

## Case Study

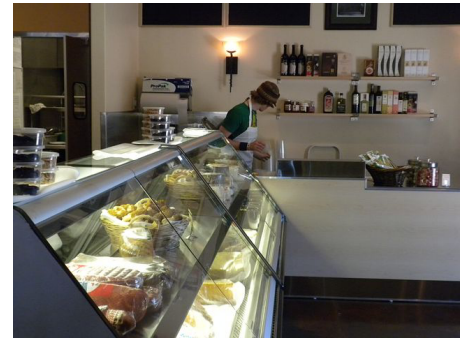
# Expansion into Alternative Channels

### OPPORTUNITY

An ethnic refrigerated food manufacturer is looking to grow sales through developing presence in alternative channels:

- Direct to consumer (eCommerce)
- Food service
- Convenience
- Club

The client's current Sales Manager does not have expertise in these channels, and does not have time and bandwidth to develop it quickly. They are looking to hire a sales person who is focused exclusively on these channels and can work with minimum supervision.



**Challenge:** recruiting time, cost, expertise, speed to results

**Current option:** 6-8 months to ramp up, \$400K in revenue Year 1

### OUR SOLUTION

We work together with the client's sales management, and bring a team of experts and 3rd party partners to minimize time to revenue in each channel:



- Single point of contact responsible for management + communications
- Sales team – retailer, broker, distributor, Amazon, national food service contract companies relationships
- Support – responsible for admin and issue resolution for all channels, including Amazon Fresh initial tasks and fulfillment support
- Third party vendors retained/managed: Amazon marketing, Club broker, Convenience distributor

Tapping into existing network of proven partners and bringing experts cuts inefficiencies and accelerates revenue timeline; the client retains executional knowledge and full control

**VGA solution proposal:** 2-3 months to ramp up, \$800K in revenue Year 1, cost neutral

### RESULTS

Speed to revenue reduced by 3 months (50%), incremental Revenue of \$400K (double), cost neutral  
Maximum speed to revenue, efficiency, tested partnerships

**Want to experience sustainable growth? [Contact us today](#)**

