

ON LINE FOOD SALES

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AGENDA

➤ VISION

➤ FOOD BUSINESS CHALLENGES

VISION

Value Proposition to the Customer

- Provide a seamless on-line retail meat store
- Convenience of door to door delivery
- Develop relationship with their food producer/processor
- Large selection of product

VISION

Opportunity for Business

- Expand geographic reach
- Increase volume without increased infrastructure investment
- Develop customer relationships

FOOD BUSINESS CHALLENGES

- Changing buyer behavior
- Good website that works
- Costs of maintaining and hosting website
- Quantities
- Distribution infrastructure
- Promotion and advertising
- Geography
- Consistency and reliability of service