

Last Update 24/04/2020 at 14:59:08

Customer	Wilson & McGregor Wholesale	Plan Year	2021	Spell Check
Environment		Currency	GBP	
Plan Owner	Mark Owen	Plan Creation Date	#####	

Turnover / Sales (OOH/IH/RTMkt)	62.97m
Average Number of Meals Served Per Day (OOH)	N/a
Number of Outlets (OOH/IH/RTMkt)	1 Depot
Consumer Average Spend per Visit (OOH/IH/RTMkt)	106.00
Delivery Offered? (OOH/IH)	Yes
Thiving or Surviving? (OOH/IH/RTMkt)	Surviving
Menu / Proposition (OOH/IH/RTMkt)	"To keep kitchens cooking & serving". Competing on the quality of personal service & flexibility vs. National Wholesalers who are cheaper.
Kitchen Facilities (OOH)	N/a
Top 5 Dishes (OOH)	N/a
Destination Categories (IH/RTMkt)	Meat (in-house butchers), Fruit & Veg.
Category Role of Frozen (IH/RTMkt)	Routine/Hold : only expansion plans are for Desserts/Ice Cream
Preferred RTM Provider (OOH)	N/a

Increase the average Order spend per from 106.00 to a target for 2020 of 1.25. Most Operators use 2-3 wholesalers and many of W&B's customers use national wholesalers for routine purchases (ambient, non-food) because they're cheaper & make little difference to the end dish/guest experience. Recruiting more buying Operators who tend to stick with what they know -	Growth
	some of W&B's target Environments are very cost driven so the focus is on recruiting outlets where Guests pay for meals (vs where they're free). Create more value for their Customers as a way to retain them & upgrade them - expanding services into online ordering, making allergen free ranges easy to buy & bringing dish/menu inspiration are some of the strategies being explored.
Growth profit faster than revenue so that there are funds to fuel offer expansion & invest selectively in promotional activity if the National Wholesalers increase their promotions so that the price gap remains broadly the same. (W&B think they are at the maximum price differential).	Efficiency
Reduce costs driven by an expansion in range from 5500 to 6000 lines in 2019 - there's more stock/slower selling lines & only a really small percentage of W&B's increase in revenue has come from the additional 500 lines stocked across categories.	Efficiency
Increase W&B brand visibility & Marketing activity to help with Operator retention/loyalty & recruitment whilst holding year on year spend. Looking to lean on Suppliers & leverage Suppliers marketing activity/spend.	Efficiency
Continue to invest & build in through Community ties within the 7 states & target Environments but increase Supplier support/resources to do this (W&B increased spend on this in 2019 and have identified they must hold their spend year on year).	
Responsibly maximize revenue from Hospitals & Restaurants offering Delivery through CV19 when revenue from W&B's target Environments has been significantly impacted. Complement this with supplying Customers through Click & Collect.	Growth

Jobs To Be Done	Jobs To Be Done	Listing Targets	Status
Conventional	Grow Existing	Activate existing listings (base rate & promotional volume)	In Progress
Specialty	Grow Existing	Activate existing listings (base rate & promotional spend)	In Progress
Differentiated	Grow Existing	Activate existing listings (base rate & promotional spend) with a focus on SureCrisp to reduce LW's sales of CrispyCoat Fries	In Progress
Appetizers	Win New	BrewCity	Not Started
	Win New	Crispy Dippers	Not Started
Local Portfolio			

[illegible][illegible][illegible]

Objective	Status
Replace Lamb Weston as the preferred supplier who leads and benefits from the Category Review leading to growth of McCain F21 NSV to £900k (so that we can break the £1m in F22).	In Progress

[illegible]