



RETAILFORCE READY™

Stop Looking, Start Planning.™

Empower Your Business with RetailForce: Innovate. Grow. Succeed.

Platforms that
impact performance.

Simple Solutions for
Successful Businesses.™

Why join RetailForce Ready™ ?

- **Target the Right Market:** Identify ideal customers and segments to maximize your ROI.
- **Ensure Compliance:** Align with market demands through gap analysis and requirement checks.
- **Seize Growth Opportunities:** Strategically assess and capitalize on growth while minimizing risks.
- **Optimize Trade Show Success:** Attract key buyers with an effective trade show strategy.

Who is it for?

RetailForce Ready™ is ideal for manufacturers, brand owners, distributors, and marketing companies aiming to expand in the Retail, Foodservice and Hospitality sectors. It's designed for those in categories such as:

- Food & Confectionery
- Snack, Beverage & Grocery
- Natural, Organic & Specialty
- Home Products and Toys
- Private and White Label
- Health & Beauty Care
- Pet Food, Toys, and Grooming
- Diet, Vitamin & Sports Nutrition
- Foodservice and Hospitality

HOW DOES IT WORK

Market & Customer Targeting: Identify your ideal customers and market segments to boost ROI.

Competitive & Channel Strategy: Analyze competitors and choose optimal channels to reach your audience.

Gap & Requirement Analysis: Identify improvement areas and specific market demands.

Opportunity & Threat Assessment: Strategically assess growth opportunities and mitigate risks.

Strategic Planning: Develop a robust plan for sustainable growth and market leadership.

Goal Setting: Set clear, measurable goals for continuous improvement.

Trade Show Strategy: Maximize engagement through targeted trade show participation.

Market Expansion: Build strong local partnerships to enhance market presence.

KPIs THAT MATTER TO YOU

20+ years of **business development, marketing and sales experience** with leading manufacturers, distributors, retailers, marketing agencies, and media companies.

15+ years of expertise working in **regulated product environment** with government agencies, chambers of commerce, not-for-profit organizations, consulting firms, lobbyists.

10+ years of **executive leadership** with multiple brands and in diverse markets such as Canada, USA, Europe - including Private Label Development & Management.

HOW CAN WE HELP?

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