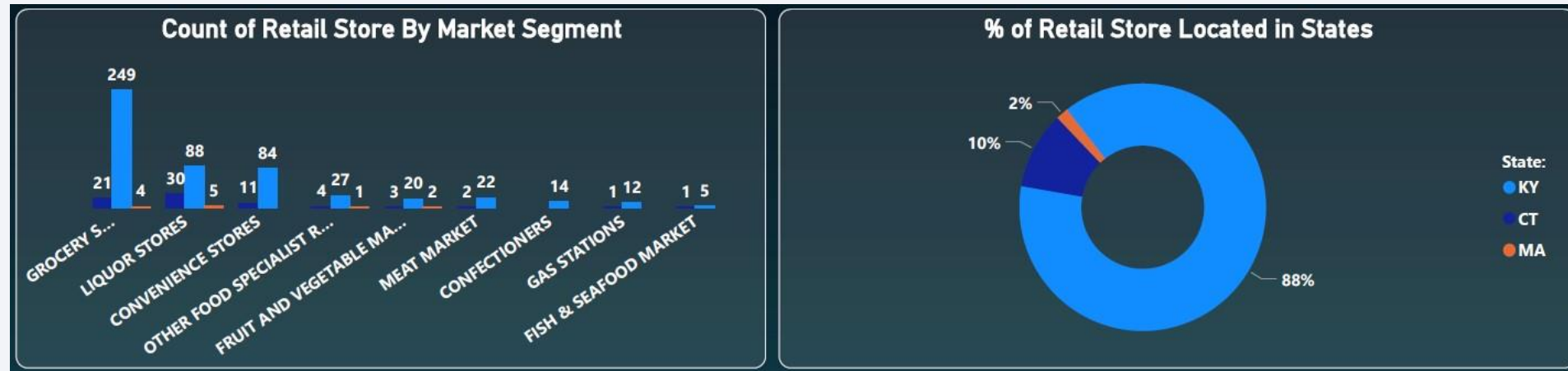
Analysis Of Retail Stores Located In different States Categorized Based On Market Segment



Insights & Opportunities:

- The data of only three states are available; CT (Connecticut), KY (Kentucky) and MA (Massachusetts). Therefore, the analysis was only done based on a dataset of these states.
- Based on the market segment, most of the retail stores are located in the state of KY (Kentucky) which is 519 (88%) out of 601.
- In the state of KY, 259 retail stores generate sales revenue of <=\$500,000 which is comparatively larger than the states of CT and MA.

Analysis Of Retail Stores Categorized Based On Market Segment And % Retail Stores Located In States



Insights & Opportunities:

- Based on the analysis, 88% of retail stores are located in the state of KY.
- Most of them are grocery stores (249), Liquor stores (88) and convenience stores (84).

Summary

- Out of **611 unique restaurants**, Shaun's company has a good relationship with restaurants generating sales revenue of **=<\$500,000 (357 restaurants)**.
- A total of **326 restaurants** have a **50% share of F&B purchases** from Shaun's company and it should be maintained or increased in the future for growth.
- In the state of MA (Massachusetts), it would be beneficial for Shaun's company to make a good relationship with non-commercial establishments working on a **contract basis (49%)** in cities like **Worcester and Boston** where the **school ranges** between **3-5** and **6-9** having **public ownership (48%)**, providing **>2000 meals a day**. Also, targeting the same cities where the **hospital's bed capacity ranges** between **1-50, 51-100, and 101-500**, having **public ownership**.
- Out of **601 retail stores**, **308 stores (46%)** generate **annual sales revenue of <=\$500,000**, and most of them (259 stores) are located in KY (Kentucky).
- The **Grocery (249)**, **Liquor (88)**, and **Convenience stores (84)** play a major role, generating sales revenue of **<=\$500,000** in the state of KY (Kentucky).

Conclusions

After analyzing the datasets provided by Shaun's company, we can conclude that;

- Shaun's company has a good relationship with the restaurants generating sale revenue of $\leq \$500,000$ while most of them have a 50% share of F&B purchases from his company.
- It would be beneficial for Shaun's company to make a good relationship with non-commercial establishments working on a contract basis (49%) in cities like Worcester and Boston where the school ranges between 3-5 and 6-9 having public ownership (48%), providing >2000 meals a day.
- Out of 661 retail stores, 308 stores generate annual sales of $\leq \$500,000$ in three states whereas 259 retail stores (88%) are located in the KY (Kentucky). Hence, based on the good reputation of Shaun's company with the restaurants generating sale revenue of $\leq \$500,000$, it would be beneficial for him to develop a good relationship with retail stores adjacent to his customers in KY (Kentucky) making a sale revenue of $\leq \$500,000$.

Thank You!

