

Case Study

Launching into a New Category

OPPORTUNITY

A manufacturer of shelf-stable packaged food is looking to invigorate slowing growth by expanding into adjacent categories. Specifically, they are strongly considering entering refrigerated food market with a product suitable for a Dairy Case.

They need help with:

- Determining and prioritizing potential categories
- Developing and executing Go-To-Market strategy
- Training existing sales resources to run day-to-day business after initial ramp up

The client does not have internal resources to execute or manage multiple partners needed for the project's completion in Year 1



Challenge: internal expertise, non-recurring project nature, resources
Current option: work on project opportunistically; 24 month + launch

OUR SOLUTION

We assemble a team of experts to size, plan and execute launch to work together with the client's team and current capabilities, filling gaps

Phase	Mkt Research	Analytics	Ops/Sourcing	Sales Team	Support	Marketing & Graphics
Opportunity sizing and prioritization	X	X				
New Product development	X	X	X	X		X
New Product Launch		X	X	X	X	

This team is managed by the Single Point of Contact

We are able to seamlessly rotate experts from phase to phase without loss of knowledge and overpaying resources not used during a specific phase

VGA solution proposal: turn-key New Product development and launch, Year 1 launch

RESULTS

Speed to revenue reduced by a Year (50%), significant savings for market research and marketing and graphics

Brand footprint expansion, innovation process creation, speed to revenue

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

