# Project Notes

## ASSIGNMENT

A company needed a sales letter to send to potential clients about a new product to help food retailers analyze and access their data efficiently.

## CREATIVE SOLUTION

I started by framing the problems that food retailers face when they manage their data inefficiently. I proceeded to explain how this product solves these problems and ended the letter with a call to action.

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### The Problem

In this competitive industry, you know that making your brand stand out is the name of the game. You also know how difficult it is to effectively market your brand when you spend so much of your time trudging through sales data. You know there must be a better way, but you don't know what it is. That's where we come in.

### The Solution

FOODIE CPG was founded because no other service provided companies in our industry with a comprehensive tool to organize data and engage with it conveniently. We don't think you should have to choose between marketing and analytics so we created a user-friendly and efficient web application which allows you to have both and experience a better return on each. And here's the best part: All you need to completely reinvigorate your business is a web-enabled device and internet access. Welcome to life with a 24/7 personal assistant.

### FOODIE CPG Benefits Applied to your Business

*How great would it be to walk into a grocery account "cold" and be able to have an educated conversation with the purveyor about your products based on their specific store sales?*

In this market, the ability to analyze, plan, and execute on the go is critical to meeting and exceeding your goals. We help you by compiling all your Point of Sale reports and storing them online for complete access. We cross reference your data against our database of over 120,000 nation-wide grocery locations which allows you to quickly identify low-performance and develop the strategies you need to stay on track. Furthermore, FOODIE CPG provides quick measures of sales increase/decrease, overall market penetration, sku performance, top selling stores, average skus per store, and top selling states.

The web-based and intuitive design of FOODIE CPG means that everyone on your team can be a data analyst. Brand owners, managers, sales people, and brokers can all use FOODIE CPG as a resource to improve their performance. When you have the ability to analyze your data efficiently, effectively, and conveniently, you have the freedom to pursue your marketing efforts more robustly.

In addition to the function of the application as an internal resource, it also contains a useful external store locator component that can be used for customer inquiries about products. As long as you have product in a local store, your FOODIE CPG store locator will be able to assist 100% of consumers down to the item level. Our technology allows you to use your FOODIE CPG store locator for all inquiries, whether online or off.

What Are You Waiting For?

You asked, "how can I maximize my marketing efforts and data analysis without sacrificing one for the other?" We gave you the answer...FOODIE CPG! The only question that remains is how much longer you're willing to wait before you start seeing the returns you have been waiting for.

Your time is valuable which is why we developed a service to help you work hard and smart. If you would like to learn more about how we can help you or are ready to start using FOODIE CPG, we'd love to hear from you!

Sincerely,
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